

# Expert provides 'golden rules' of email marketing

A successful email marketing campaign can allow businesses to maximise their potential by following four simple rules, according to industry expert Michael Ferranti.

He said email marketing may be one of the most cost-effective ways for a business to attract attention from existing and potential customers.

However, he added that it is important that a clear distinction is made between a solicited email campaign and spam emails.

As a result, Mr Ferranti listed four golden rules for a successful email marketing campaign.

He said the email must be anticipated, relevant and integrated, and should offer value to the reader.

The use of an opt-in list should ensure that only customers who really want to receive information will do so, while businesses are encouraged to use any data they have about clients selectively in their email marketing in order to make the messages relevant to them.

Such emails should also be integrated with feedback opportunities for the customer, while recent research has shown that, perhaps unsurprisingly, consumers respond

to offers of value more than anything else in email marketing campaigns.

Mr Ferranti, of internet marketing company Endai Worldwide, also pointed out the importance of these rules for smaller businesses, in a time where an email marketing strategy is increasingly affordable.

A recent report by Forrester Research found that 47 per cent of consumers think email is a "great" way to be informed about new products and promotions.

Shar VanBoskirk of the firm added that they are also "willing to pay a premium for products that save them time and hassles".

