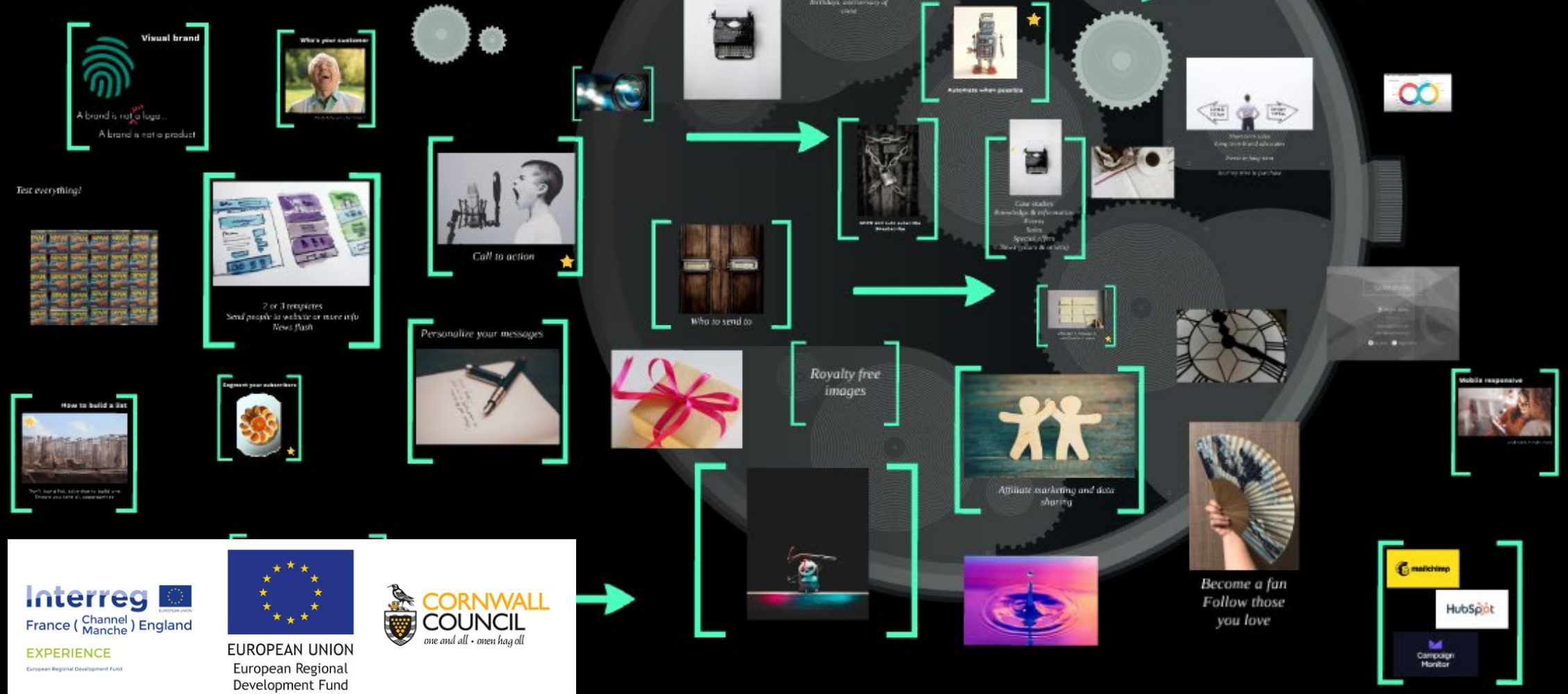


Sara Pugh

Eight Wire

Email marketing



Who's your customer



And why do they want to hear from you?



Prezi





Visual brand



A brand is not ^{just} a logo...

A brand is not a product...



