

A GUIDE TO GOOD E-MARKETING

To create an effective e-marketing document, try some of the following:

- Choose a simple and effective Subject Line (don't try to be clever)
- Make it SCANNABLE
i.e. easy to read
- **Keep it short** and To The Point
- Use **HIGHLIGHT** to pick out **KEYWORDS** but not too often
- Use Bullets
- If you have to write a longer text,
keep to One idea per paragraph
- Use **CAPITALS** to **MAKE A POINT**
- Make use of space to stress a point.
- **REMEMBER**
You have a maximum of **3 to 5 SECONDS** to grab attention.
- Ensure there is a strong **CALL TO ACTION** e.g. "Click here" "Buy Now"

The above are just some of the key points to consider when creating an e-marketing campaign.

WIIFM? – What's in it for me? – include an offer for your readers

*For a **FREE REVIEW** please call or mail*

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