EMAIL MARKETING TIPS

EMAIL IS 40 TIMES MORE EFFECTIVE AT ACQUIRING CUSTOMERS THAN FACEBOOK

72% OF PEOPLE PREFER TO RECIEVE PROMO CONTENT THROUGH EMAIL COMPARED TO 17% ON SOCIAL MEDIA

Cutting through the noise in your customers' inbox is what makes it challenging to be effective. Although have a look at some of the tips below to help set up your email marketing platform for your business.

GET READY FOR EMAIL MARKETING!

Create an email list
1. **Create a signup form on your website -** create a form for newsletter signups
2. **Have a hard copy sign up form** - if they are in your shopfront, eating at your restaurant or out on a tour with you have something they can sign up to while they are there with you
3. **Drive sign ups through social -** leverage form the followers you already have on social media and link through to your site form

To add more subscribers
1. **Host a contest or offer a discount -** offer a space on one of your tours, a free meal at your restaurant or a freebie from your store
2. **Make your emails easy to share -** add in pics, useful links and interesting stories & allow your email to be shared so they spread

Source - MailChimp

WHAT PLATFORM SHOULD I USE?

Platforms allow you to automate your marketing workflows, track your stats, send more quality emails, and build a deeper relationship with your visitors. There are a range of platforms that you can choose from. What you choose really depend on your business goals with sending out emails but research some of these:
- Mailchimp
- Campaign Monitor
- Constant Contact
- MailerLite

WHAT CAMPAIGNS WILL I SEND?

It is important to have goals for your email marketing initiative and align them to your business KPIs and marketing strategy. The goals you are trying to achieve will enable you to decipher what campaigns you should send.
- **Newsletter -** a regularly distributed email i.e. weekly, fortnightly or monthly that contains links, stories, resources and imagery to keep in touch with your audience and keep them engaged and aware of your brand so you are front of mind when they go to book
- **Marketing offer -** any campaign that with the goal of driving a direct response - providing a discount or special promotion
- **Announcement -** customer base announcing a new product, feature or service. These are important to keep an engaged audience up to date and front of mind of your products.
- **Event invitation -** to increase awareness of your event and get people to attend.

Source - Campaign Monitor

macleay valley coast.com.au
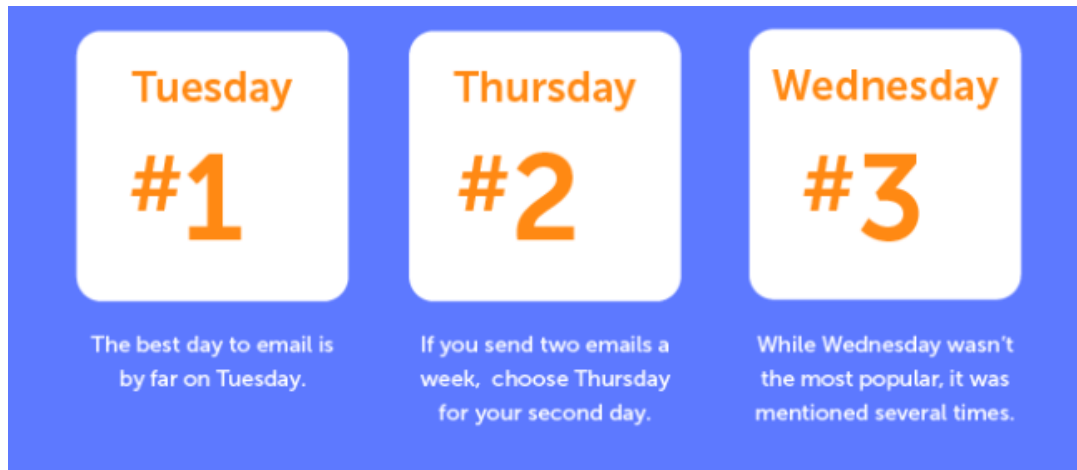*discover something new*

CREATE YOUR EMAIL!

- **Structure your email for easy reading -** succinct headline, short and easy to read paragraphs or text boxes. Writing long and text-heavy campaigns are not going to get the cut through you are chasing
- **Use images and visuals to boost engagement -** visuals are more eye catching and memorable than text. In fact, studies have shown that people can **recall as much as 65% of visual content** up to three days later compared to **just 10% of text-based** content.
- **Personalisation -** Your readers are most likely to respond to content that is most relevant to their interests. Start by adding their name in the subject line, then customise campaign content based on interest segments.

Source - Campaign Monitor

WHEN IS THE BEST TIME TO SEND YOUR EMAIL?

The best day - Tuesday, Wednesday or Thursday

Tuesday #1
The best day to email is by far on Tuesday.

Thursday #2
If you send two emails a week, choose Thursday for your second day.

Wednesday #3
While Wednesday wasn't the most popular, it was mentioned several times.

The best time

6AM   8AM   10AM   12PM   2PM   4PM   6PM   8PM   10PM   12PM

While late-morning send times were the most popular in general, several studies concluded that the best time to send emails is at 10 a.m.

10 am

As Campaign Monitor notes, this is likely due to people checking their email before going to bed.

8 pm

It looks like you might be successful by sending your emails later in the day as people are checking out of work mode or looking for distractions.

2 pm

50% of you begin your day be emailing in bed.

6 am

Source - CoSchedule