

Build Your Brand and Business  
**Email Marketing**  
Best Practices

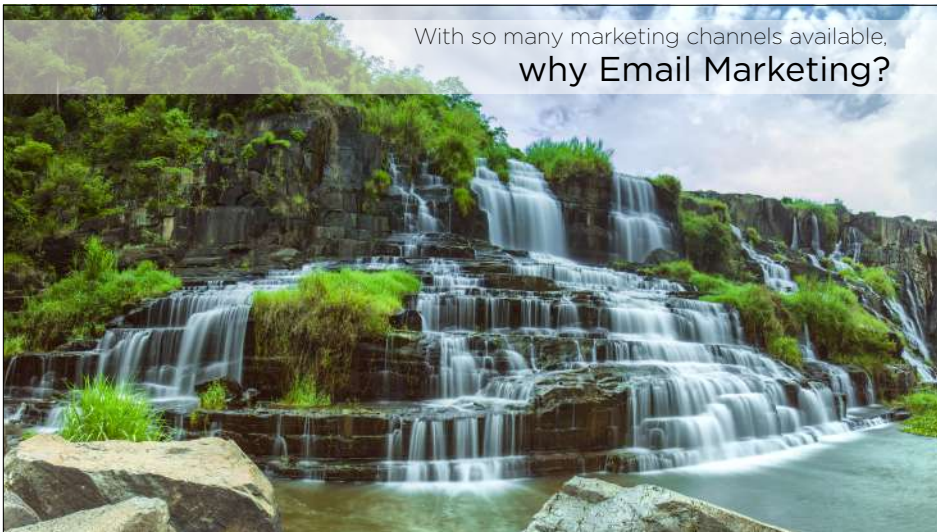


TK Crowe  
Director of Operations  
Candace Crowe Design

It all started in our living room  
Candace Crowe Design circa 1995

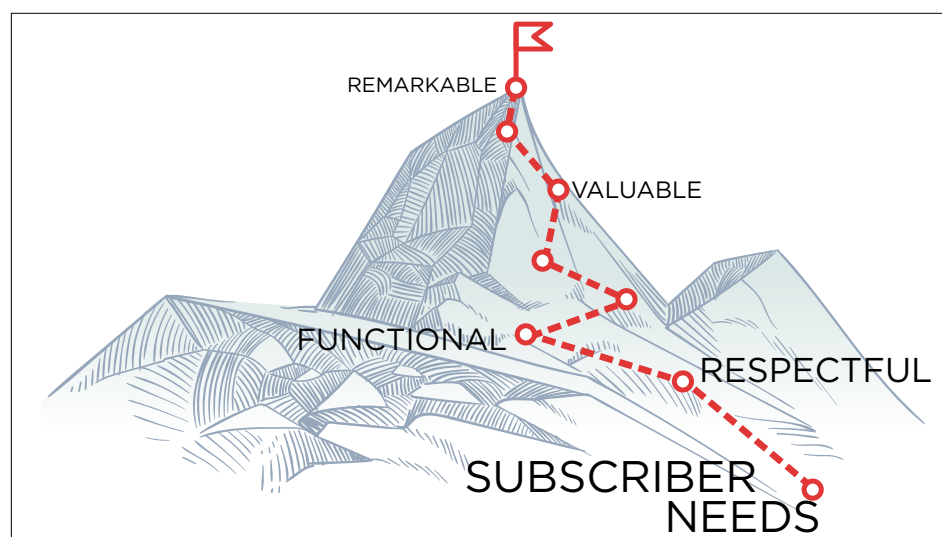


With so many marketing channels available,  
**why Email Marketing?**



**THE DOWNSIDE**







It all starts with  
