



Opinions on email marketing can vary in numerous, numerous ways. Some people may think it is very effective, while others may think they are not effective at all. Still, others may not have an opinion at all, because they may not realize email marketing can be used in so many different ways.

A common practice for doing an email marketing piece would be to announce new features of an existing products, or to announce a new product line. In both of these cases, email marketing is a great way to get the word out to existing customers!

Spreading the word about a sale or event can be yet another excellent time to do an email blast. By sharing details in this manner, it not only informs people, but can double as a way to get people to reserve their spot, or purchase that item that they have been waiting to be on sale!

Implementing an email campaign can also be done to help customers become familiar with new features of a product they just received. For instance, a business owner downloaded a small business app. They have dabbled in the app, but haven't quite investigated the mileage or tax reduction features. You, as the product marketer, could send them emails describing those features and give tips on how to use those functions.

Hopefully, by listing some of the ways email marketing can be utilized by a business, writing them won't be as intimidating. Many times, people may not use email marketing because of the fear of not having the email opened, or the recipient may not take the desired action. However, when composing these emails, remember there is another person on the other end of that email. Use that to your advantage! Write it as if you were talking to a friend. Take a conversational tone. Fill it with information and links that you would use yourself! By utilizing the above ideas, writing these kinds of emails may, in fact, become fun! Imagine, if there is excitement when reading it; could that lead to action on their part? You will never know. . . unless you try it!