



EMAIL MARKETING HELPFUL TIPS

Build a good list that complies with anti-spam regulations.

Segment your list to permit sending different messages to different groups/audiences.

Use a reliable and compliant email tool (i.e. Mail Chimp or Constant Contact).

Create intriguing and short email subject lines.

Incorporate a call to action.

Embed links to your website within the body of the email.

Use simple and eye-catching graphics and layouts (use emojis sparingly).

Personalize and customize emails in both the body of the email and in the subject line.

Include value – special offers, promo codes, & incentives.

Measure & track email performance (open rates, click-through rates, bounce rates, conversion rate, etc.).



Guide to a Great Event Email Invite

Catchy Statement +
The 'Why' (why attend,
why the event
happens)

Where & When

Explain the tangible
benefits (identify how
your event will help
solve a problem or
make something better)

How Much?

Call to Action (RSVP,
Sign Up, Buy Tickets,
Register Now, etc.)

NEED HELP ?

iSPARK CONSULTING

39 rue du Pavillon
Gatineau, Quebec
819-682-5298

www.isparkconsulting.ca