

TOP 10 TIPS for Using Email To Drive Sales

10

Go Social

Yes, we are still talking about email. Email is the original social media and people can still share via email. Email with relevant content is apt to be shared with friends, family, and co-workers.

9

Encourage Your Subscribers to Share

Embed links so your email can be passed through all sorts of channels such as Facebook, Twitter, and LinkedIn.

8

Deliver Value in Your Emails

Research what your competition is doing and deliver more expert insight than they are. *Educate and teach. Don't always sell.*

7

Engage New Subscribers

The most active subscribers on your email list are the ones who have subscribed within the last 30-60 days. Thank them and stay in the forefront of their minds with one or two emails per month.

6

Testing, Testing, 123

Test a variety of email campaigns and promotions relevant to your audience and product or service. Analyze your results and continue using the most effective strategies.

5

Hey Big Spender

Recognize your big spenders and repeat customers. Reward them with special offers and incentives.

4

Coffee, No Cream, and Just Please Add Email

Over half of online consumers begin their day with email. Ensure your emails are read by being timely and in the consumer's inbox before that 8 am cup of coffee.

3

Drive Sales with Landing Pages

Flyers have been around for years; now put them on the internet. People love the gratification of hunting down a deal. Use links in your emails to send customers to a landing page specific to a one-time promotion or offer.

2

Less is More

Even though you may have tons of products or services to offer it does not mean the email recipient is interested in everything. Keep your emails simple, showcase a relevant product, and include a call to action.

1

Tell a Story

Email is a very effective way to build relationships with your customers. Use email for your customers to get to know about you and your company and more importantly to learn about them! Strong relationships create trust. Trust equals lifelong, valuable customers.