Kim Swisher Communications, LLC.

Providing Strategic Communications & Public Relations

Using Email to Promote Your Business

Hosted by the Phelps, Conover and Land O'Lakes Chambers of Commerce

Isn't Email Dead?

The Facts –

- 72% of adults send or receive emails at least weekly
- 81% of online shoppers are more likely to make additional purchases as a result of emails
- One in five consumers say they read emails from businesses to look for specials
- Email is a personal touch

Email Marketing – Success Stories

HSF
Hodag Schools Foundation

Click Here for Menu Selections and Reservation Card

Please Make Your Reservations by January 15th.

Hodag Schools Foundation | PO Box

Email Marketing – Success Stories

30% Open Rate

(Industry Standard is 25% to 30%)

Email Marketing – Success Stories

LAND O' LAKES ARTS
A Campus for the Creative Spirit

Create. Share. Repeat.

Our goal is to provide quality art education by offering a variety of classes and events, for the purpose of Enlivening, Entertaining and Increasing the quality of life in our area.

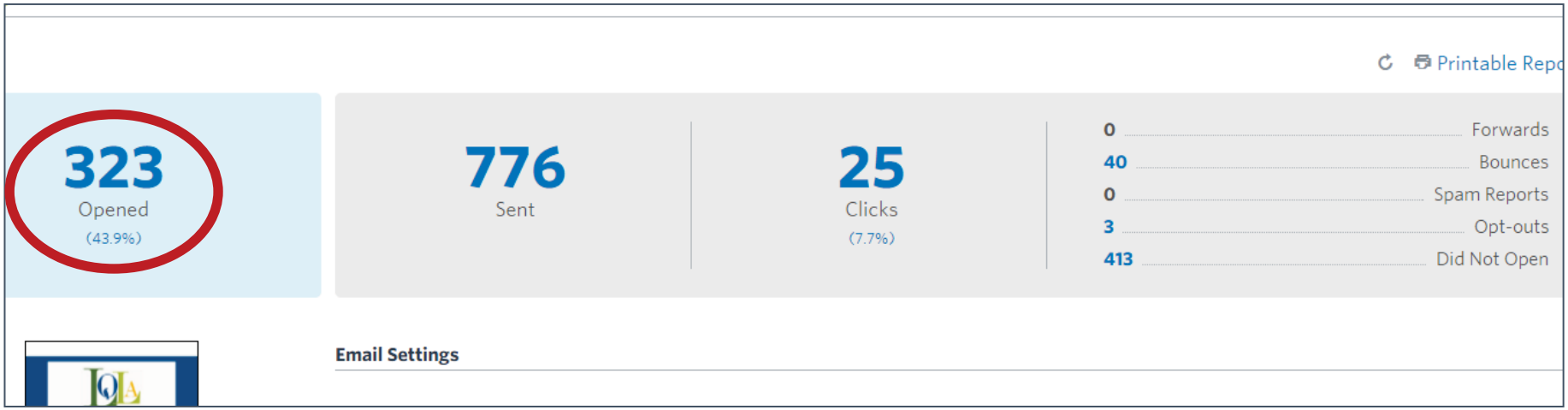
Take a look at our upcoming activities and class offerings:

Upcoming Events

Open Forum - January 28th

At the LOLA Center for the Arts
3:00 pm - OR - 6:00 pm
Each time will last approximately one hour. Attend either.

