

EMAIL MARKETING THAT DELIVERS

EFFECTIVE EMAIL MARKETING IS ESSENTIAL TO ANY GOOD INTERNET MARKETING STRATEGY

Email marketing can be a powerful and cost effective marketing tool for businesses when done correctly. Similarly, email marketing can be damaging to a brand when done incorrectly. Transform messages into sales by following these email marketing guidelines.

DELIVERABILITY IS KEY. Don't waste time creating an email message that doesn't reach your prospects. Thoroughly research the whitelisting process and deliverability rates of your email service provider. Outlook, Gmail, Yahoo, etc. were not created for mass emailing and will substantially diminish the impact of your efforts, as email servers will block your messages. Use a tool such as SpamAssassin to make sure your email will make it through spam filters.

FOLLOW BEST PRACTICES. Being a responsible e-marketer goes a long way. Before you even think of sending an email message, get comfortable with the FTC's guide to compliance. You must have permission to email the recipient, provide a method for opt-out and include your business address. Alienating your prospects could mean much worse than losing a customer, including legal trouble and blacklisting.

BUILD A BETTER SUBJECT LINE. While there's no surefire science in crafting subject lines, you must follow one critical guideline: keep it under 50 characters. Front-load with your most important words, be concise and avoid spam filter trigger words such as "FREE" or "GUARANTEE." As a general rule, the shorter the subject line, the higher the open rate.

DON'T OVERLOAD THE INBOX. Determine an email distribution schedule and frequency that is appropriate to your business. Your recipients will come to expect emails from you at certain times, so be consistent. If you are sending out product offers, ask your customers how often they wish to be contacted upon opting in.

CATER YOUR CONTENT. If you're a business that offers multiple product lines or caters to unique types of customers, it may make sense to break down your list and write copy specific to each segment. Each customer group will receive relevant and engaging content, increasing loyalty to your brand.



Nicholas Creative is a boutique creative agency serving small- and medium-sized businesses to design and develop websites, deploy email marketing communications and optimize for search engines.

Experienced, accomplished and agile, Nicholas Creative empowers you to:

- Create a consistent brand
- Generate sales leads
- Improve customer relationships
- Increase your ROI

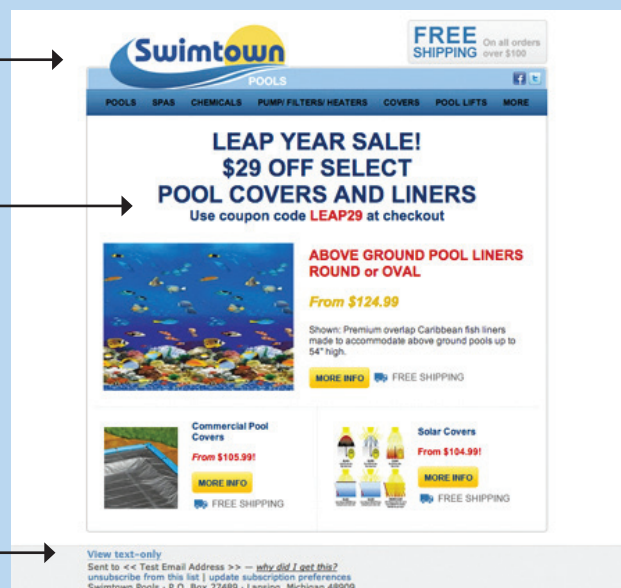
Nicholas Creative offers a unique, personable approach to project management and execution. We realize that Internet marketing can be a challenging endeavor for your business, but we make it manageable through our sound expertise, honest communication and unparalleled responsiveness.

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1 SIMPLE DESIGN

2 TEXT CONTENT DELIVERS KEY MESSAGE

3 MOBILE FRIENDLY LINK



1 Creating a presentation that is overly fancy can ruin the impact of your message. Use a design that doesn't distract from your call-to-action.

2 Construct the email in a manner that can be understood without images, as most programs require permission of the recipient before images are displayed.

3 Offer links to view the email as a web page and in text-only format—this is especially useful to those reading email on mobile phones.