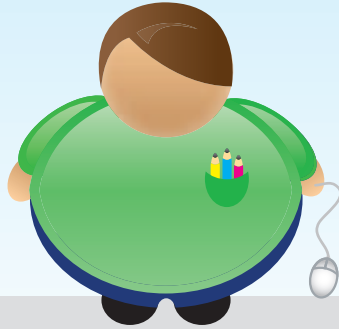


Top 10 tips for...



e-mail campaigns

- 1 Ensure your data is accurate to avoid emails bouncing back.
- 2 Spam filters are more likely to block emails that have more images than text. A higher ratio of text will give it more chance of reaching the inbox.
- 3 Consider carefully the text that is used in the subject line of the email to try and catch the attention of your customer, without 'spamming'.
- 4 Avoid using CAPS, exclamation marks and words such as 'Free', 'Special Offer' and 'Exclusive'.
- 5 Don't be tempted to fit too much information in, keep it clear and concise.
- 6 e-mail campaigns are instant and more cost effective than postal campaigns. Take advantage of this by regularly refreshing the design.
- 7 Ensure a 'Call for Action' is included and that it is clearly shown.
- 8 Make sure your team are fully prepared to deal with the enquiries, particularly if you are having a link to a personal email address.
- 9 Include links to your website and any other web pages that support your campaign. Click them to check they go to the correct web page.
- 10 Print a hard copy off, then proof read thoroughly before sending.

Creativetypes can create a cost effective HTML template for you and broadcast campaigns on your behalf from data supplied.

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