

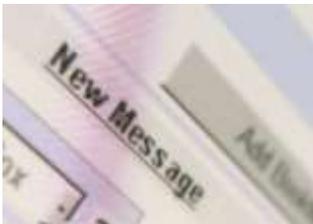


## Tips on E-Mail Marketing and Public Relations Campaigns

By Carol Park

You've worked hard. You've got a list of client e-mail addresses. Heck, you even have a list of e-mails from businesses that are interested in your company's products. So what do you do with all that information?

You create an e-mail marketing campaign.



You might think that sending out e-mail campaigns or marketing blasts will just end up in the spam box. But that's not always the case!

Constructing a carefully targeted e-mail marketing or public relations campaign can help grow your business!

Contrary to popular belief, people do open these kinds of e-mails. Heck, you're reading this one right now!



When sending an e-mail blast or campaign, remember to send something interesting, relevant, or newsworthy.

Often times, companies make the mistake of sending e-mails that are construed as junk, or straight out advertising. These are the kind of e-mails that people won't read and will flag as junk. You don't want that.

Try sending out a

newsletter filled with tips, information, and useful things that your clients and potential customers will learn from.

Try sending something about how to clean your awning. Or what makes a good marine cover fabric and why.

Keep in mind, sending e-mail campaigns can also include membership renewals, updates on industry news from places like the IFAI.

But remember, don't overdo it either. Don't send e-mails every day or even every week. Monthly blasts should be enough; it lets your client list know that you care but you're not being inconsiderate by filling their inboxes with junk.

When you send out an e-mail blast you can also talk about your company's

community work and achievements.

Remember to also use photos and images so that your e-mails don't just look like a block of text.

If you're sending an e-mail campaign that has tips, use images that reflect the advice you're giving.

If you're sending out coupons or other marketing materials, use color images that people can print out.



Remember to also hyperlink the name of your company or give a Web site address so people can navigate to your page. This will help generate traffic to your site and hopefully create some leads.

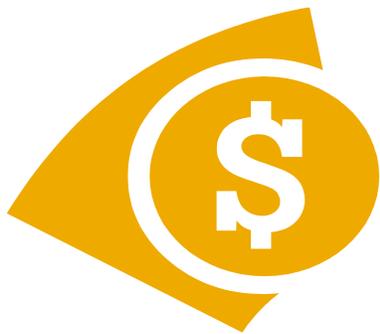


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