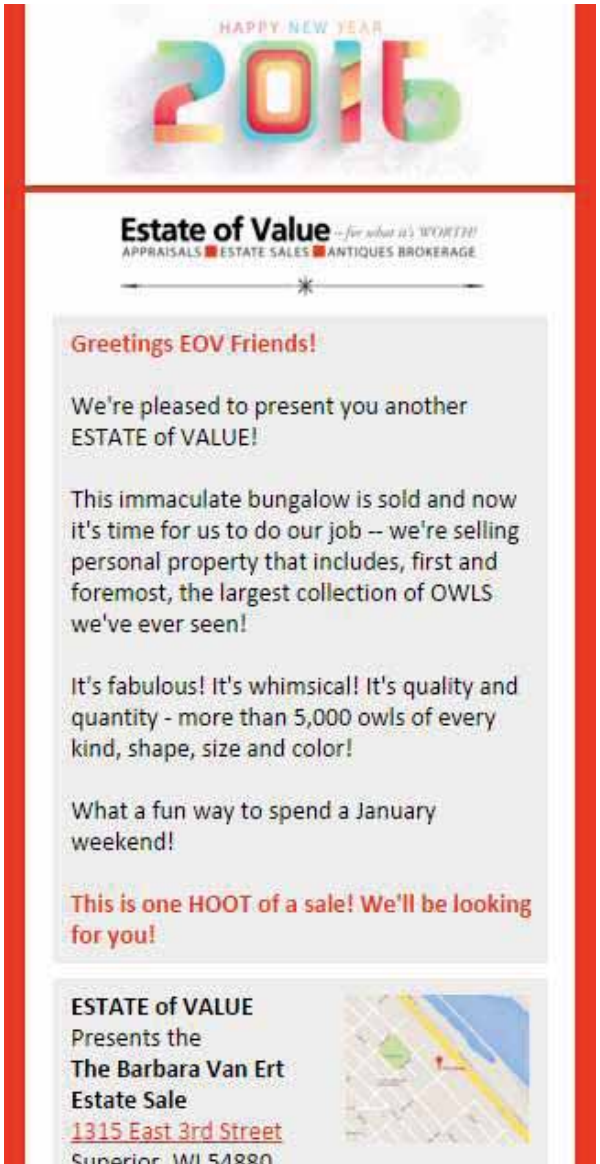
Email Marketing – Success Stories



44% Open Rate

(Industry Standard is 25% to 30%)

