

echo

Top Tips

Think about your mailing list...

Is your mailing list up to date? If not, don't worry, as echo can sort that out. Maybe your list could be split into groupings where your services are more relevant?

Think about what it is you want to tell people...

Is it news, promotions for products, press releases, shout about recent wins? Who will be writing this for you? Remember, when it comes to email marketing, less is definitely more!

Think about how regularly you need to talk to people...

We advise once a month is a good starting point for most businesses. It's just the right time for people not to be annoyed, and great for keeping you front of mind regularly.

Think about your website...

Do you have a sign-up form on the site? This is a great way to make it easy for people to request your echo. Do you keep the site updated regularly? Echo works very well when you have content that directs people to your website for more information. You can track all this and can see who's interested in what! Think of your website as your virtual shop window.