

Email Marketing

Email marketing presents an opportunity for providing valuable content to your existing and potential clients at a relatively low cost. If you take time to find out what they want, you can provide solutions that enable you to cross sell and up sell your products and services.

My Email List

Before you consider email marketing as an option for your business, do you have a quality list of existing clients and known prospects held in a suitable database? Yes No

Do you have a reliable email marketing system which you can use? Yes No

If no, then investing in one at this early stage is advisable. They will reduce the time you spend on email marketing and increase the efficiency of all future marketing campaigns.

You now need to consider the different groups of people who feature in your list and consider how you would segment them to ensure they receive relevant and appropriate communication.

Use the first column in the table below to identify five initial groups. An example would be 'long term clients', 'new clients', 'pipeline prospects', 'met networking' and 'ex-clients' or it could be clients that access different services provided by your business.

| Client group | What information? |
|--------------|-------------------|
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In the second column cope of consider what type of information may be valuable to them. Some examples include monthly offers, after care advice, news updates, practical tips, priority appointment slots or competitions. The same information may be appropriate for more than one client group and there may be more than one option for some clients.

In the next part of the course we will look at different types of email marketing, so you can identify which would be most appropriate for each client group.

