

Published based on [What Should Be In An Email Marketing Strategy?](#)

What Should Be In An Email Marketing Strategy?

An email marketing strategy is required for an effective marketing program. Everybody uses email every day. Social networking and blogging are also dependent on it. But in order to be an effective part of your total marketing plan, you need the right strategy.

Marketers love email because it is flexible, free and traceable. Designed properly an email marketing strategy can be the most important marketing tool available to you. It can be used to increase brand awareness, to notify customers and prospects of new product or service offerings, to follow up when people make a purchase or subscribe to your content publications and to cultivate a relationship with your customers and prospects. According to a 2009 study by Unilever, email marketing regarding a product launch will increase brand awareness by 9%.

What is in an Email Marketing Strategy?

Your marketing strategy should answer all of the questions you and your customers or prospects would ask about why you are sending out emails.

-- Purpose. What is the purpose of each email you send out? Your email marketing strategy should be very clear about the purpose of each email you send.

-- Timing and Frequency. How often you send out emails to your customers and prospects is a critical part of your email marketing strategy. How often does your strategy indicate you should contact your various list segments?

-- Who. Because the goal of an email marketing strategy is to improve the relevance of each email sent, you will need to be very specific about who will receive each email. In fact, you will probably find it necessary to send several versions of an email to different parts of your mailing list.

-- What. What is your message? A good email marketing strategy will indicate that this should be different in each email. Will you send news of your company? How often? Will you send information and links to new content available on your web site? Will you promote special events, like sales? Will you provide information about additional ways you can serve your clients?

Any email marketing strategy is intended to sell whatever your business offers. A good strategy will reflect the recent trends and personalize the message as much as possible. Your strategy should also include analysis. You will need to measure the responses and purchases. Then you can tweak the messages.

Finally, your email marketing strategy must respect each person you email. Keep in mind that 70% of our decision to buy, according to John McKean (of the Center for Information Based Competition), is determined by "how we are treated as people.

If you own a small business or professional and want more information about [lead generation](#), view the short video, "How [Article Promotion](#) Can Drive 25,000 - 50,000 Visitors to Your Web Site Every Month - For Free."

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