

Top Ten Email Marketing Campaign Tips From Future Horizons Event Specialists:

- 1) Your subject line is the equivalent of your 'Shop Window' make it catchy and relevant
- 2) Your subject line should not contain too much punctuation and different fonts. And make sure your spelling is correct to avoid ending up in the dreaded SPAM box
- 3) If you send out regular emails, keep your subject line consistent and familiar
- 4) Make sure the benefits of your event/product/service are communicated at the beginning of your email... consumers want solutions to their problems, not product feature information!
- 5) Get straight to the point
- 6) Make your content scannable
- 7) It is law to provide an 'unsubscribe' address in the email – Make unsubscribing easy and user friendly
- 8) Always test your emails before sending them
- 9) Make sure any web links within your email are directed to an appropriate/relevant web page
- 10) The most ideal time to send an email campaign is Wednesday at 11am... but this will vary depending if you are a B2B or B2C organisation and what you are selling... best way is to test test test.....

Happy Emailing and Good Luck