

## **Best Practices for using Email Marketing**

When it comes to communicating with your customers, now's the time to take action. Sending email marketing campaigns is the best way to stay connected with your customers and to generate more business. Here are the best ways to drive revenue and effectively implement email marketing:

**Promote Your Gift Cards** – Gift Cards are the most popular gifts because they make shopping fast and easy, and allow the recipients to choose their gift. Remind your customers that you sell gift cards or have a sale on gift cards to encourage purchases.

**Enroll Customers in your Loyalty Program** – Whether you are kicking off a Loyalty program or taking it to the next level, you'll increase enrollment with ease.

**Invite customers to a Shopping Event** – Hold a private shopping event for your top customers complete with refreshments and special offers. Tie the event to a holiday or new merchandise arrival.

**Implement a Gift Card with Purchase Program** - This program is the most effective way to use gift cards to increase average purchase amount and number of purchases. You can quickly implement this cost-effective program via email marketing.

**Announce a Sale** – This is the best way to increase store traffic and the success of a sale.

**Toot your Horn** – Anytime your business is mentioned in the press or receives special recognition, let your customers know via an email announcement. Also, this is a great way to get the word out on new products or services.

Using all of these best practices will build brand awareness, strengthen customer loyalty and, most importantly, increase your profits.

***ProfitPoint is proud to offer E-mail Marketing Services. [Click here](#) to learn more and sign up for a **FREE** 15 day trial!***