

According to a recent study done by Hubspot, companies are still spending the majority of their marketing budget on email marketing.

That's because it nets results while only costing a fraction of traditional media. With the right copy and tracking software, a small business can create the beginnings of their very own automated marketing lead machine.

To get you started on your next email campaign, Calo Marketing & Design has compiled a quick list of email writing tips.

About Calo Marketing & Design:

We work with you to bring timeless branding and high-impact visibility for your small or medium size business based on your budget. Whether you need experienced professionals to help implement an existing marketing plan, looking for assistance in engineering one, or are in need of design and/or printing, Calo Marketing & Design can help.

About the Author:

Daniel Cavazos is a dynamic and highly-talented marketing professional in the development and implementation of marketing strategies that develop clearly defined brands, increase visibility and revenue.

Email Copy Tips to Remember

1. **Write directly to your audience** - figure out what makes them tick before you start writing. What are their goals, pain points and what are their motivators for new initiatives?
2. **Build intrigue with your subject line** - keep it fresh and catchy. We all read hundreds of subjects throughout the year, make sure yours is one that people want to read more about.
3. **Give value** - giving something worthwhile is the single most effective way to get someone's attention. Free stuff, Insight and tips have proven to be most read among email campaigns.
4. **Deliver a solution** - not many people want to see a long list of things you can do; instead show the benefits they can gain through purchasing your product.
5. **Get to the point** - remember those droves of emails all need to be read so do them a favor and get to the point or likelihood is your email will not be read.
6. **Keep the message singular** - There are instances where newsletters can benefit from multiple subjects, however in a campaign, keep your message singular, simple and consistent.
7. **Give access to act** - give multiple calls to action. This gives your recipient options to act after just reading a few lines or after reading your entire message. Make it easy.
8. **Use words to excite** - Exclamate through words not exclamation points and your audience won't mistake you for yelling at them to "buy now!!".

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The logo for Calo Marketing & Design features the word "calo" in a stylized, lowercase, red font with a white outline. Below it, the words "Marketing & Design" are written in a smaller, black, sans-serif font.

Marketing & Design

