



How Can You Make Your Email Be Noticed?

There are a lot of tips out there for getting your emails noticed. Here is one idea that can help make sure your messages aren't lost when someone does a clean sweep of their inboxes.

Create an email series geared toward your making your subscriber's life a little easier. What do I mean by that?

It may seem counter-intuitive to create a series targeted to email-fatigued subscribers. But this is another strategic way to show consumers you have valuable information to share—and that you know how to break that content down into bite-sized nuggets that won't tax their attention, or their inbox storage capacity.



First, select an umbrella topic relevant to your recipients' business objectives. You can probably look to your own first half of this year for great ideas on content that will resonate with your audiences—think "organization" and "optimization" to start. Those concepts are practically universal at any time of the year, but especially at the beginning and towards the end.

Once you know what you want to say, create a schedule and a mini-messaging plan for this push. For example, you might send a series of 4-6 messages, with one every few days. Or, consider offering subscribers a weekly "Top Five Tips for The End of The Year" countdown. The goal is to create meaningful, periodic touch points over the course of a few weeks to remind your subscribers that you're a valuable resource year-round.

Information provided for you by ~

Marilyn K. Dayton, Your Marketing Consultant and Coach

<http://www.marketingandbizpro.com> ~ marilyn@marketingandbizpro.com

860-389-2521