



Email Marketing Guide



How to run an **Email Marketing Campaign**

Successful email marketing requires providing value, respecting your subscribers' preferences, and maintaining a healthy sender-receiver relationship. Adapt your strategies based on the feedback and behavior of your audience to continuously improve your email marketing campaigns.

FREE Email Marketing with Mail Chimp

Email Marketing to your **Active Clients**

Creating Email Template:

1. Marketing Center template, create necessary links and move to mail chimp
2. Create directly in mail chimp
3. Create in the marketing center and move to your email marketing tool (copy HTML code)

Sending out your email:

Remember to ensure you have an engaging subject line and clear CTAs, most people just quickly look through an email. Add your contact info logo and headshot to increase your brand awareness and keep it personalized.

1. Once your template is created go to mail chimp or your email marketing tool and upload your client list
2. Add in your subject and preview lines
3. Ensure compliance with email marketing regulations, such as providing an unsubscribe option, including your physical mailing address, and honoring opt-out requests promptly.
4. Send yourself a test email, check all links, and review the email copy thoroughly.
5. Send your email to prospects and begin to track analytics.

Analytics:

See which campaigns are most successful by the click-through rate and open rate, you want the highest open rate and click-through rate. The benchmarks per industry and email type are outlined **HERE**

Email Marketing to Prospects

Leads:

1. Purchase leads for email addresses
 - Lead vendor

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