

# Top Tips for Email Marketing



**Email is one of the most effective marketing tools. Why not use email to...**

- **Connect with your customers one-to-one** – start with their name and finish with yours to create a personal connection.
- Share existing content like blogs, videos, podcasts and social media posts – repurposing content is cost-effective and keeps you on brand.
- **Reinforce your current marketing campaign** – whatever you're promoting on social channels, promote it through email too!
- Deliver different kinds of content to different kinds of customer - personalised contact is more effective than a scattergun approach.
- **Strengthen your brand by sharing consistent messages** – build trust with customers by showing how embedded your ethos is.
- Harness a cost-effective option with proven results – email marketing offers a good conversion rate as well as value for money.



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