



GUIDE TO E-MAIL MARKETING



I'm a fan of e-mail marketing as a way to stay front-of-mind. I'd like to share with you a few tips and techniques that make e-mail marketing a successful part of the LecoursDesign promo mix.

1. Have a Strategy

It's wise to have a goal for the overall campaign and for each individual e-mail blast. For example, my overall intent is to position myself as a marketing thought leader in the A/E/C industry. I do this by consistently sharing actionable knowledge and success stories. My goal with this particular blast is to demonstrate expertise so that you will consider hiring us to create your next e-mail marketing campaign.

2. Build Your Mailing List

Dedicate time to building a mailing list of readers within your target market. It's best to ask people to opt-in before you show up unannounced in their in-box. I do this by having a link in my e-mail signature to our website that has a sign-up form. Also, when I meet potential clients, I'll ask either in person, or via e-mail, "may I send you free marketing advice on a monthly basis as an e-mail?"

3. Get People to Open Up

In an in-box full of messages, a compelling Subject line entices the reader to open your e-mail. Six to ten words and 35-55 characters is best. For continuity I always include "LecoursDesign:" as the first part of our Subject lines and the topic of the e-mail as the second part. Using "David Lecours" for the From field lets readers know this e-mail is coming from an actual person. A good e-mail service provider will provide you with metrics to measure how many people open your e-mail. According to MarketingSherpa, good open rates are 20% and higher. I've found that sending e-mails on Tues. or Wed at mid-day improves our open rates. I always send a test to myself and my Office Manager to check spelling, formatting and links before sending to our entire mailing list.

4. Juicy Content Creates Connections

The first 4 vertical inches of an e-mail often gets shown in a Preview Pane which can determine the fate of your message. I include a branded The Marketing Voice masthead for credibility and a headshot to let the reader know this is written by a real person. If readers only view a sea of lengthy text, then it feels like work and thus decreases open rates. My goal is that our e-mail content offers something of value. The more actionable the content, the more value we are providing. I want to continually be making deposits in our relationships with past, present and future clients. I make the content personal and I'm not afraid to let people know what I believe.

I hope you'll consider e-mail marketing as another tool to connect with your audience. Let me know if you need assistance in creating a custom, branded e-mail campaign for your firm.

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