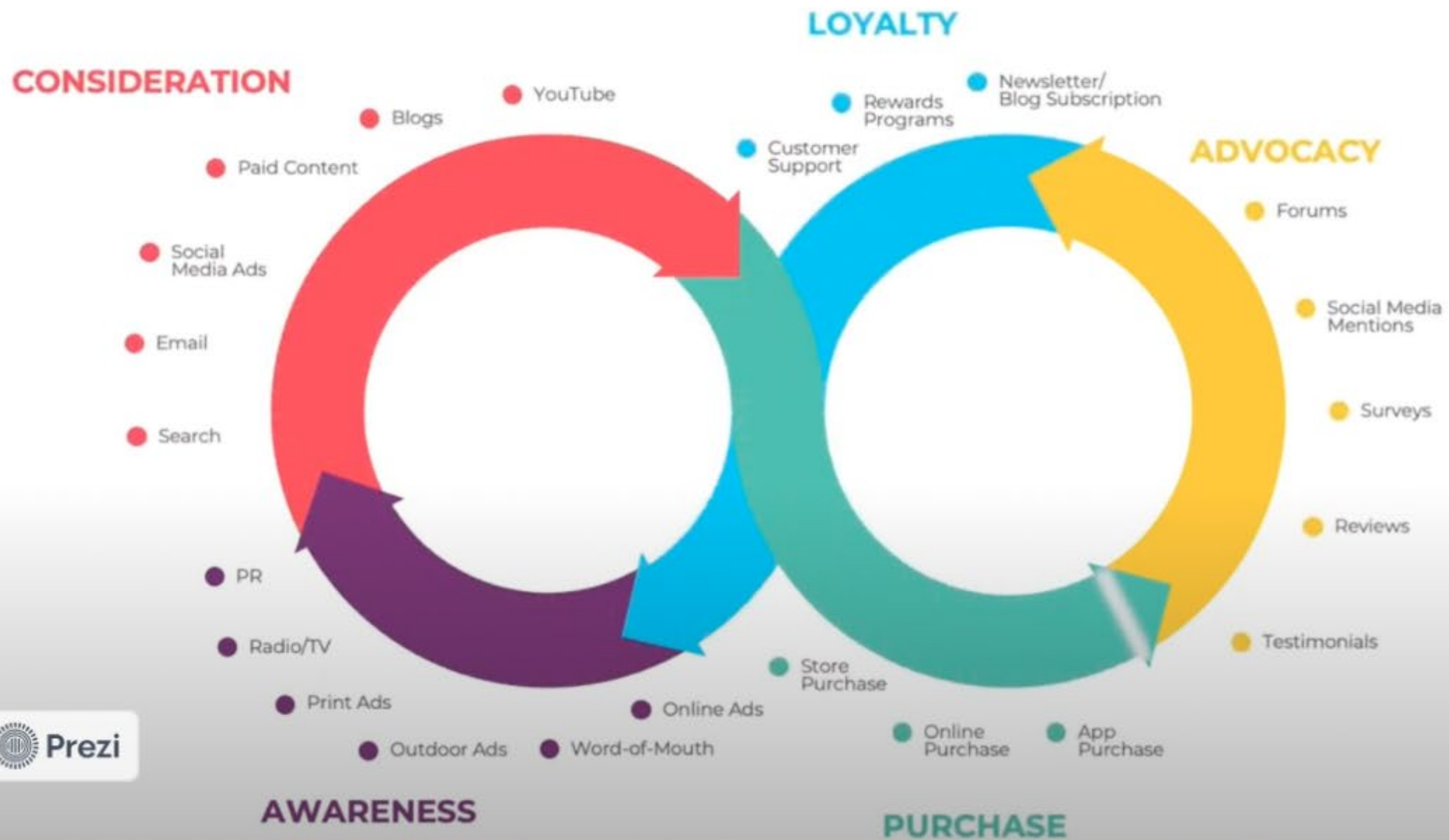


*What's the goal, objective
setting (SMART). ROI*



Who to send to

THE CUSTOMER JOURNEY





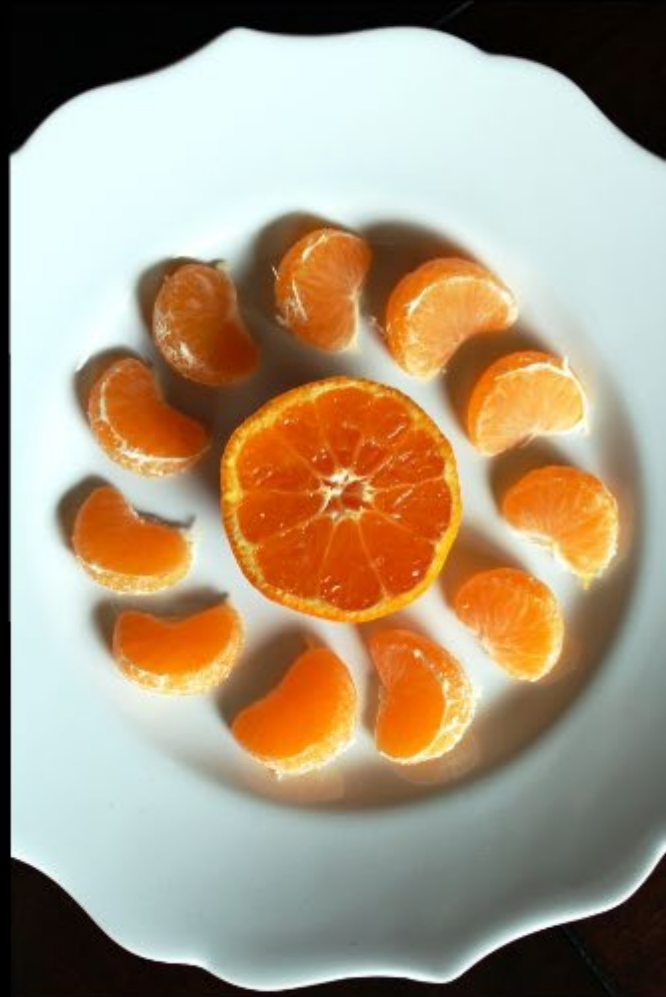
Short term sales
Long term brand advocates

