



Engage Your Customers with these Email Marketing Tips

Personalization

It's much more than just addressing the email by their name.

- **Anticipate your subscribers needs.** This works well for seasonal purchases they will be needing, but haven't thought about yet:
 - an A/C unit in the spring, before the weather gets hot
 - a new range or oven in September before the fall/winter holidays
- **Make the content as relevant and valuable as possible.** With email marketing you want to engage your audience, encourage them to click on the email links, and ultimately take action (visit your store, make an online purchase). This is best achieved if the email has content that is valuable and relevant to the subscriber.

Promotions aren't everything

While the ultimate goal of email marketing is to grow your business by selling more product, promotions are not the only way to get you there.

- **Nurture your customer relationship.** The heart of your email marketing plan should be to establish and nurture long-term relationships with your customers. This will result in re-occurring purchases, referrals and reaching out for service needs.
- **Make known your full store offering.** Tell your full store offering in your emails, so the customer will keep you top of mind when they need service, or additional appliances.
- **Have a compelling subject line.** Draw your subscriber in by ensuring your subject line is engaging and action-oriented. Extend your headline by including Pre-header text that will appear in their email feed.

Develop a Plan

- **Set up a cadence of email topics.** Step back and plan out email marketing topics for the next couple of months so the messages aren't too repetitive. Align the content with your sale schedule and any relevant holidays and local events to build a customer journey that nurtures and engages.
- **Automate the process.** Save time by scheduling a series of emails to be sent once a week for the next month, that way you don't have to build time into your schedule each week for email marketing.



DID YOU KNOW?

**NEAG has a library of
FREE email templates
ready for you to use!**

Templates will be released regularly throughout the year to highlight seasonal products and specials, suggested sales events, appliance tips and more with complimentary content available within Promoboxx.

All templates will be made available to you in Constant Contact as well as via ZIP files so you can recreate in the email program of your choice, i.e. MailChimp, HubSpot, etc.

It's all free and ready to use! Go to neaegmarketing.com/email to get started today!

