

Marketing Emails

Here's a typical email used in a typical marketing campaign known as an Email Blast. What I have below is an outline of an html format message with a place for a photograph and the call to action button.

Subject: Are you doing enough exercise to reach your fitness goals?
<p style="text-align: center;">Exercise Tracking Helps You Reach Your Fitness Goals</p> <p style="text-align: center;">[Photo of MovTraxPro Tracker]</p> <p>Know precisely how much exercise you've done. The light, slim MovTraxPro detects movement and counts steps or strides. It also measures heart rate and keeps time. Yet you can hardly feel it on your wrist.</p> <p>Use this data to estimate calorie burn during exercise. Use it when you climb stairs, walk, run, or use an elliptical cross-trainer. You'll know when to intensify your efforts and get in shape sooner. Click on the button below.</p> <p style="text-align: center;">["More Info" button]</p>

And here's an email used to enhance relationships with existing customers. There is no selling here. There is a call to action but there is no link to a sales page.

Subject: Complementary pre-winter care for a nicer lawn by spring.
<p>Dear [Mr./Mrs. Last name],</p> <p>It's been an honor to have you as our customer this past season. For this we are offering you a complementary service to prepare your lawn so your grass will better survive the rigors of winter and produce a more perfect lawn come spring.</p> <p>This service includes adding fertilizer and raking leaves and dead grass. We also check the condition of your lawn and let you know if re-seeding parts of your lawn is necessary and the best time to have it done.</p> <p>Call us today at [our phone no] to schedule your end-of-season service when it would be convenient for you.</p> <p>Cordially,</p> <p>Bill Leighton Green Leaf Lawncare Inc.</p>