

EMAIL MARKETING

TOP 3 MARKETING TRENDS TO USE IN YOUR EMAIL CAMPAIGNS

#1 – Nurture over selling

Aggressive email marketing may be hurting your strategy. Instead of hard selling, focus on sending out helpful information so Clients have more reasons to trust you.

#2 – Personalization

Don't make your message feel cold and robotic. Adding a human element makes your audience feel connected. It's all about authenticity. Use site tokens to add their names in your messaging.

#3 – Integrate with social channels

Use email marketing to link to your blogs and social media accounts that may contain relevant images, videos and content. Recognize it as a channel to maximize your business goals.

Adding it all together

Email Subject Line – Get the look. 1992's Brad Pitt from the movie Cool World.

Email Message – Feeling nostalgic. Yeah, me too. Ever think man, Brad Pitt was electric in Cool World. His hair was USDA Grade A Wagu Beef slick. We have you covered! Use MVRCK's pomade to get you running cool for these summer nights. [Learn more*](#)

*Integrate your Facebook page demonstrating how to achieve Brad Pitt's hair using the product.

Example =

<https://www.youtube.com/watch?v=2j5GCSmFR4s>

Digital Marketing



“Survey Says!” – www.sportclips.com/leadership
Digital Support - website.request@sportclips.com