

The Three Elements of Email Marketing

There are 3 key elements that lie behind any successful email marketing campaign. They are the same elements which apply just as effectively to traditional direct mail marketing so should be familiar to most entrepreneurial marketers.

As with offline marketing, there are 3 key elements which need to come together in order to create an effective email marketing message. These are: Offer, List, and Creative. Let's take a look at these three in more detail.

The Offer

Essentially this is defined as: what are you going to give them and what are they going to give you? In simple terms this could mean you offer a product in exchange for payment, but making an offer more compelling will yield better results. Things like 'Save £50' or 'Buy One, Get One Free' tend to grab the reader's attention. A free gift in the form of a download, a report, or trial software work well in the email environment. The Offer is needs to be communicated in a crystal-clear way to your recipients.

The List

You might have a fabulous offer, but if you send it to the wrong contact list it will fail. You can either build your own database of contacts (which takes time) or purchase an opt-in e-mail list from a broker. If so, make sure you're dealing with a legitimate company with a good track record. Find out how each list was compiled and make sure recipients were added to the list only with their explicit permission. If you're buying advertising in an e-mail newsletter (e-zine), what is the topic and target audience of the newsletter? Make sure the list's recipients are the right market for your offer.

The Creative

In the world of advertising, 'creative' refers to the concept, copy and design of an advertising piece. With email, there may be some design restrictions but good strategy and powerful copywriting can make a big difference. Copy should be kept brief and focus on your offer.

Make your offer clear and include a call to action - in other words, tell the recipients what you want them to do and ask them to do it. Make it easy for people to respond or direct the reader to a web page where they can find out more details, fill out a form or send in an order. Pay attention to these 3 key elements and you will maximize the return on your email marketing investment.

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