

# BUILDING A COMMUNITY WITH EMAIL MARKETING

Email can be a hugely underrated marketing tool for businesses, allowing you to connect directly with loyal customers and brand fans. These steps will guide you through getting started with email marketing:

## STEP ONE - Choose your platform

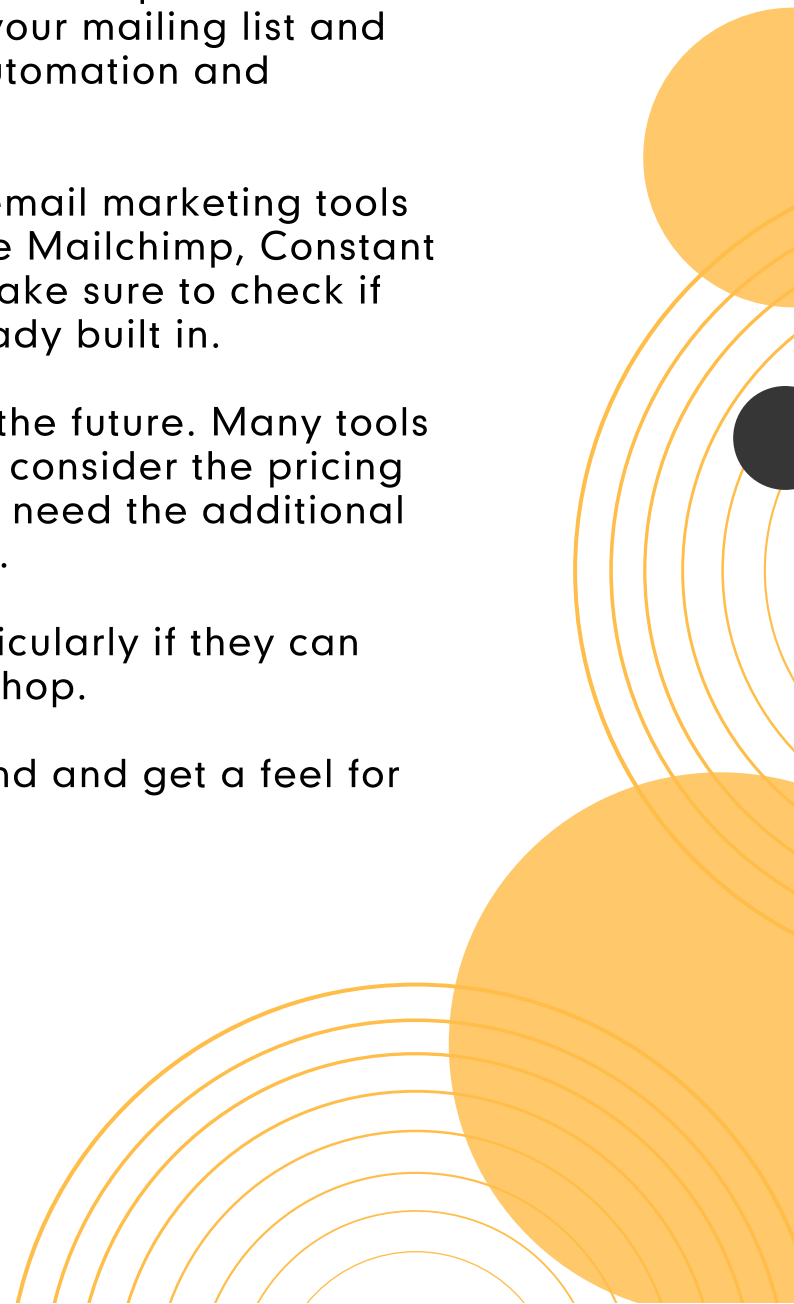
Using an email marketing tool - rather than Gmail or Outlook - enables you to design and send professional-looking emails. They also manage your mailing list and have additional features such as automation and analytics.

Take time to research some of the email marketing tools available. Popular platforms include Mailchimp, Constant Contact, MailerLite, and Klaviyo. Make sure to check if your website platform has one already built in.

Consider your budget - now and in the future. Many tools have free tiers, but look ahead and consider the pricing of the next tier too if it's likely you'll need the additional features or a higher subscriber limit.

Look at the features available, particularly if they can integrate with your website/online shop.

Use a free trial to have a look around and get a feel for the platform. Is it intuitive?



# STEP TWO - Build Your Audience



Where will you get sign-ups? Maybe you interact with customers on social media, via your website or in person in your own space or at events. All of these places are an opportunity to build your new mailing list.

Take time to learn about data privacy basics and make sure you are only signing up those who want to hear from you.

All the major email marketing tools offer a variety of sign-up options and integrations, so you can create forms, QR codes, or embed a sign-up field on your website.

When asking people to subscribe, think about the incentive - what is in it for them?

# STEP THREE - Plan Your First Email

There are two main components to any email: design and content.

## DESIGN

- Use the templates available; most have easy-to-use email builders so you can customise the layout.
- Change the fonts, colours and images to match your branding - and don't forget to add a logo!
- Once you have set up your template, you can copy this for the next email. It may feel like a big job the first time, but take time to make the design something you're happy with.
- Consider outsourcing if you need a completely custom template.



# CONTENT

Is your email going to be focused on one topic, or a newsletter-type mix of content? Think about what's most important in your business right now, what is coming up, and what your customers are interested in. This could include:

- Product launches
- Events
- Themes e.g. seasonal gifting
- Behind-the-scenes content

Create a rough plan of the key things to include before you sit down to write. You can also save drafts in most email platforms, so you can write in short bursts if that better suits your schedule.

Gather any images you want to use so you have these ready to add in.

Don't forget to send a test email to yourself and/or a friend first to check everything is working as expected!

## STEP FOUR- Measure and Grow

Use the data in your email marketing tool to see metrics such as open rate and click-through rate. If your platform integrates with your website analytics, you can even see when your emails have resulted in online sales.

Consistency is important, but you don't need to send an email every week. Think about how long it takes to plan and write a marketing email and be realistic about how often you can do this. Then, book the time into your calendar so you can start to plan ahead.

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