



Email Marketing Top Tips from CZ Online

Here are some considerations for your email marketing campaigns. We hope they offer your unique business a short cut to more successful email marketing results.

Everyone is different !

- Accept your customers viewpoints and needs by developing your content to add value to their business.
- t's about them – make your email offers relative.

Build 'smart' technology into your campaigns

- Use links to enable readers more info, just a click will register your clients interest.

Respect the customers privacy

- Be spam compliant – [Click here](#)
- Never distribute your email database list.

Capture email addresses

- Have a web sign up list on your Home Page
- Add new contacts from your accounting software
Collect email addresses and names from exhibitions, trade and open days.