



Five Ways to Jumpstart Your Email Program

An Email Best Practices Guide

Grow your business with these simple strategies for email marketing with Constant Contact.

Q: Who do I send emails to?

A: Send email to people who know you

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- Get started by connecting with people who want to keep in touch with you. Use sign-up tools on your website or on social media. Offline tools, such as a sign-up sheet at your business, are also a great way to grow your list.
- Think about who you open emails from — people or companies you know. When you send your emails, be sure to use an email name and address that your customers will recognize.
- Remember, people must give their consent to receive emails from you. They have to opt-in to your email list or you risk violating spam regulations. This keeps you CAN-SPAM and Canadian Anti-Spam Legislation (CASL) compliant.

Q: What do I say in an email?

A: Create content your audience wants

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- Be a thought leader! Offer helpful advice or tips that speak to your expertise.
- Don't forget the basics. Provide new customers with information about your products and services. Give existing customers information about special offers or loyalty rewards.
- Check your email reports for clues about which content generates the most clicks and write more about those topics.
- Still stumped for email content? Think about your customer's most common questions and provide the answers. It's a great way to build relationships.

Q: What makes a good subject line?

A: Tell people what to expect inside the email

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- Are you giving readers a new tip or offering them a great deal? Say it up front with a teaser or a question, so they will click through and read on.
- Keep it short and sweet. Forty characters or less will be visible on a mobile device.
- Don't use jargon, symbols, or superlative language. You want the email to be clear and not be mistaken for spam.

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Q: Do I have to design my own emails?

A: Use templates to save time

- Professionally designed templates from Constant Contact allow you to create professional emails without knowing HTML code.
- It's easy to add text, insert your logo and choose colors and fonts to match your brand.
- Test your messages on desktops, tablets and cell phones to be sure they look good on any device.

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Q: When should I send my emails?

A: Consider your audience's behavior and test

- Think about your open rates for previous emails. What days and times generated higher open rates?
- Try sending time-sensitive messages. If your restaurant is running a special on Thursday, send emails the day before or send last-minute reminders that day.
- Do A/B testing to segment your list and send the same message at different times. Then see which send time produces the best results.



Ready to get started?

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Sidewalk.ConstantContact.com**