Email Marketing – Success Stories



Email Marketing – Success Stories

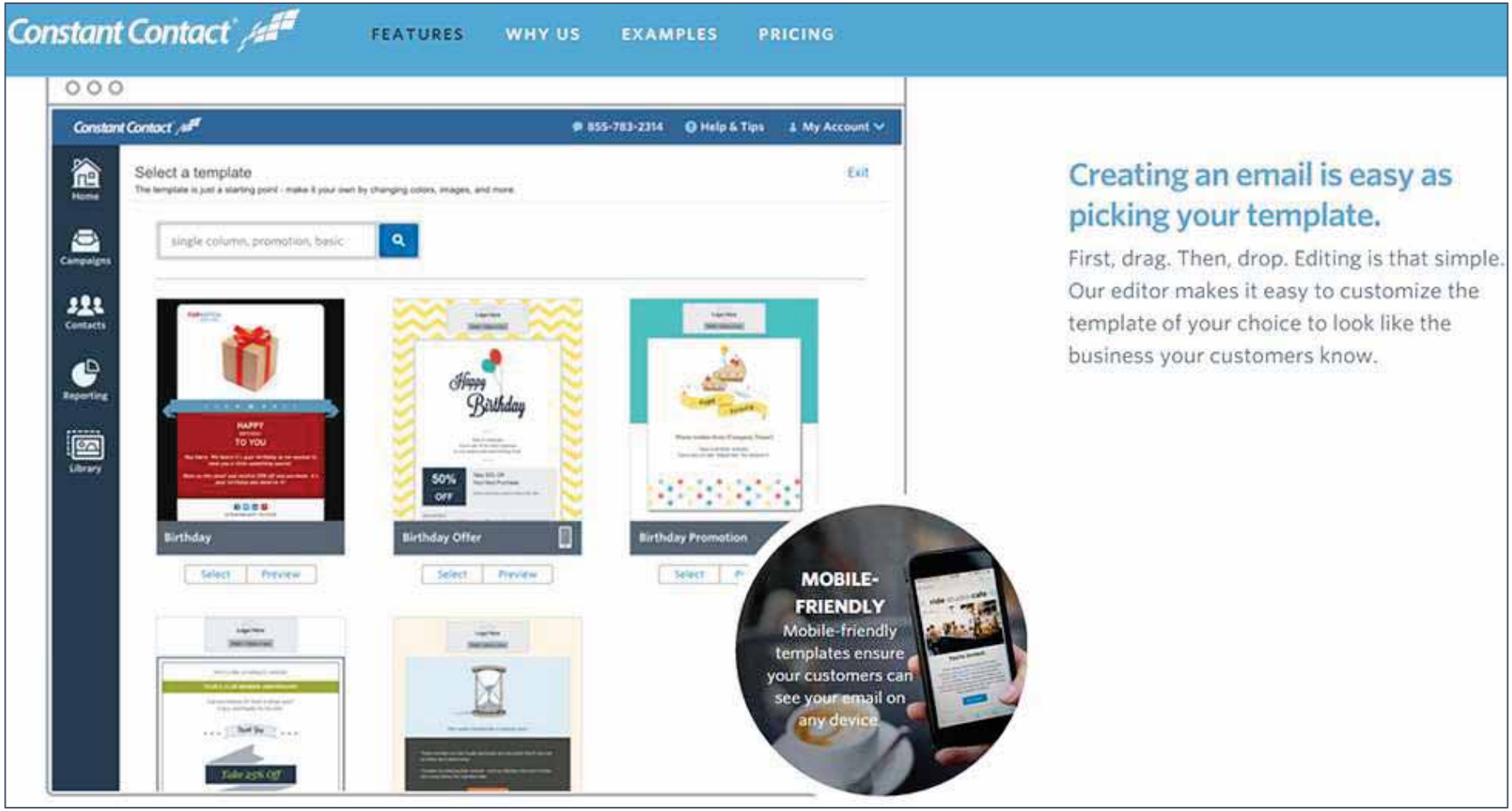
44% Open Rate

(Industry Standard is 25% to 30%)

Why Use Email to Promote Your Business?

- Communicate and Engage Existing Customers
- Attract New Customers
- Share News
- Promote Sales or Offers
- Promote Upcoming Events or Activities

Constant Contact



Why Constant Contact?

- Easy-to-Use Templates
- Mobile Friendly
- Scheduling Features
- List Segmentation
- Social Sharing
- Reports
- Help Area and Product Support