Invest in long term

Journey time to purchase



Segment your subscribers



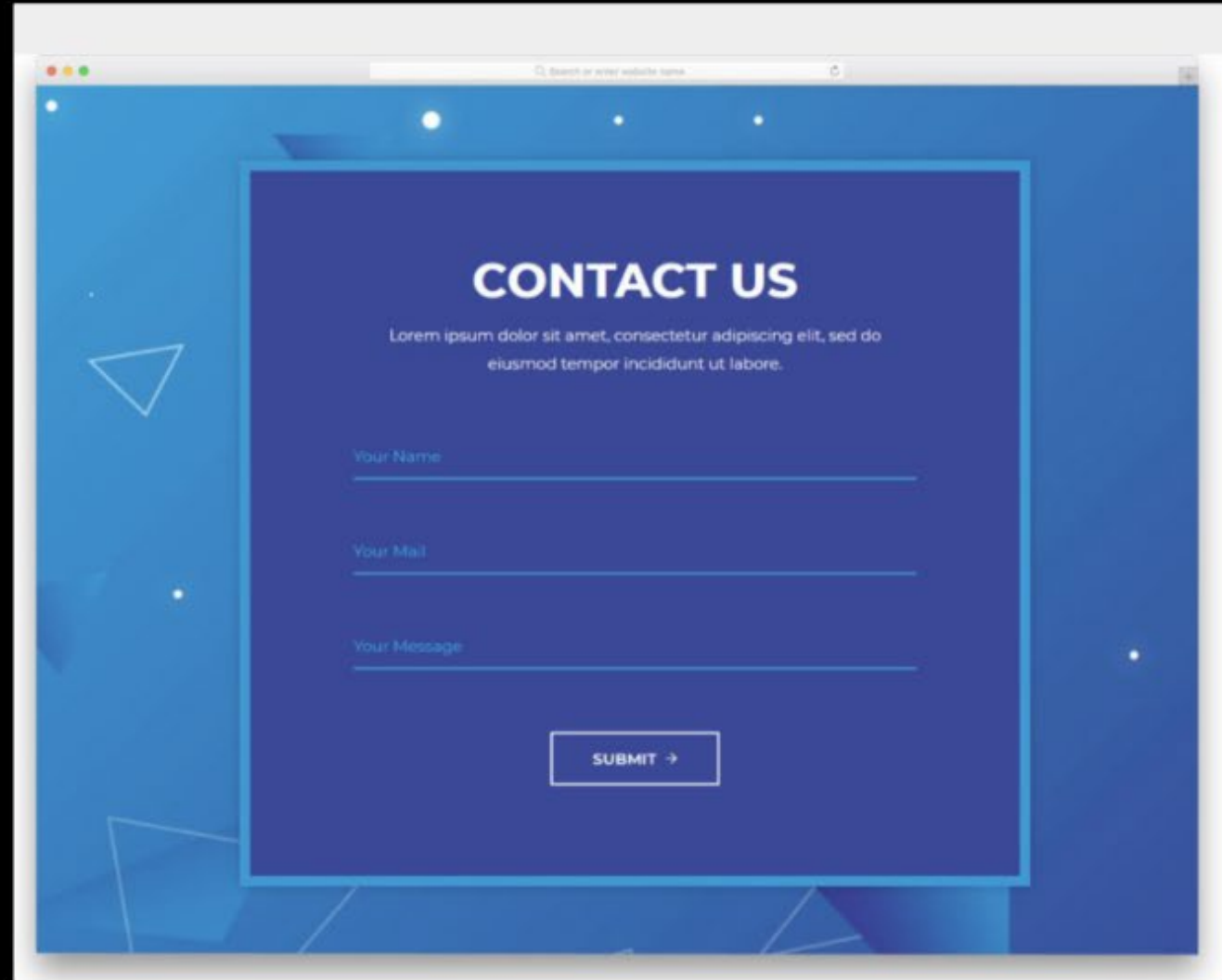
Prezi



How to build a list



Don't buy a list, advertise to build one
Ensure you take all opportunities