**your list**



Lists need  
**maintenance**



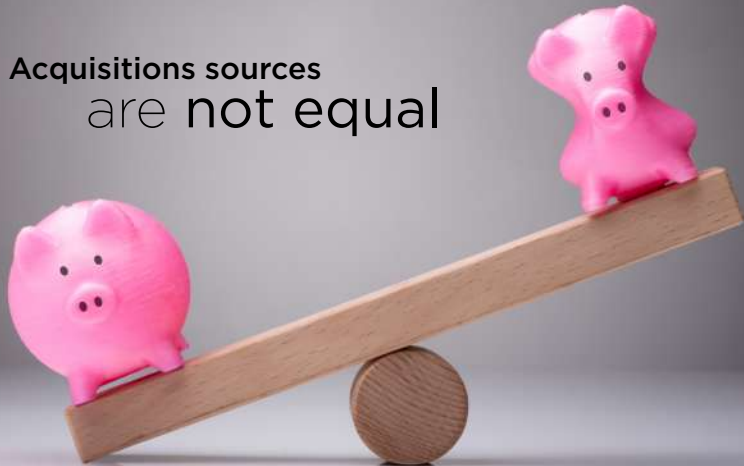
Make signing up  
**FRICTIONLESS**



Set **expectations**  
and **deliver**



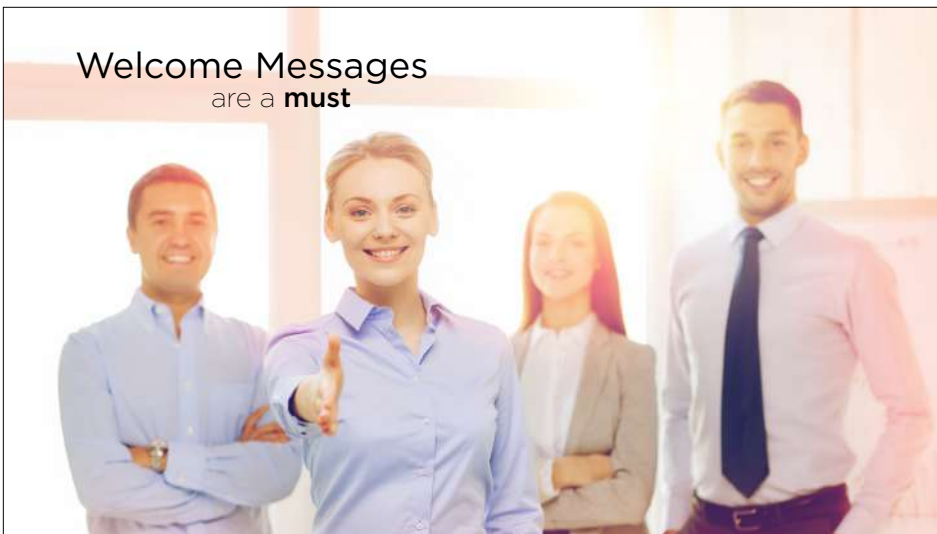
Acquisitions sources  
are not equal



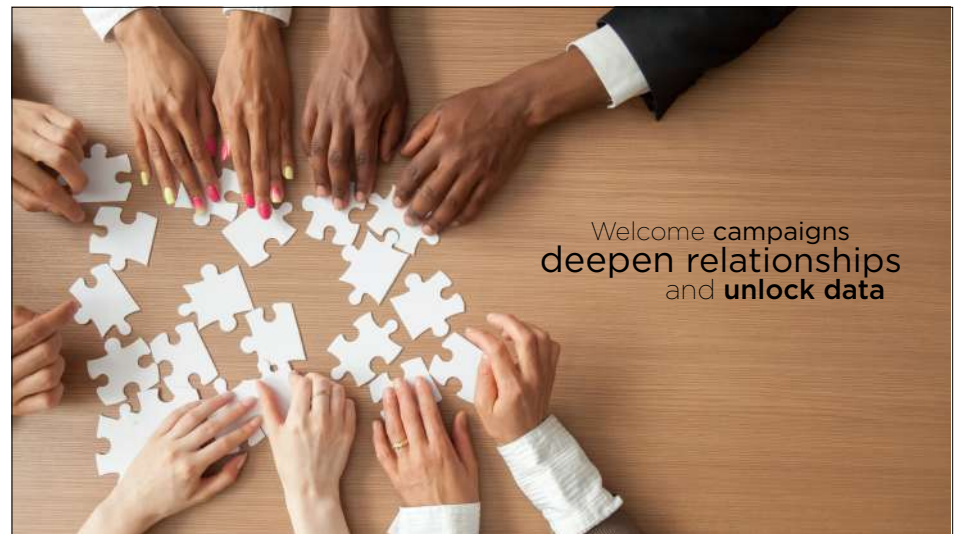
Double-opt-in new subscribers  
in most circumstances



