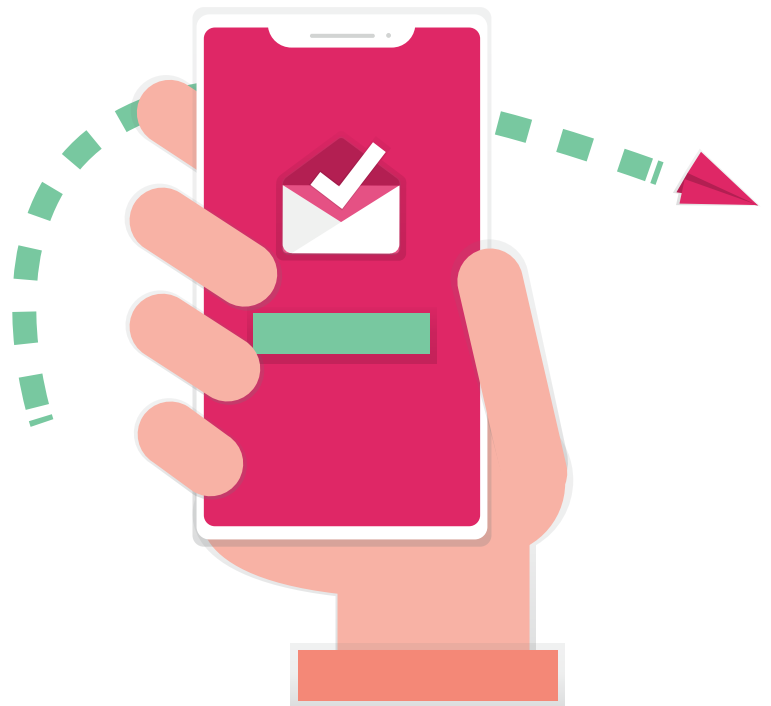




5 Killer Marketing Emails And How To Use Them

One of the most valuable tools in your online arsenal is your email / newsletter subscription list, yet it's one of the ones that is most easy to ignore.

Simply put, if someone has signed up to your email list, they have given you permission to contact them, and how you use the first few emails that you send can be the deciding factor in whether they stay on your list and eventually become a customer, or hit the unsubscribe button so fast that you never get a chance to pitch your business.



So let's look at 5 killer marketing email templates, what they do and how to use them!



You've Got Mail



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1) Welcome Email

Sounds easy, right?

Well this is your chance to stand out. Gone are the days of bland and templated text only emails simply telling someone they've been added to your list; they know that, they signed up!

This is a great chance to introduce a subscriber to your company and your services, as well as being an opportunity to provide a call to action that encourages them to either contact you, visit a different area of your website or simply to buy.

Company logo

Welcome friend, thank the reader for signing up to your newsletter and welcome them on board. Below your introduction, add a few links to some popular pages or posts on your website to give the reader an idea of what's to come.

- 1. Showcase your best stories**
Give an overview of an existing blog post or a popular story from a previous newsletter. Be sure to add a [link](#) so the reader can learn more.
- 2. Help people get to know you**
Share a link to your website's [about us](#) page where the reader can learn more about you and your community.
- 3. Keep the conversation going**
Tell your reader how they can get in touch if they have questions.

Thanks,
The Your Company Name team

Square Media Solutions, Unit 4 Darwin House, Corby Gate Business Park, Corby, Northants NN17 5JG
[Unsubscribe](#) [Manage preferences](#)

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2) Newsletter Email


Often underused, a regular newsletter serves a number of functions; it allows you to let potential customers know about things that are happening in your business, ensures that they are aware of any offers or discounts you have running, and most importantly, newsletters can help raise Brand Awareness; keeping your company name at the forefront of their mind!

Company logo



Share your latest news and updates

Set the stage by telling the reader what the main topic is. Your main story should be at the top of the email with a CTA button that links to a corresponding web page or blog post. Don't include the entire story in your email.



Spread the word

What interesting projects are you working on? What new products are you releasing? Share a brief description and then include a link to a web page or blog post.

[Read more](#)

