

Title Tag: How to Create your Own Email Marketing Campaigns

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Event marketing isn't the only marketing tactic. In the digital age, a fusion of different strategies proves to be most effective. In formulating such strategies, however, a commonly occurring problem is that while events are exciting, some tactics are perceived as boring and taking too much of your brain cells to do. A myth! All tactics are equally exciting, especially if they yield consistently fruitful results.

So here's an 8-step thinking process on how you can create **email marketing** campaigns that can be run alongside your bevy of events.

1. Consider your 4 Ps of marketing –I bet you've forgotten your 4 Ps! Don't! These are the foundation of campaigns—a principle that still holds. Let's run through it to jog your memory.
 - Product – What are you selling? Is it a product or a service? What does it do? How will consumers use it? What benefits will users obtain from it?
 - Place – This may refer to a physical location or a channel through which you promote your product.
 - Promotion – Is there an offer that compels purchase?
 - Price – How much will it cost?

Do you remember these? Good! Use them as bases as you proceed to the rest of the steps.

2. Target audience – Who should be buying your product? Make an organizational chart, point out the people who will be using the product—the direct beneficiaries—as this is where demand will come from. Point out who the enablers are—the people who will facilitate demand satisfaction. You can either target both simultaneously or choose one during the first phase.

When you've identified the persona of your buyers, it's time to review your **marketing database**. Are the people you want to target in it? If not, build a **marketing database**. If this pulls too much of your team's bandwidth, you can either have an agency build one for you, rent it out from their **marketing database** bank, or even purchase it so you're not constrained to use it for one campaign only. BDA Partnership does this all the time for their clients and is one of the most basic but important services that clients constantly request for. BDA's [B2B Data Acquisition Solutions](http://www.bdapac.com/home/b2b-data-and-telemarketing/solutionsb2bdataexecutives-contacts-data)(<http://www.bdapac.com/home/b2b-data-and-telemarketing/solutionsb2bdataexecutives-contacts-data>) either supplement existing **marketing databases** or create a new one from the qualifications provided by customers.

3. Incorporate a bit of creativity – From packaging to promotions, get your creative juices flowing! Start with the simplest things if this is your first time. Copy-wise, be sincere, short, and sweet. People are busy, so capture their attention fast! Design-wise, start with the basics: color, font size, font type, and images. Make your branding stand out by using your branding elements.
4. Reason to call **telemarketing** script– The most critical issue a gatekeeper will want to know is your reason for calling. Your **telemarketing** scripts should include the different situations your **telemarketers** or **lead generation** specialists might encounter. Go into a monologue and imagine the questions that will be thrown your way and seek to create rebuttals that will make it harder for them to reject you. Remember sincerity but be different. Again, be creative as well.
5. Solid call to action – At the end of the day, what do you want your prospects to do? Call you back? Download your brochure? Your call to actions should reflect an objective. Then, phrase it in the most creative manner.
6. Analytics – Track your tests. Free or reasonably priced software programs are always available. These help you track and measure your metrics. There’s no sense in implementing a campaign if you can’t track it.
7. Process and follow-through – Without an automated process, one of the challenges of marketing is getting sales personnel to act on what you have generated. If you don’t have an automated system in place, go old school and prepare flowcharts that serve everyone’s guide. It’s important for everyone to know what they need to do after a lead has been passed on to them.
8. Count to one and do it again – Review everything! Start from the beginning and identify what went right and what went wrong. For things that went right, aim for further improvement. For things that didn’t go so well, find another solution.

Everything that you do is a test intended to guarantee perfect campaign execution. Don’t forget to track everything so it’s easier to identify which strategies work and which don’t. The objective is to create a working thought structure for designing eDM campaigns. eDM campaigns can be exceptionally effective in keeping your **marketing database** active. It’s also a supplemental activity for other **lead generation** campaigns. Once you get the hang of it, it becomes automatic and you have a perfectly good view of your pipeline.