Welcome Messages  
are a **must**



Welcome campaigns  
deepen relationships  
and **unlock data**



**Envelope Content**  
creates an impression



Subject lines should be  
**short**  
and  
**relevant**



**Design**  
across  
platforms



Write as if you were  
writing **to a friend**





Balance  
**text** and **images**  
make **skimmable** content



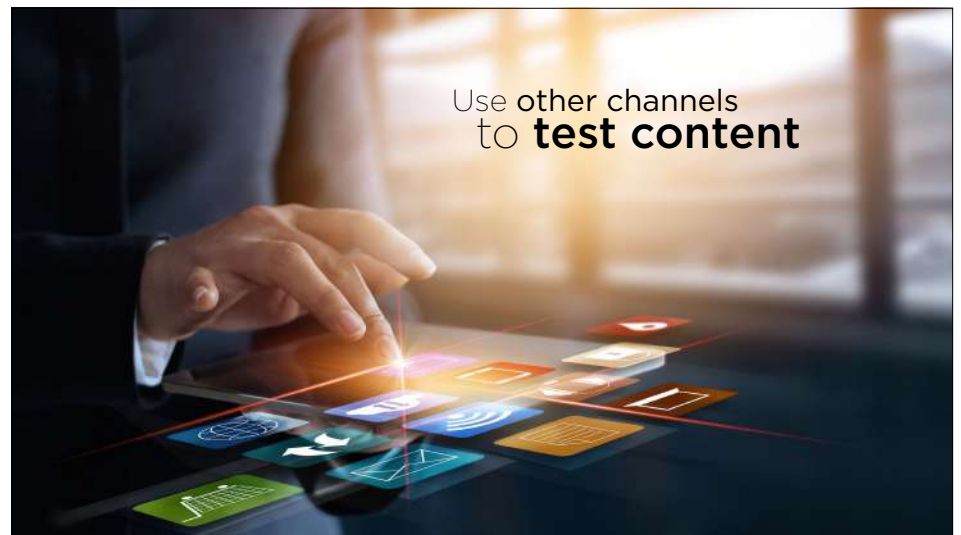
