

Email marketing: It's how you drive business.

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they are actively demonstrating interest in you and your business.

Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



TIP

Create a simple series of emails to welcome people to your email list.



Here are two emails to include in your automated welcome series.




WELCOME SERIES
EMAIL ONE

Welcome/ Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised, welcome your new subscribers, and reiterate what they should expect in the future.

4ALLEYES.CO



Hi!
Thanks for your interest.

Well, Hello there!

It started with a big idea, and grew into a small, quality business. The ability to properly see shouldn't be held at such a premium when it's an integral part of life. Glasses should be affordable yet fashionable too. Welcome to 4AllEyes.

4 life-long friends who were all picked on in school for having glasses, "The 4eyes in 4AllEyes", decided that your look and your pride should be shown as clear as the frames on your face!

Choose your first pair and take
10% off
Code: **FRAMES**

Shop Now

Welcome email example



WELCOME SERIES EMAIL TWO

Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you – this will most likely be on your social channels – so invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.

And, if your subscribers engage with you on these public forums, your business gets exposed to their connections who are likely also to make excellent prospects for your business.




TIP

Use email automation to save time and get new and repeat business. Need some ideas?

[Find some here.](#)





4ALLEYES.CO



**Do you like
Free stuff?**

Let's connect...

Meet our fans and tag your selves for a chance to win FREE frames every month!
Remember to use #4AllMyEyes



[Follow Us](#) [Like Us](#)

Let's connect email example



ONGOING COMMUNICATION

Plan on sending an email at least once a month thereafter.

Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be national holidays, events specific to your business, or even those made-up marketing holidays. Share a combination of helpful resources and promotional emails to provide the most value to your contacts.



Promotional email example



4ALLEYES.CO

Are you wearing the
**right frames
for your face?**

Watch  Video



**Having trouble with what
frames best fit your face?**

Resource email example



ACTION STEPS



Set up a simple, automated welcome series.



Plan to send an email at least once a month.



Think about other emails you may want to automate.



DID YOU KNOW?

Constant Contact offers powerful, easy-to-use email marketing tools.

[Find out more.](#)

In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.