



**Your biggest
marketing
opportunity is
to create
effective EMAIL
MARKETING.**

What is email marketing?

1

Why should you use email marketing?

2

How to create effective email marketing campaigns

3

Definition:

Email marketing is arguably the most powerful channel for lead generation. To this day, the size of your email list is a demonstration of your reach and thought leadership. If you don't have a strong email marketing foundation, you'd better start building that knowledge.


As a marketing channel, email isn't going anywhere. In a recent DMA study, 75.8% of marketers said they are using more email than they were three years ago. In fact, according to Forrester Research, investment in email marketing is forecasted to grow from \$1.3 billion in 2010 to \$2 billion in 2014.

What is email marketing?

1

Examples:

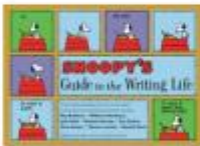


 Hey Corey Eridon! If you missed last week's edition – why our imagination is wired for science, household tips from iconic writers, and more – you can catch up right here. And if you're enjoying this, please consider supporting with a modest donation.

Snoopy's Guide to the Writing Life: Ray Bradbury on Creative Purpose in the Face of Rejection

"The blizzard doesn't last forever; it just seems so."

Famous advice on writing abounds – Kurt Vonnegut's 8 tips on how to make a great story, David Ogilvy's 10 no-bullshit tips, Henry Miller's 11 commandments, Jack Kerouac's 30 beliefs and techniques, John Steinbeck's 5 pointers, and various invaluable insight from other great writers. In *Snoopy's Guide to the Writing Life*, Barnaby Conrad and Monte Schulz, son of Peanuts creator Charles M. Schulz, bring a delightfully refreshing lens to the writing advice genre by asking 30 famous authors and entertainers to each respond to a favorite Snoopy comic strip with a 500-word essay on the triumphs and tribulations of the writing life. The all-star roster includes William F. Buckley, Jr., Julia Child, Ed McBain, and Elizabeth George, but my favorite contribution comes from the always-insightful Ray Bradbury.



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Gonzo: A Graphic Biography of Hunter S. Thompson



Pinterest

Hi, Sam!



Last Week...

7 new people started following you!



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Trending on Pinterest...

Designer Giles Miller used **20,000 hexagonal wooden "pixels"** to create an archway in a 150 year-old warehouse for London's Clerkenwell Design Week.

Popular Boards

Just for laughs...

Miss T.



Bucket List

Emily Batchford



Architecture & Nature

Michael Grantham



Your Goal:

The various channels you leverage in your overall marketing strategy should work in tandem, not in silos. When individual marketing channels -- social media, blogging, email, search, etc. -- work together to promote an offer, promotion, or even a full-blown campaign, they can generate even better results than they would have on an individual level.

Email, for example, is one of those channels that is most powerful when it's integrated with the rest of your marketing efforts. Some of the different ways you can achieve integration between email and other marketing assets include search, social media, mobile, and analytics.

How to create effective email marketing campaigns

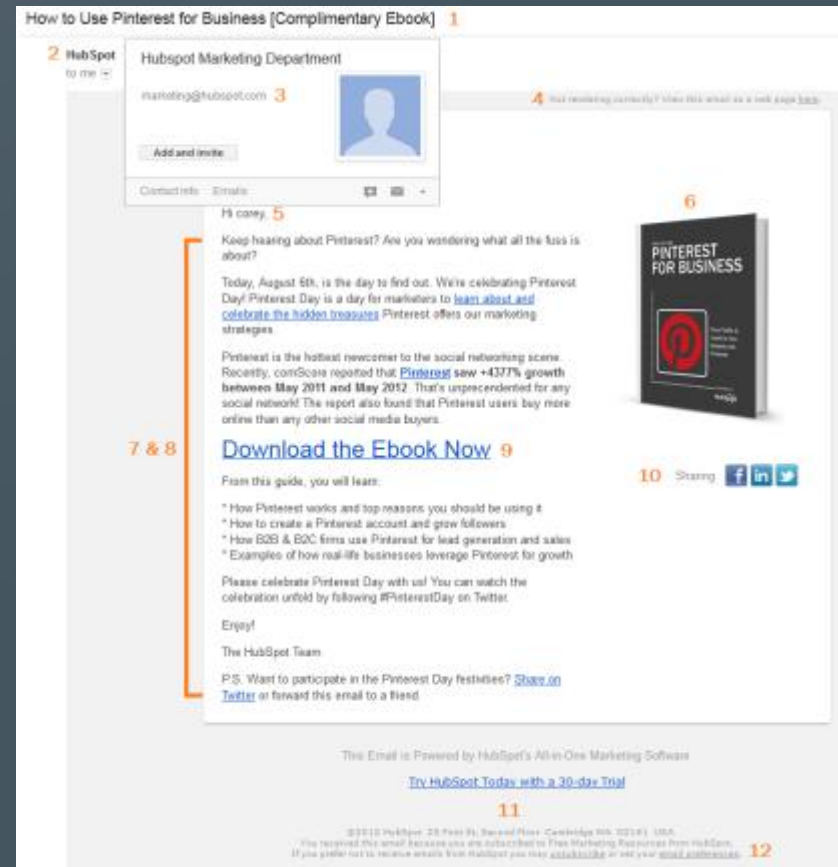
3

Plan:

There are so many different factors to consider -- subject line, optimization, alt text, unsubscribe options, message copy, design -- it seems like almost every email is going to get sent with at least one fatal error.

But if you have a visual checklist to remind you what to do (and what not to do) when crafting your email, it's easy to always do a quick reality check before hitting 'send.'

If you're unsure whether your emails are up to snuff for your recipients and their inboxes, reference this visual guide. ●●●●●➔



Plan:

Grow your email marketing database, segment and target your email campaigns, and store all of your contacts and analytics data in one place.

Good email marketing is all about segmenting your audience and sending relevant information. HubSpot keeps all of your marketing data in one place so you can quickly and easily send targeted campaigns.

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HubSpot today.*

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