Develop clear  
**calls to action**



Add value, add value,  
add value, **sell**



Use other channels  
to **test content**

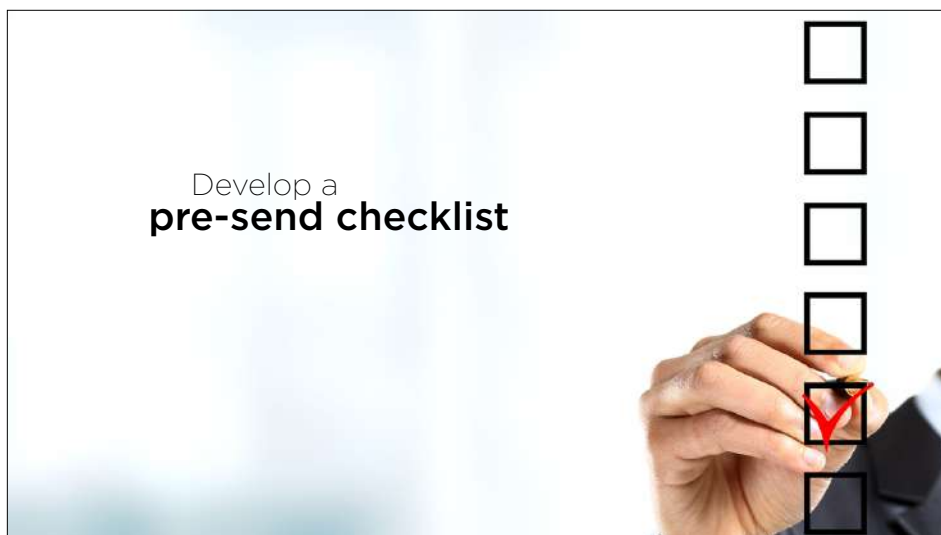




The **right** message  
to the **right** subscriber  
at the **right** time



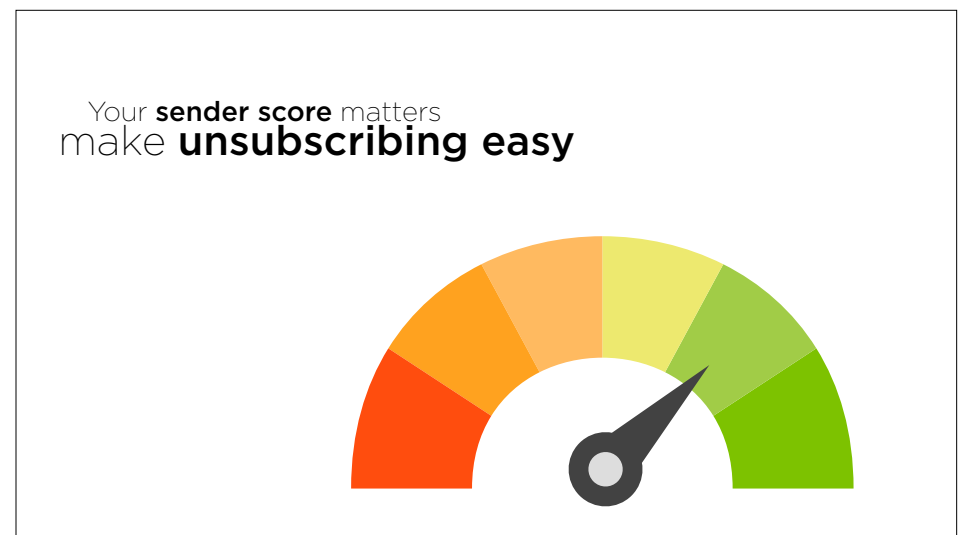
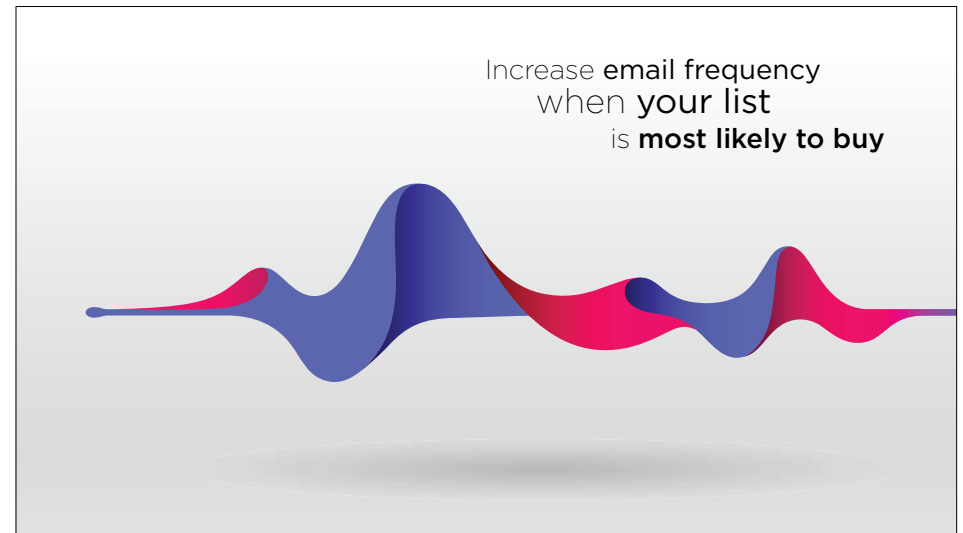
Send consistently  
on the **same days**  
and **times**



