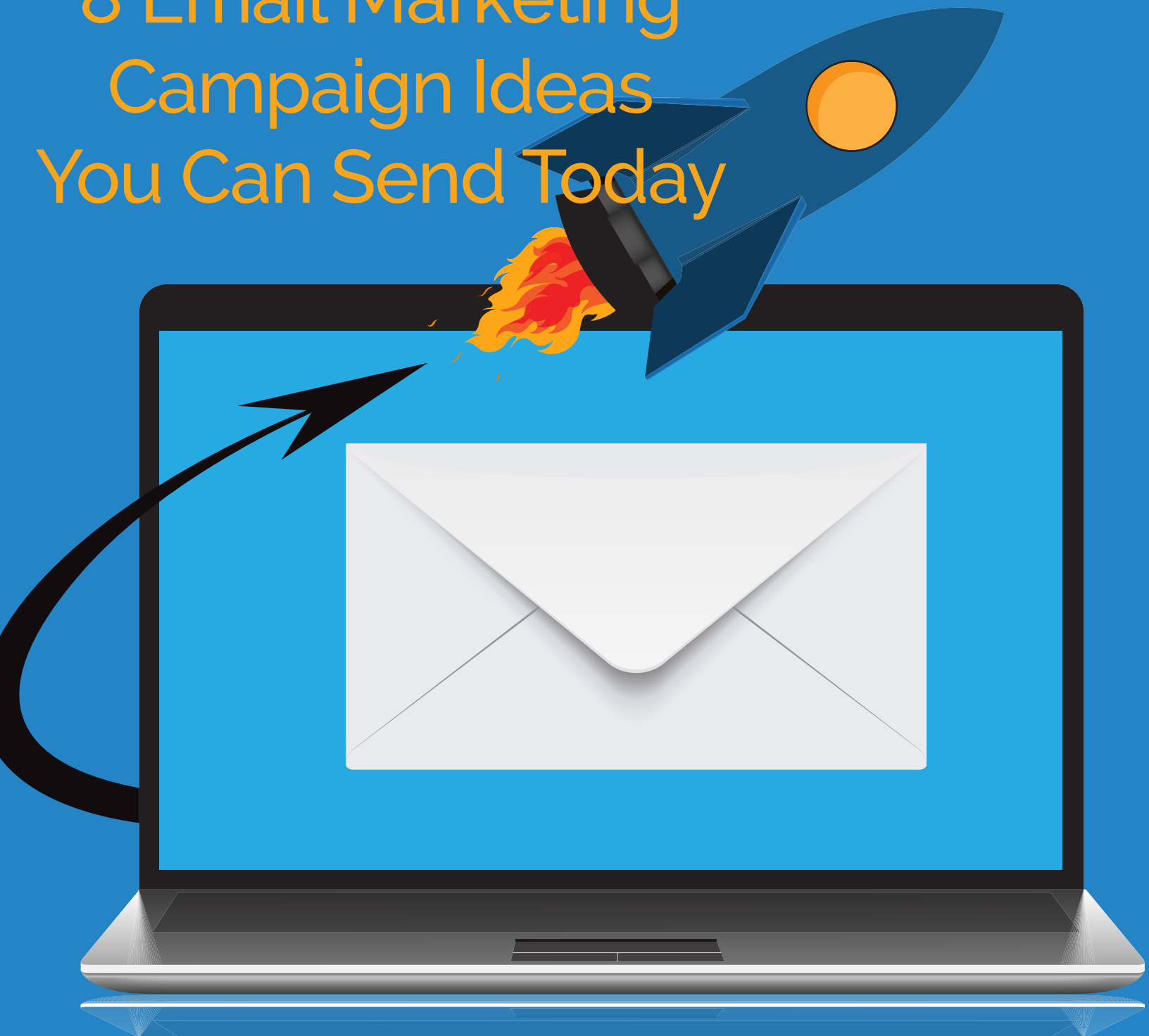


8 Email Marketing Campaign Ideas You Can Send Today



Prepared by:
Jeanie Parker
iContact

LORMAN®

Published on www.lorman.com - June 2018

8 Email Marketing Campaign Ideas You Can Send Today, ©2018 Lorman Education Services. All Rights Reserved.

INTRODUCING

Lorman's New Approach to Continuing Education

ALL-ACCESS PASS

The All-Access Pass grants you **UNLIMITED** access to Lorman's ever-growing library of training resources:

- ✓ Unlimited Live Webinars - 120 live webinars added every month
- ✓ Unlimited OnDemand and MP3 Downloads - Over 1,500 courses available
- ✓ Videos - More than 1300 available
- ✓ Slide Decks - More than 2300 available
- ✓ White Papers
- ✓ Reports
- ✓ Articles
- ✓ ... and much more!

Join the thousands of other pass-holders that have already trusted us for their professional development by choosing the All-Access Pass.



