

How to Increase Your Sales
and Customer Loyalty
With Email Marketing



cyberimpact



Canada
EXPO

Why should you put email
at the heart of your
marketing?

1: Your clients prefer emails

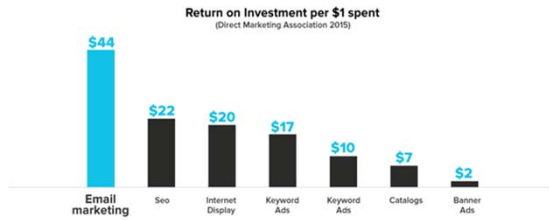
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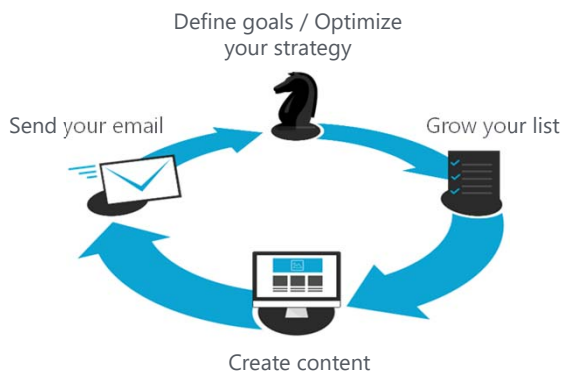
2: It generates sales



3: Because it's profitable!



Cyberimpact's 4 steps to success



1: Optimize your strategy

Defining your goals


B2B Businesses



2: Grow your list

How to jump start your list
and grow it with time

Start with the basics



More advanced strategies



Canada's Anti-Spam Law: Implied Consents

Implied consent
You can demonstrate your business relationship with the person without having obtained his consent to receive communications from you.

Accepted forms of implied consent

- ✓ CONTRACT (24 months)
- ✓ PURCHASE (24 months)
- ✓ ONGOING PRIVATE RELATIONSHIP
- ✓ REQUEST FOR INFORMATION (6 months)
- ✓ REQUEST FOR QUOTE (6 months)
- ✓ BUSINESS CARD
- ✓ PUBLICLY POSTED EMAIL ADDRESSES RELATED TO YOUR FIELD OF ACTIVITY

3: Creating content

What should you send?

The number 1 rule

Maintain a good balance between educational and promotional material.

Examples of educational content



Examples of promotional content



But I don't like to write, and I don't have time!



Case Study: The Manufacturer



Results

"In 24 hours, more than 40% of recipients had read my email. I recruited my first 16 companies and generated nearly \$ 400,000 in sales."

Keys to Success

- A targeted list of people who knew him
- A clear strategy around a clear goal
- A simple message and clear call-to-action

4: Sending your emails

General

