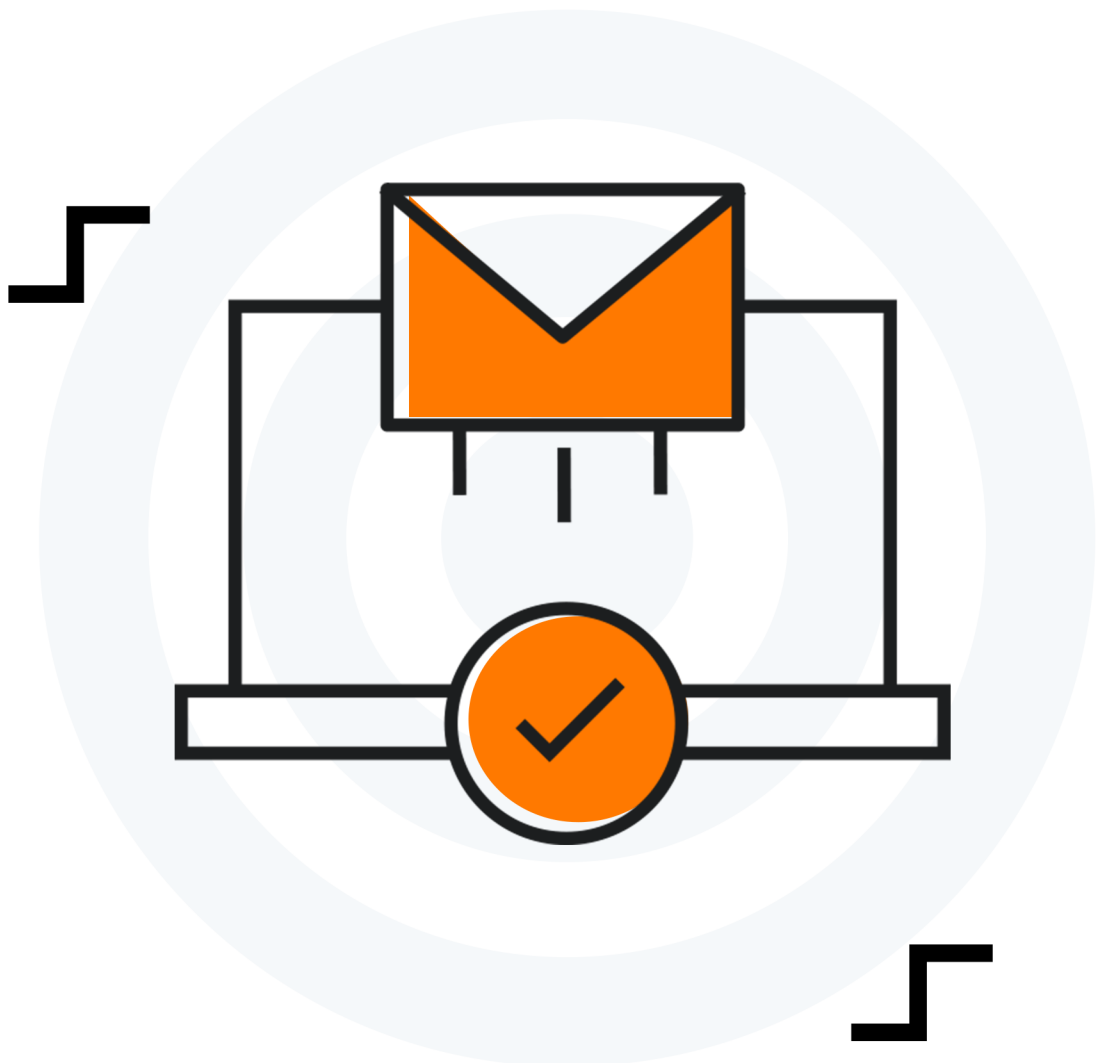


How do you choose

YOUR EMAIL MARKETING TOOL?



1

Set your

GOALS



Before you begin to send emails, ensure you're making the right decisions. This will help you measure the result of your email marketing efforts. Decide the audience, choose the types and number of emails to be sent, and understand the basics of email marketing, which will help you choose an email marketing tool according to your business needs.

2



Determine what

YOU CAN AFFORD

Examine your business's budget to decide the right email marketing software for you. Some software is free up to a certain number of emails or contacts. Also, there are tools where you can pay as you use the features one-by-one. Choose the platform that'll work best for your budget and strategies.

3



Calculate your

EMAIL FREQUENCY

Starting a small business means you'll have to send promotional emails to your contacts. Also, remember that the majority of your audience will likely prefer to receive emails much often, such as on a weekly basis. Figure out how often you'd want to send emails to a list and multiply that by the number of contacts on the lists to add those totals of the lists together. Decide on how many emails you'll need to send and choose an email marketing software plan that allows you to send the right amount of emails.

4



Decide which

FEATURES YOU NEED

Ease the task of sending out emails to bulky lists by choosing email marketing software that manages your mailing list by segmentation and bulk segmentation, creates email templates with pre-designed templates and personalization, and sends the best version of your emails with A/B Testing and Test and Preview options. Also, reporting capabilities of your tool will analyze your past email performance and you'll eventually need to employ automation and workflow features as well.

5



Integrate with

YOUR OTHER APPLICATIONS

Integrating your everyday applications will help you leverage email marketing to connect to contacts. It's always best to choose an email marketing tool that integrates well with most of your day-to-day applications. Bringing your existing customer database along from different applications and connecting with them using your email marketing software will help you close more deals and drive more revenue.

6



Tie in with

YOUR CRM

It's a well-known fact that the marketing and sales team have to work together to drive more sales. This is also true in email marketing. Choose a software that integrates well with the CRM tool you use every day for your business. This will help you better manage your company's customer relationships by engaging with them using your email marketing software.



Smart email marketing software that drives sales

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"We've been very impressed with the service; how easy it is to use; and it has achieved our goal of reaching all our members in one click. Thank you Zoho Campaigns for making our work trouble-free."

”

Alastair Yates,
ADHD Richmond



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