

5 E-Mail Marketing Tips

Tip #1: Keep your email really PERSONAL: It should sound like you're talking to a close personal friend.

Tip #2: Keep your email SHORT: Try to keep it to 3/4 page max.

Tip #3: Spend a lot of time on your subject line! After all, if it doesn't catch people's attention and spark their interest, no one's going to read your email!

Tip #4: Make sure your email gets people to take a specific action -- and be sure to include this "call to action" as close to the top of your email as possible.

Tip #5: Track your metrics! Keep track of your open rates, click-through rates, and conversion rates. That'll help you understand how well your email has performed, and where it needs to be fixed.



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