

EASY PEASY LEMON SQUEEZY

EMAIL MARKETING GUIDE



Introduction

Email marketing has grown in popularity because it produces results. While in the late 90's and into 2000 email marketing was new, the accessibility of email now means that marketers must work hard to cut through the clutter. In the past, permission was a nice to have. Now permission is a must have. Ultimately, a business must put more thought into email communications – from the information gathered up front to the actual messages sent.

A clear strategy and a roadmap is crucial for successful email marketing that drives results. I created this guide for freelancers, self-employed and small business owners who are new to email marketing. Hopefully, it will help save you time by pointing out the main elements of a good email marketing strategy whatever industry you work in and let you fill in the blanks. This no fuss guide should provide you with all the info you need to use email marketing as a way to supercharge your business objectives.

I'm a huge fan of Innocent which inspired my 'Easy Peasy Lemon Squeezy' title for my email marketing guide! I love their products and they have totally nailed their email marketing so it might be worth joining their subscriber list to learn from the experts!

What are the Benefits of Email Marketing?

Email marketing provides a way of raising brand awareness with your existing customers/clients and potential new prospects by making regular contact through sending them targeted and valued content.

Email marketing essentially enables you to communicate with your customers in a way that's immediate, relevant and cost-effective.

Here are some common email marketing goals:

- Increase subscribers
- Generate more leads
- Convert leads into buyers
- Retain customers
- Promote content

Once you've set a concrete goal, you'll need to establish a strategy that measures and illustrates your progress. Therefore, understanding email marketing metrics is crucial to making your email campaign(s) successful.

With the right content you can deepen your relationship with your customers through:

- effective subject line writing – getting your messages opened
- your distinctive brand voice – getting your messages read
- delivering quality content your customers can share with others – by word-of-mouth.

Email newsletters are a good place to start if you're new to email marketing. They build trust and promote long and ongoing relationships with existing customers by keeping your business in front of your customer base

Best practice email marketing

A general rule is to keep your design and copy minimal with clear CTAs (Call-To-Actions)

You should also:

- make sure you get permission
- match your email to your brand
- integrate a link to the web version of your newsletter that's somewhere easy to see.

Avoid sending spam

Anti-spam law restricts the sending of unsolicited marketing emails ('spam') to individual subscribers. Anti-spam law is enforced by the [Information Commissioner](#) and breaches can lead to a fine of up to £500,000. There is also civil liability to anyone who suffers damage as a result of the breach. The rules are in the Privacy and Electronic Communications (EC Directive) Regulations.

Designing your emails

Ensure that your user's experience is a good one by:

- keeping the design clean and simple
- designing the email template so it's readable for mobile users
- optimising your layout for the email preview panel.

Writing email content

When writing the editorial copy, you should:

- use short sentences and make your call to action clear, avoiding passive words
- build a relationship – ensure you write for people, not for robots
- try to ask questions and encourage a response.

It's worth thinking ahead about what your subscribers would like to read and scheduling your updates in an Email Marketing Content Planner (included in this toolkit).