

Email Marketing – Mail Blast

A mailblast is a great way to quickly get a message to a group of existing clients. It is ideally used for promoting one off time and number limited offers.

What could I use a Mail Blast for?

Are there times when a change in circumstance means there is spare capacity in your company?

Yes No

Do you have a day of the week, or month which is notoriously quiet?

Yes No

Is there sometimes a delay in a project schedule that leaves your workforce without enough to do?

Yes No

Are there times when you over order goods, or receive cancellations leaving you with excess stock?

Yes No

Write down any other situations where you experience spare capacity or excess goods within your industry:

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Rather than waste this spare capacity or surplus of goods, mailblast provides the opportunity to offer this time or product to your valued customers at a discounted rate. This makes your valued customers feel important and helps bring your company additional sales.

Now take one of these examples and draft out a short email below. The email should present the offer, explain why the opportunity is available and give details of the time and or number limitations.

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