You've Got Mail



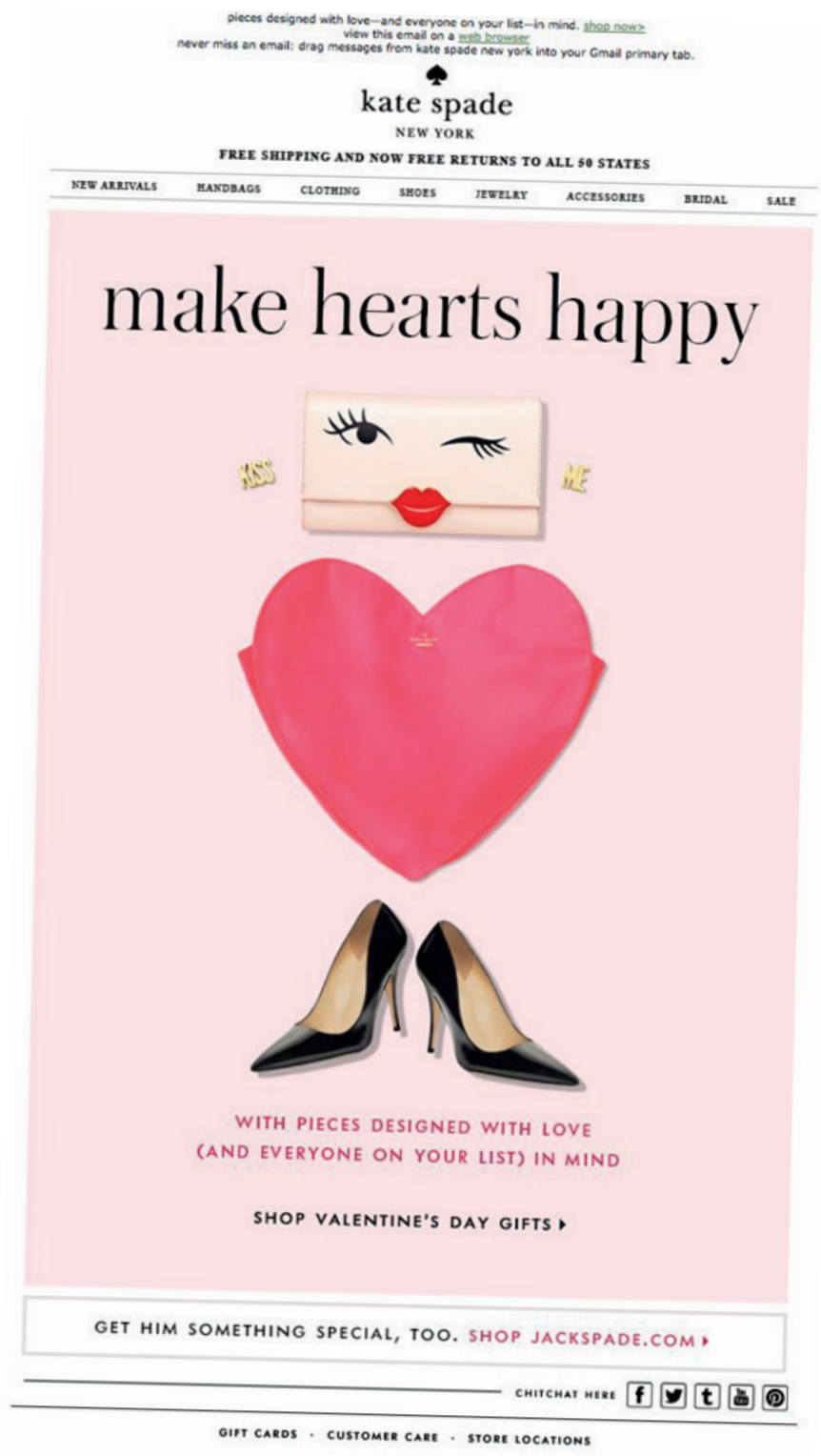
3) Seasonal Offer Email

We all think about offering deals and discounts at Christmas and the usual seasonal times, but it's worth thinking about other times that you could be making the most of.

A well designed and timed Seasonal Offer allows you to put your name in front of potential customers at times that other companies may not have thought of.

Why not go one step further?

There's a National / International Day for pretty much everything – a solicitor or copywriter could make the most of **Copyright Law Day**, a travel company could highlight **Tourism Day**; the opportunities are endless! Think what you could do on **World Motorcycle Day**, **Plant a Flower Day** or **even Snowman Burning Day**? With a little lateral thinking, there's a Day, Week or Month for every business to take advantage of.



You've Got Mail



4) Touching Base Email

While we obviously recommend keeping in contact with your email list regularly, it could be that for whatever reason, you've not managed it. This is where a quick 'touching base' email comes into place.

Quick and easy, with a killer call to action, a touching base email can reignite interest and bring in some well needed leads.

Click [here](#) to view this email as a web page.
Be sure to add email@crocs-email.com to your address book.
[Forward to a Friend](#) [Share this on Facebook](#).

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You've Got Mail



5) Host An **Event**

A great way to either introduce potential clients to your business or encourage them to spend with you is to host some sort of an event.

This could be a virtual event such as a webinar, podcast or Zoom type meeting; a physical event such as an Open Day or tour of your offices; or a free one on one telephone consultation that not only gives them value, but engenders loyalty to your company.

Make your email bright and breezy, cover the salient points and wait for the acceptance emails to flood in!

You're invited!



This summer, we'll be hosting a rooftop cocktail party in the heart of New York City. Reserve your spot for the chance to win tickets and table service by the renowned mixologist, Chris Conant.

[Reserve my spot](#)

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Need help writing that perfect email?
Drop us a line and we can help!