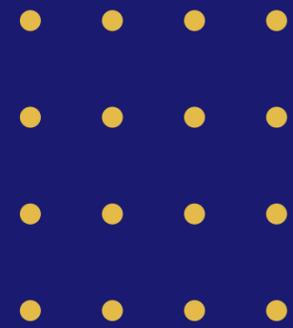


EMAIL MARKETING

TIPS & TOOLS

- Method
- Tracking
- Frequency
- Dates and times
- Cross promotion
- Segmentation





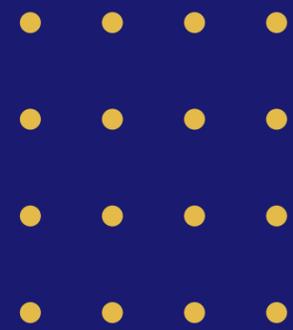
EMAIL MARKETING

TIPS & TOOLS

Communication to your members is essential to keep them informed.

- Using an email service is the easiest way to send out consistent communication to your members providing you with important analytics.
- The most effective days to send email communication is Tuesday, Wednesday or Thursday.
- A monthly e-newsletter is a great way to keep your membership informed on all that is happening within your chapter as well as CMSA national.
- We suggest a once a week targeted email announcing events, educational webinars, or similar should have clear headlines and calls to action that readers will see in their inbox. This gives them a reason to open the message.





EMAIL MARKETING

TIPS & TOOLS

- For Chapters using Starchapter, there is an email platform through that service.
- Other email platforms we recommend are MailChimp, Sendinblue and My Emma.
- Use cross promotion in your emails - add a banner for an upcoming event to the bottom of your email to begin generating awareness.
- Segmentation is a very effective way to utilize email marketing.
- Segmentation is targeting specific demographics in your email marketing (for example members vs non-members)
- The more information you can collect from your contacts, the more targeted and effective you can be in your messaging.

