

EMAIL MARKETING

FOR MICROBUSINESSES

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WHY DO EMAIL MARKETING ANYWAY?

- Don't send emails in bulk from your personal email address
- Unlike social media, you are in control...if you back up
- Someone might visit your website and never come back – stay in touch
- Gives you lots of stats
- Can personalise the emails you send

ISN'T EMAIL DEAD, THOUGH?

- How many times a day do you check your email?
- How many years have you had an email address?
- Email marketing's return on investment (ROI) in 2018 was 'up to £32.28 for every £1 spent, from £30.03 the previous year' ([Direct Selling Association](#))

WHAT'S STOPPING YOU?

I don't want to email my subscribers because if I do they might work out I'm trying to sell them something...



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WHAT'S STOPPING YOU?

- Tools – what to use, how to use it, what you can do with it
- Content – what to send, how often, how 'salesy' to be
- Not wanting to bug people
- Not having time
- Not seeing the value in it
- Not wanting to invest money in it
- Not wanting to get into trouble (usually GDPR)

TOOLS

- Decide what you want to achieve
- Pick a tool to fit that, with a bit of room for growth
- Pick one you can 'get along with'
- Features:
 - Ability to create a list and send emails to it
 - Ability to opt in to list in exchange for offer of some kind
 - Ability to organise subscribers on list e.g. tags, segments, groups
 - Ability to look at stats
 - Optional: Pop ups, landing pages, automation, workflows

CONTENT

- Start small and achievable, watch stats and grow from there
- Modest campaign done well is better than half-arsed over-ambitious one

NOT WANTING TO BUG PEOPLE

- They want to hear from you
- Value exchange
- No longer about blasting out emails

NO TIME/DON'T SEE THE VALUE

- What if email marketing made you more money than your other marketing activities?

GDP...ARGH!



GDP...ARGH!!!

- <https://ico.org.uk/for-organisations/resources-and-support/data-protection-self-assessment/assessment-for-small-business-owners-and-sole-traders/>
- Only collect what you need
- Only keep it as long as you need it
- Keep it up to date and secure
- Allow people to exercise their rights (to be informed, to access, to be removed/rectified/erased, restrict processing, portability)
- Know your responsibilities

GDPR – KEY THINGS FOR MICRO BIZ EMAIL MARKETING

- Can no longer offer a free download and put them on a mailing list without telling them
- You don't always need consent - <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/>