

Email Marketing Made Easy

"In 2011, the Direct Marketing Association estimated that email marketing typically returns £40 for every £1 invested."

Pure360

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Email marketing is the most effective way of getting relevant, targeted, IDENTIFIED visitors in CANDDi. Here are some things you may want to consider...

1 Why send one?

It's the perfect way to maintain, nurture, and enhance your relationship with your existing client base and your prospects. It's also great at increasing brand awareness and keeping in touch with ex clients too. It's simple to do, affordable, and easy to track the ROI.

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3 Who to send it to

I'm 99.9% sure you'll have a list of email addresses...of your existing clients. Keep it simple if you're new to email marketing, and worry about segmenting the data further once you've done a few campaigns.

2 What to write

When sending CANDDi Newsletters, we keep things as consistent as possible always following a similar format. A case study, a white paper, blogs, and any new features. Have you got a new website? Are you moving offices? Are you going to be exhibiting at a trade show? Update your clients with what's happening within your business and relate it back to how it will help or benefit them..

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4 Pick a platform

There are tonnes of email platform providers out there, and lots provide a free trial. Mailchimp, Aweber, Forfront are all easy to use and affordable options.



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"The wonderful thing about CANDDi is the 360° visibility it provides about the entire journey of visits. CANDDi drives marketing relevance through the roof."

Paul Clarke, Portsmouth Marketing Group

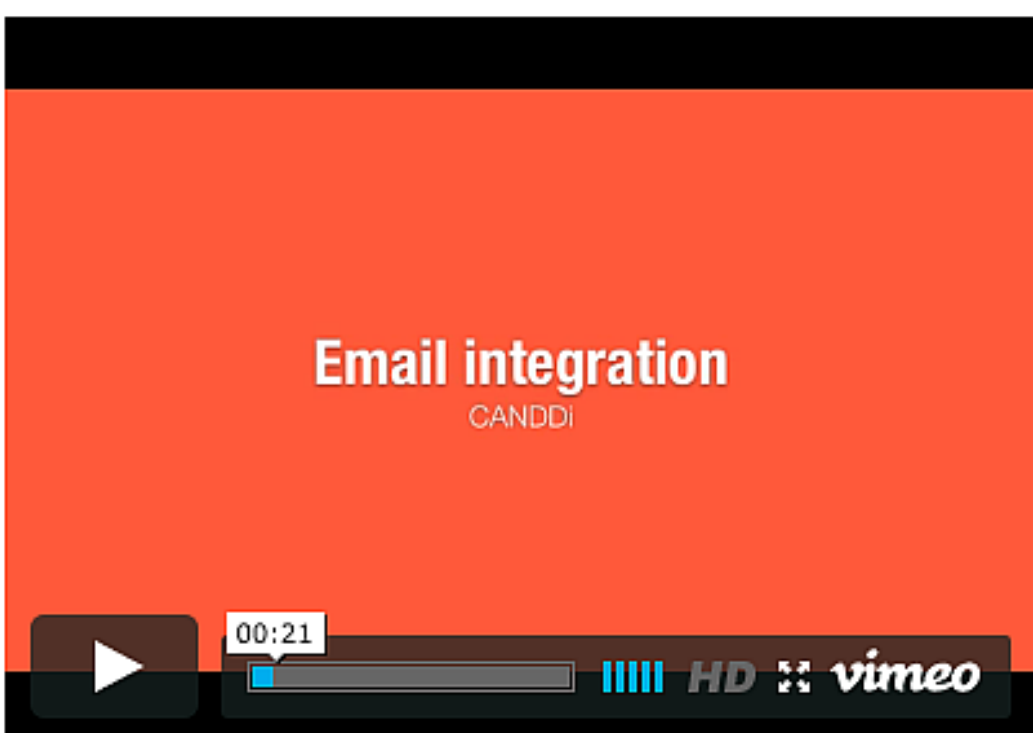
5 Call to action

Make sure the content you're sending the client to lives on your website, give them a teaser of it in the email and insert a link they can click on so it encourages them to get to your site...once they are on there, hopefully they'll stick around and you'll be able to see what they're really interested in...

6 Track it!

Putting CANDDi tracking in the email campaigns will give you invaluable information, it will tell you exactly what your recipients looked at once they've clicked through, it will tell you when they come back on a week or a month later, and you'll know where you can upsell or cross-sell to your existing clients!

We've got a video walk through covering how to put CANDDi tracking in a Mailchimp campaign, but let us know when you're doing one and we'll arrange a call to help you!



Watch Now