

# Managers Guide to Effective Email Marketing

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## Introduction

There are a number of elements essential to the success of an effective email campaign, which include not only the communication itself and the timing, but also the production of the email and the template. How should an email template be designed? What are the technical implications? How do you engage your customers to click, buy, subscribe or interact? How can you ensure that your customers receive your emails? How do you measure the success of your campaign?

This expert guide provides an outline of best-practice guidelines for email marketing and includes insights from hands-on experience of email marketing and digital marketing strategy.

## Where do I start?

Like any form of marketing your email campaign starts with your customer. Understand and know what your customers will be interested in reading. Next think about what you want to tell them. What is your message or messages about? What is the objective of your message? Will it be an event, product or offer alert or a newsletter to support brand awareness and soft selling?

The frequency and timing of your emails are essential also, as well as ensuring that all recipients have subscribed and can unsubscribe from your newsletters, announcements and marketing emails.

## Know your Audience

Knowing your audience is absolutely key to engaging your customers effectively so that they read, follow, interact, subscribe and ultimately buy from you. There are a number of techniques to this which I teach on a daily basis. However, you can start by breaking down your audience into groups. See some examples below:

- By industry
- By sex
- Business customer or end-consumer
- Their interests

