

An illustration of a man in a dark suit and green tie, pointing with his right hand towards a sign. The sign is tilted and contains the text 'Does your business have a new email marketing strategy for 2008?'. A large black arrow and a large white arrow with a green outline both point from the sign towards the text below.

Does your business have a new
email marketing
strategy for 2008?

A new year is the perfect time to set goals and try new things. Sure, you vow to stick to that yoga class and eat more green veggies. But there is also something about a new year that encourages clarity and creativity. Here are several ideas you can utilize to make your email marketing program the best it can be (yoga class not included).

1 Create a communications plan

Figure out everything you need to accomplish each quarter and strategize. Transmyt will help you think about your vision and goals, and how to market your product. By creating a strong communications calendar, you can navigate a clear vision of what to achieve and how to achieve it.

2 Overhaul your emails

Stop sending out the same E-newsletter and create something new already! Change the content of your E-newsletters or pick a new template with eye popping images and stimulating visuals. Transmyt will help you design a new E-newsletter so you'll have more subscribers and impress readers with your fresh, cutting-edge emails.

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Does your business have a new email marketing strategy for 2008?

3 Calculate your efforts and outcomes

Measure the impact of your email marketing efforts. List your campaigns, the effort behind them, how much they cost, and the final results. Now you can figure out which tactics worked the best and how to attract subscribers in the future.

4 Pay attention to your readers

Listen to your subscribers and learn from them. Give them a chance to give you feedback. Let them know you'd love to hear their thoughts and ideas. With the help of Transmyt's integrated communications, you can better target your audience and help distinguish yourself from other competitors.

5 Personalize your emails

Make sure to continually add new contact details into your emails. Transmyt will help you include information about relevant people, places, products, or events. The more personal information you have in your emails, the more people are likely to remain your subscribers.

6 Collaborate with others

Network and collaborate with other people in order to expand your connections. Offer to provide your services for one colleague in exchange for theirs. You'll have access to both innovative content and new contacts, which are sure to increase your subscribers.



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