

YOUR 25TH HOUR IN THE DAY

The art of email marketing



Just dash off an email and press send? This can lead to mistakes that do more harm than good. If you understand how it works, then email marketing will become an essential tool for your business.

What can savvy email marketing do for you?

- Help you build your customer list: to achieve top of mind awareness to as many potential customers as possible.
- Increase engagement: Not everyone scrolls regularly through social media feeds where they could easily miss your message. With emails you can share information that is both relevant and interesting. If your customer agrees they will read every email.
- To spread factual news: do you have something to share about the company? Are you hosting an event or product launch? Is there a significant date in the calendar approaching?
- Support a forthcoming campaign: reinforce a marketing message with information and links. Your customer needs to know all the whats, whens and wheres. Don't make them hunt for any info as you might lose them.
- Establish authority: educate subscribers using stories related to your brand. Give them benefits, solutions, or even a tutorial on how to use a product. That gives them more reason to trust you as well as introducing personality.
- Pursue results: quantifiable impact is proof showing you increasing subscribers, and tracking your open rates, clicks on links and if they buy.



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Don't only be sales driven

To encourage recipients to open and then read your newsletter, what's inside should be engaging and informative rather than an obvious attempt to get them to buy a product or employ a service. A good balance to aim for is 90/10: 90% information, 10% sales material.



How Pink Spaghetti can help

We can help you achieve all of the above once we've created a branded and professional template. Other areas we will cover include:

- Setting you up with the email marketing platform of your choice.
- Helping you to grow your audience and manage your contacts.
- Segmenting your audiences for targeted campaigns based on previous activity and characteristics.
- Writing captivating subject lines and exceptional copywriting.
- Creating automated campaigns and lead magnets based on behaviour.
- Designing beautiful landing pages that encourage people to join your audience or buy your products.

We can set up a newsletter template for £75 and a newsletter edition for £30. Landing pages, automation and lead magnets are bespoke and we will happily discuss your requirements and quote upfront. We also provide training, either 1-1 or for a small group.

The next step is simple

Microbusiness owners are not about to spend big fees on a marketing agency and this is where we come in, offering flexibility and affordability alongside expertise and knowledge. To discuss your email marketing strategy and what you would like to achieve please get in touch - we will be happy to help.

All our PAs are GDPR compliant.



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