Get Your All-Access Pass Today!

SAVE 20%

Learn more: www.lorman.com/pass/?s=special20

Use Discount Code Q7014393 and Priority Code 18536 to receive the 20% AAP discount.

*Discount cannot be combined with any other discounts.



As with any new strategy, **getting started** with email marketing is the hardest part, **but email marketing itself is pretty easy**. Once you make sure your lists are in good shape and you develop a basic layout, you can create and send an email in no time at all. In fact, **if you have a spare hour**, you could send a new campaign today!

HERE ARE **8** IDEAS YOU CAN GET STARTED ON RIGHT NOW.

1

THE NEW THING

So, you've recently launched an innovative product or secured some new brand stock. **Don't sit on it, because it won't sell itself** – tell your best customers and subscribers all about it and watch it fly off the shelves. They can't buy it, if they don't know about it.



2

THE MIDWEEK SLUMP

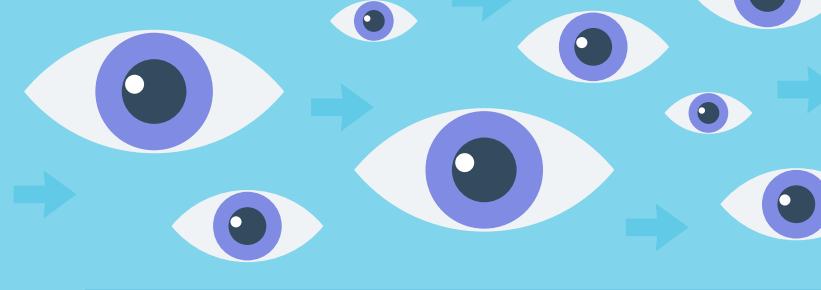
Is there a day of the week or a month of the year when things get a little bit quiet? **Time-limited voucher codes** are a great way to even out those slow sales periods and encouraging new business.

COUPON CODE:
8WAYSTOSEND

3

THE THOUGHT LEADER

Have you published a new blog post, white paper or e-book that deserves more traffic? Email will not only drive more eyeballs toward your content and website, it will help **increase social shares**.



4

THE PERCEPTION OF SCARCITY

FOMO (fear of missing out) is alive and well — **nobody likes being left out** of a potentially good offer. If you have limited stock of a particular item, tell the world about it via email, and use that sense of urgency as a sales motivator.



5

THE END OF THE LINE SALE

Every product has a life cycle. Don't be left holding stock that costs you money in ever-decreasing margin and storage. Send an email campaign to **clean out the brand closet**. Sometimes it's best to sell (even at a loss) and make room for new stock and ideas.



6

THE SURVEY

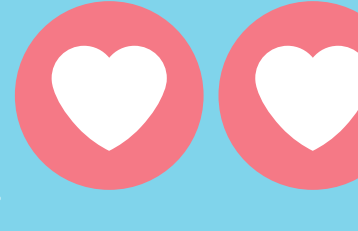
Get to know your customers a bit better. What do they like about you? What do they hate about you? Online tools like SurveyMonkey let you set up **quick and easy surveys** in no time. Sweeten the deal and encourage participation by offering an incentive, such as a discount off the next purchase, to subscribers who fill out the survey.



7

THE RE-ENGAGEMENT OFFER

If you have customers who have not darkened your door or opened your emails for some time, it's time to send them a **re-engagement message**. Sometimes, just a great offer (free shipping, a free e-book, a discount coupon) is enough to remind them that the love is still there and they really should pay you a visit.



8

THE CLEANSER

If subscribers really have become disengaged, give them one more chance to show that they still care about your business or organization. If they fail to respond, cut them from your list. Email marketing might be low cost, but when you send to people who no longer want to receive your emails, it becomes **ineffective and can damage your sender reputation**.



Marketing doesn't exist in a vacuum. If you are struggling to find campaign inspiration, speak to your colleagues, your clients, and the experts at iContact when you're planning campaigns. They will give you so many ideas – the biggest challenge will be deciding which one to use first.

REMEMBER: Email marketing remains the most efficient method for driving repeat purchases and recurring revenue. Don't waste time — start building strategic campaigns today!

The material appearing in this website is for informational purposes only and is not legal advice. Transmission of this information is not intended to create, and receipt does not constitute, an attorney-client relationship. The information provided herein is intended only as general information which may or may not reflect the most current developments. Although these materials may be prepared by professionals, they should not be used as a substitute for professional services. If legal or other professional advice is required, the services of a professional should be sought.

The opinions or viewpoints expressed herein do not necessarily reflect those of Lorman Education Services. All materials and content were prepared by persons and/or entities other than Lorman Education Services, and said other persons and/or entities are solely responsible for their content.

Any links to other websites are not intended to be referrals or endorsements of these sites. The links provided are maintained by the respective organizations, and they are solely responsible for the content of their own sites.