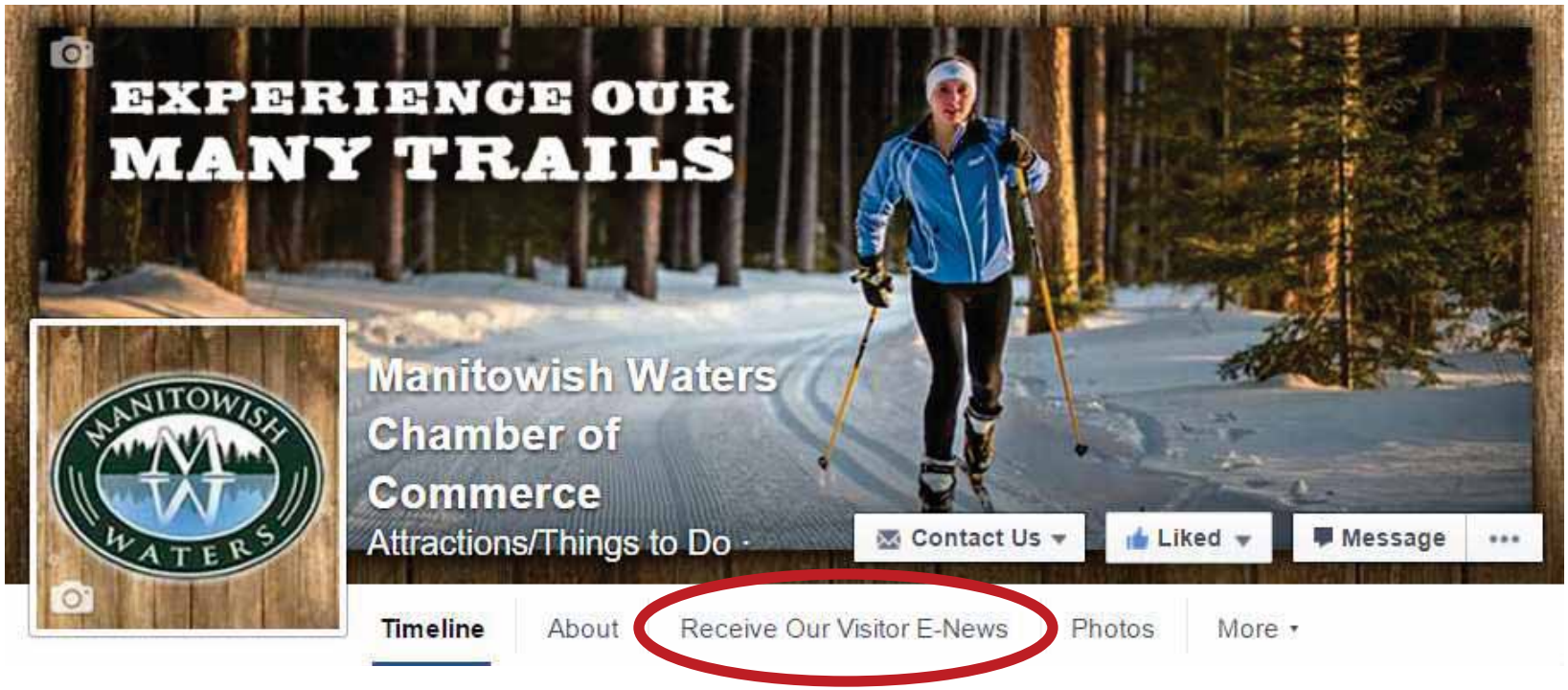
Tips for Successful Emails

Good Subject Lines Can Have a Powerful Impact on Your Readers

- Limit to 50 characters – or about 5 to 7 words (the sweet spot on the desktop)
- Take out anything spammy ("Buy Now", "Free")
- Ask a Question
- Include a Deadline
- Try a Teaser - something that will hook readers and spark their interest ("Have You Heard?")