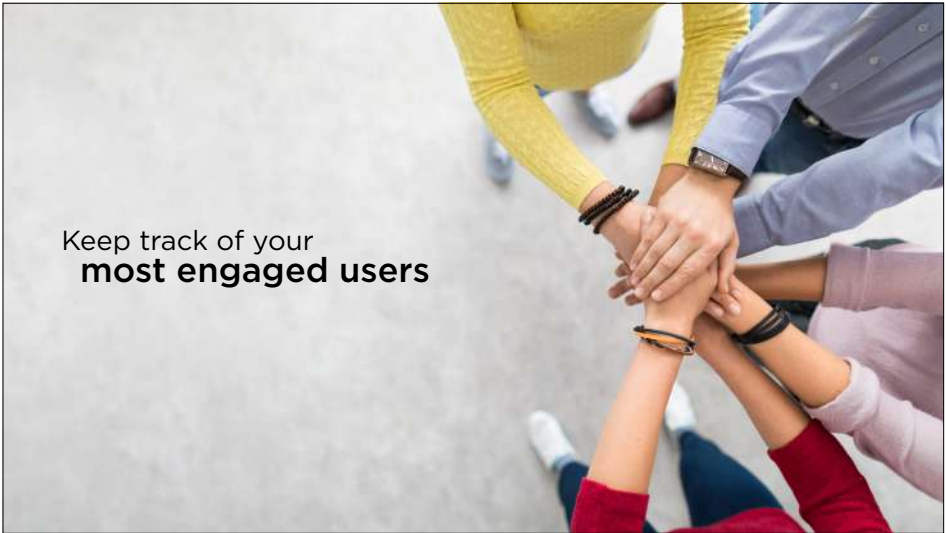
Develop a  
**pre-send checklist**

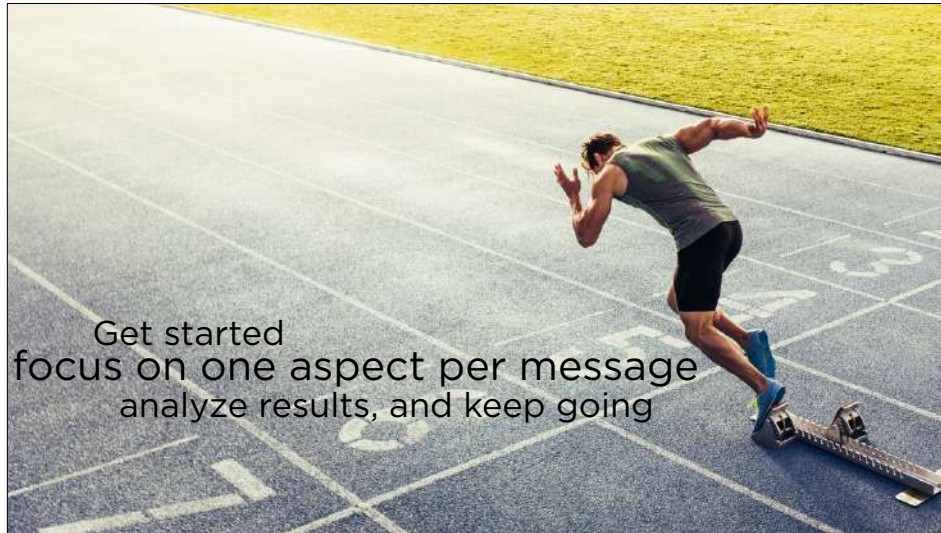


Create an **Editorial Calendar**  
to take the guess work  
out of **creating content**









Get started  
focus on one aspect per message  
analyze results, and keep going

## Connect with me:

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