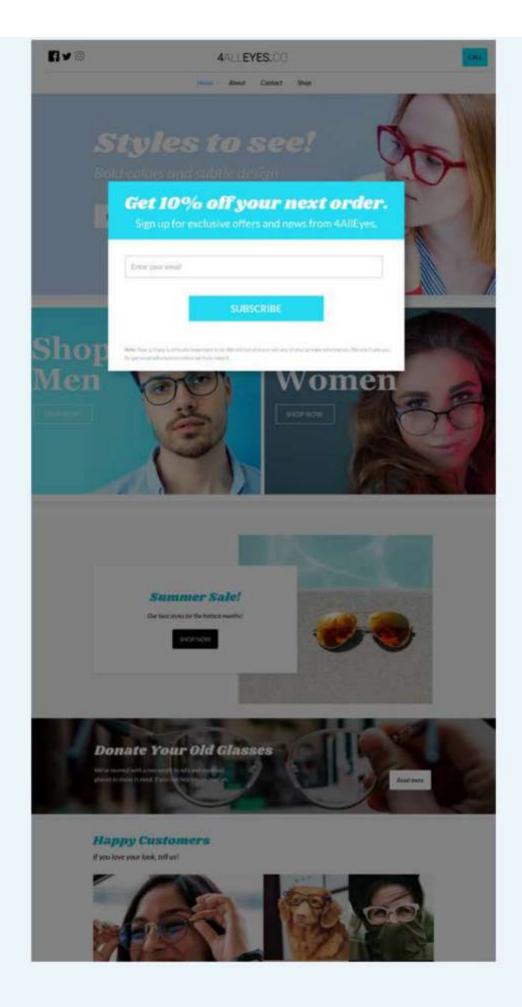
TO RECAP

Here's how you can take action:



Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to do business with you.



Here's how you can take action:



Use email marketing to provide exclusive, helpful, and promotional content.

Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you. They're more engaged with your business than the typical social media follower. Provide subscribers with deals and information they won't receive other places. Email can also drive action on your social channels.