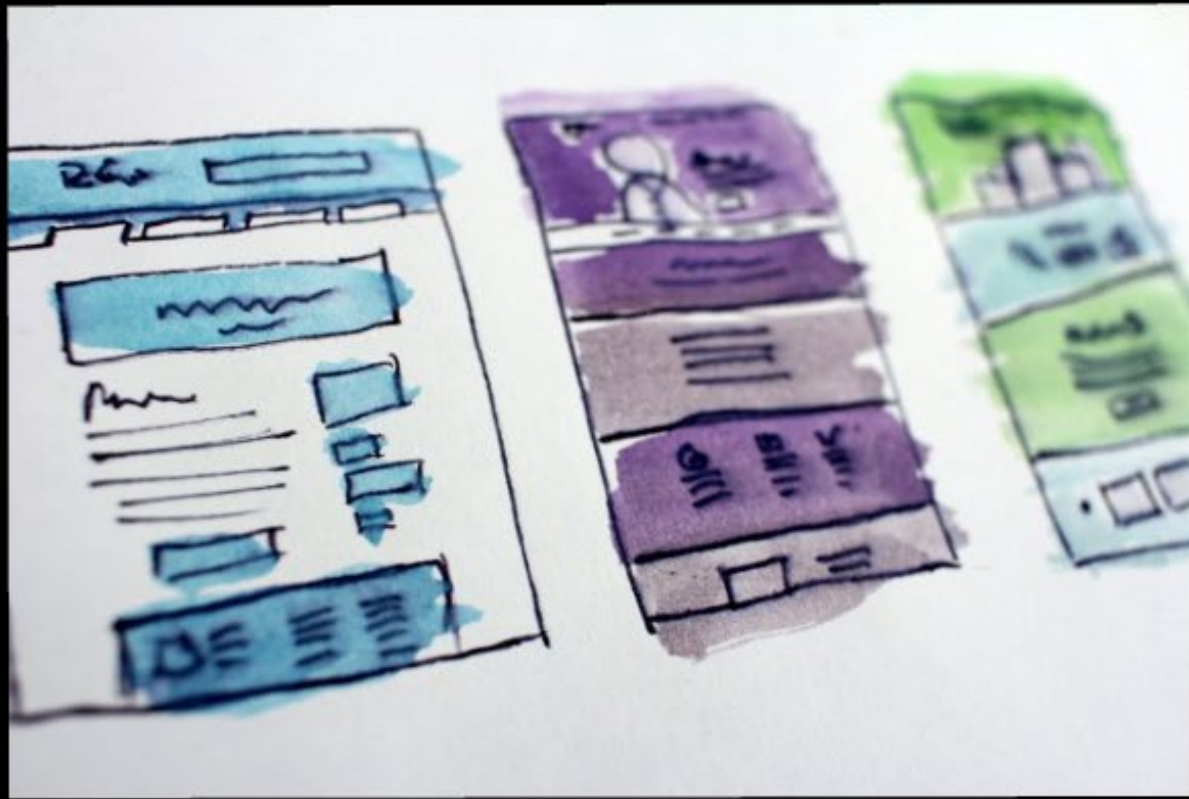
GDPR and auto subscribe
Unsubscribe



Prezi







2 or 3 templates
Send people to website or more info
News flash

Person



Prezi

Test everything!





