



# 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?

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