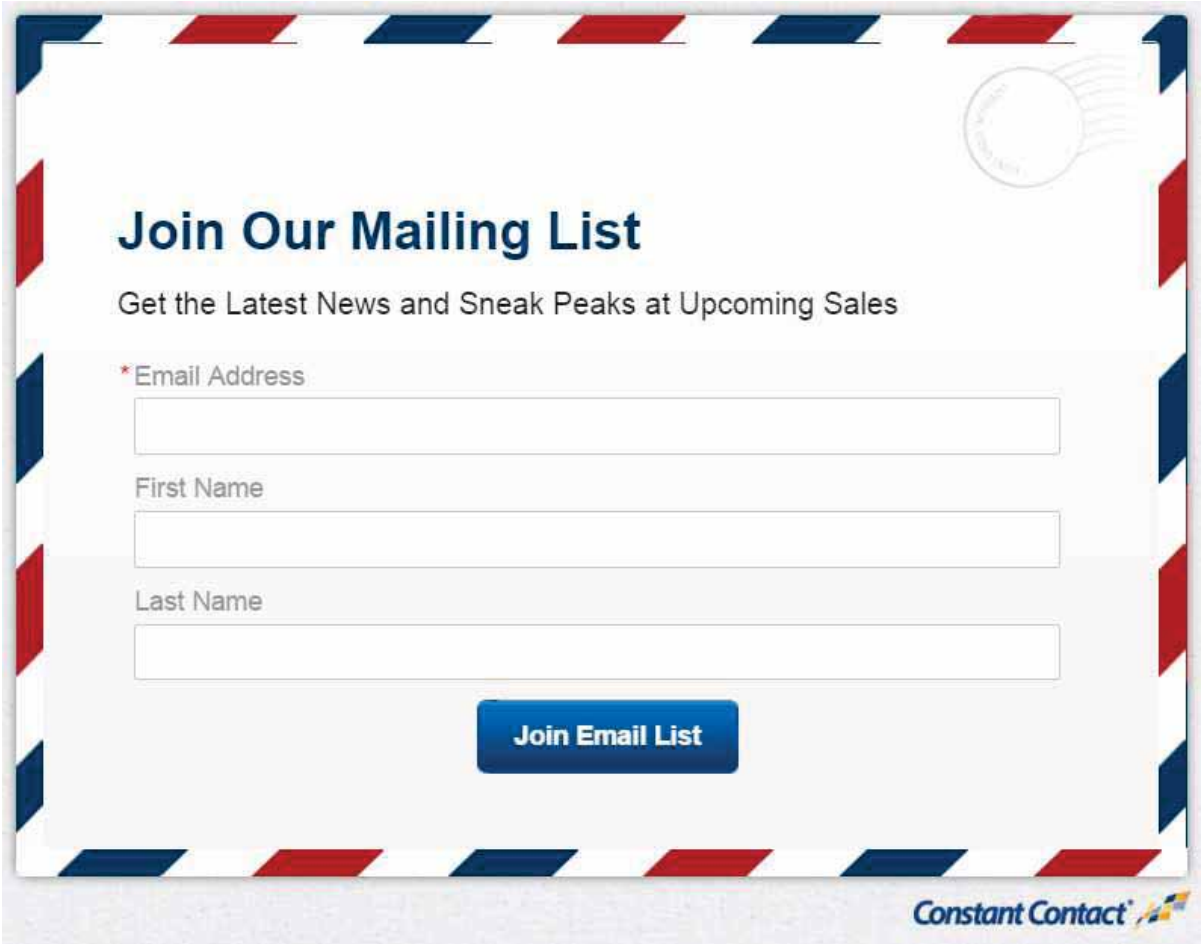
Tips for Successful Emails

- Build and Continually Maintain Your List
- Integrate with Facebook



Tips for Successful Emails

- **Integrate with Facebook**



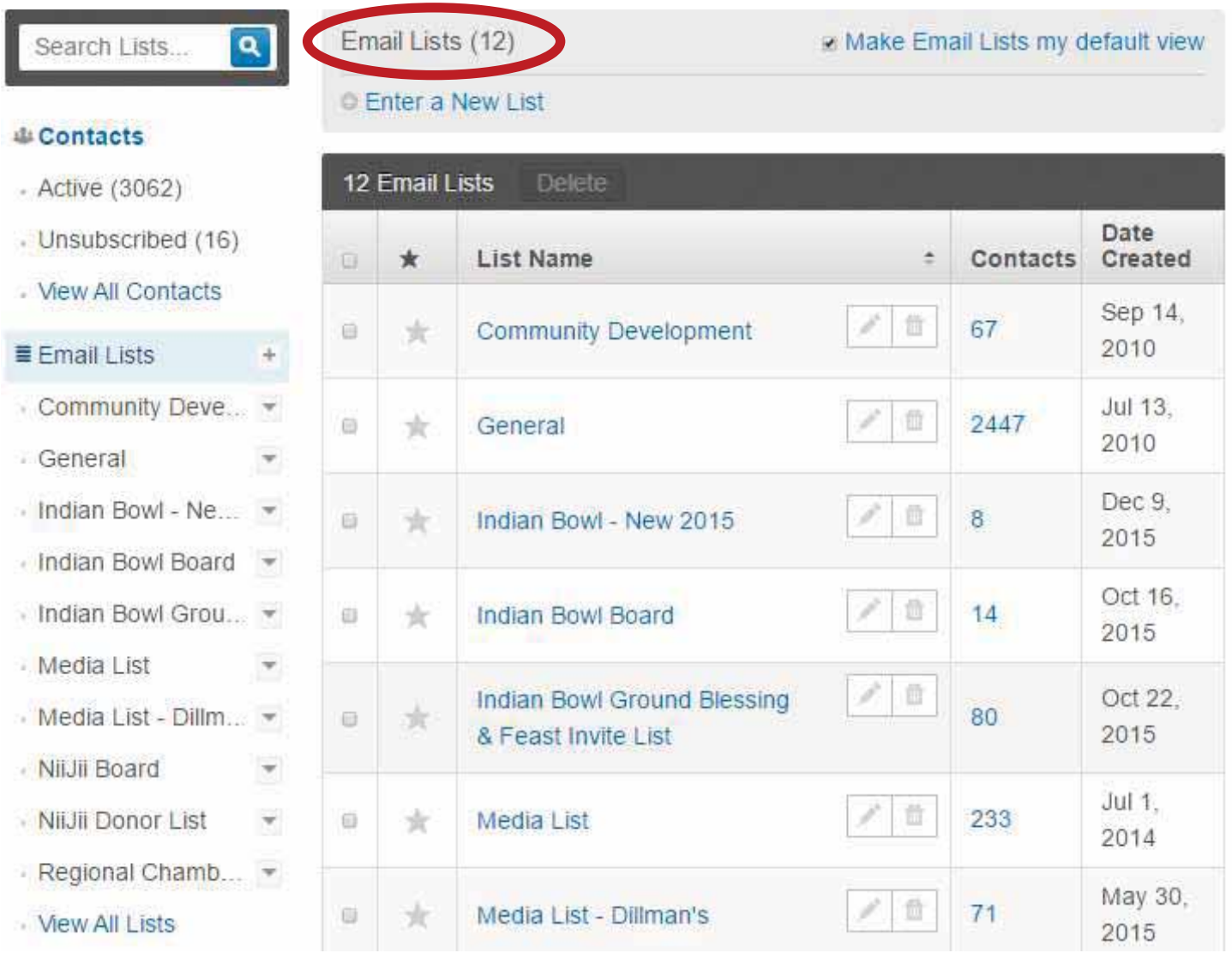
Facebook & Email Integration

Facebook & Email Integration

Facebook & Email Integration

Facebook & Email Integration

List Segmentation



Constant Contact Free Trial

- 30% off 3 months - or - 60 day free trial
- Email up to 100 contacts
- Send unlimited emails
- Options for additional services (Event Spot, Surveys, Social Campaigns)

http://bit.ly/ConstantContactSwisher

Questions?

Kim Swisher

(715) 437-0465

Facebook.com/SwisherSocialMedia