

SHORT & SWEET— THE SECRET TO E-MAIL MARKETING

Getting things done in a New York Minute just doesn't cut it anymore.

In today's fast-paced society, everybody wants as much as possible in as little time as possible. So theoretically, email newsletters jam-packed with multiple topics would cater to such a society, however, this method could have an adverse effect. Long, multi-topic emails can be overwhelming and scare people off. The trick is to create short, straight to the point emails that are sent to a targeted audience.

Avoid sending email blasts to your entire contact list unless the focus of the email is general and applicable to your entire list. By narrowing down your audience, you should be able to reduce the amount of topics you'd like to cover within an email, resulting in a more relevant message for that specific group and reducing the amount of "fluff" they need to read through to get to what they want.

SEPARATE YOUR CONTACT LIST INTO CATEGORIES

An easy way to do so in the recreation industry is to group contacts by past programs that they have registered for.

FOCUS ON ONE TOPIC/THEME

Want to get the word out about your fall program registrations? Send individual emails out for each program category. If you want to include additional information related to that topic/theme, such as the addition of a new instructor in that program, do so further on in the email.

To learn more about ACTIVE and our solutions contact us at:
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WHAT'S YOUR ACTIVE?