Prezi



Mobile responsive



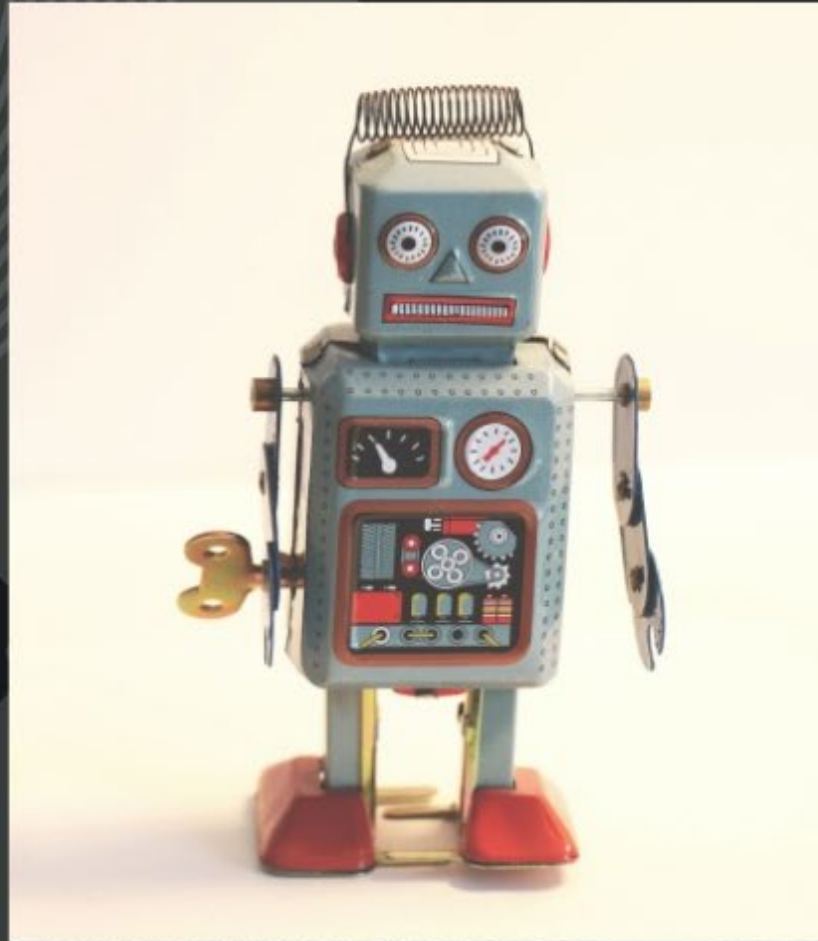
Send mobile friendly emails

Personalize your messages



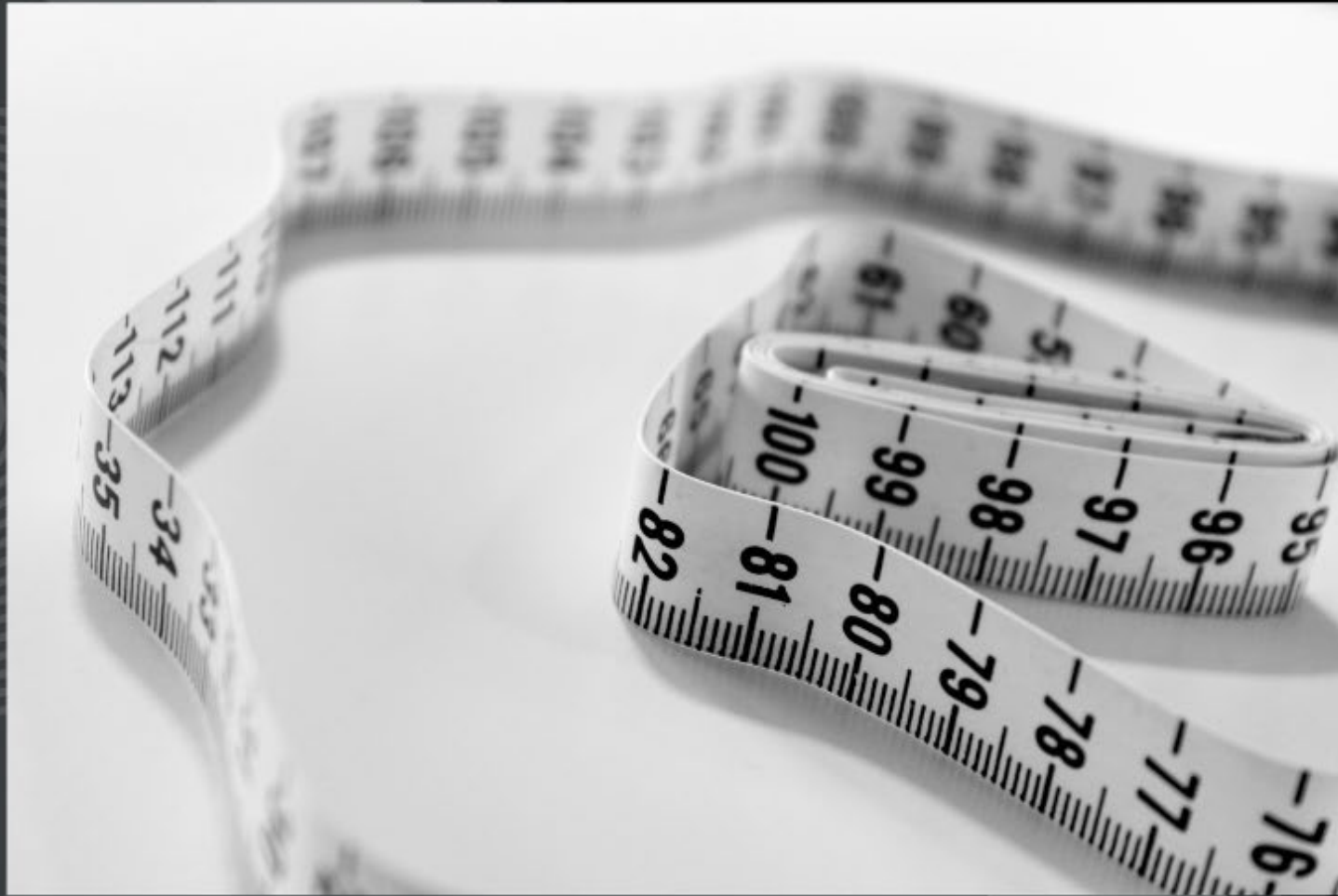
Prezi





Automate when possible

*(booking confirmation
Birthdays, aniversary of
visist*



*If you don't measure, you don't know.
Do, review, refine, repeat.*





A/ B split testing





Call to action







Case studies
Knowledge & information
Events
Sales
Special offers
News (yours & others)



Royalty free images







*Message 1, message 2,
event/product review*





*Affiliate marketing and data
sharing*



Prezi





Marketing and data
sharing



*Become a fan
Follow those
you love*



SARA PUGH

 Eight Wire

www.eightwire.uk

sara@eightwire.uk



8_wire



EightWire



Prezi