



Practical Resources for Community Groups

CHECKLIST 37

Using Email Marketing

Make sure you...

- Have permission OR have a good genuine reason to write. SPAM laws have scared people into thinking that if you don't have specific permission, you are not allowed to email anyone. That's not strictly the case – permission can be 'deemed or implied'. If you have a genuine reason to write, and it is a personal email (not a bulk send out), you can approach anyone you choose. Just be sure to introduce yourself, explain why you are sending the email, and how you got their contact details. Always give them the opportunity to 'opt out'.
- Use your subject line carefully. Your subject line can often dictate whether your email is opened or not. Keep it to the point, and avoid words like free, special deal, win.....these can be picked up as spam and delivered straight to the junk file.
- Make it personal. By all means send out the same email to everyone, but make sure your mail system merges names so that the email can be personalised. Take the time to hand pick people and add personal comments based on the relationship you have with them. A 'P.S' note is great!
- Make it clear and to the point. The most successful emails focus on just one or two things and give recipients a specific action to take. If you have lots of things to say, make sure you list what is included in the email at the beginning of the text. That way, people will know to keep scrolling down even if the first items don't interest them.
- Use attachments carefully. Attaching or inserting relevant photographs or information can be useful, but make sure your attachments are not so huge that your mail takes an age to arrive. If you do attach a file, introduce it in the email and explain what it is and why you have sent it. Make sure attachments are sent in a common format.
- Ask people to forward your message on. One of the best things about email marketing is how easy it is to spread, but don't assume that people will automatically forwarded it on. Always ask people to send your message on to others they think may be interested.
- Send your message at least 3 times in 3 slightly different ways. People need to be reminded to take action, so don't be afraid to send a reminder or last chance email. Studies show that if you send an email to 100 people and 10 respond. Another 10 will respond when you send it again, and then another 10 the time after that. Don't give up the first time around.
- Have a way of measuring the success of your email. How many people actually opened it, how many clicked through to your website, and of course – how many responded?

For more useful information visit www.exult.co.nz and sign up to be an Exult Network Member.

The Members Area is full of articles and templates and it's completely FREE!

For more information about Exult and the services it provides for community groups, email kerri@exult.co.nz

