

Are you

# A SMALL BUSINESS OWNER?

Launch your email marketing  
strategy in five steps



# 1



Choose

# YOUR TOOL

Starting a business requires you to offer a benefit to your contacts. Any business can do this with the help of email marketing. [Choose the right email marketing platform](#) and plan your emails to build a relationship with your contacts and drive your business.

# 2



Build your

## MAILING LIST

After choosing the right tool, you'll need to build and effectively manage your contact list. This can be done by creating **signup forms** on your website, attending and hosting **events/conferences** to collect and leverage **business cards**, and using your **social media platforms** to connect with more people. You can then import their contact information and assemble lists.

# 3



Decide your

## EMAIL CONTENT

Now that you've decided the right contacts, it's time to target them with emails. Initial content might include **welcome emails, newsletters, business updates, offers,** and more. Ensure these emails are **mobile optimized** so your mobile audience is more likely to read it and engage.

# 4

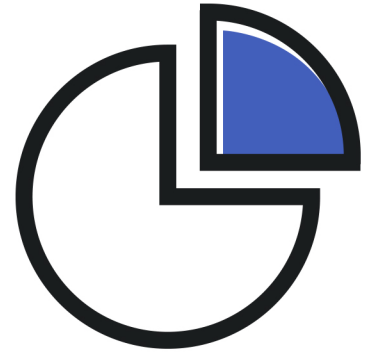


Determine the

## **BEST SEND TIME**

Reach your contacts' inbox by sending emails at the right time. The send time optimization feature in your email marketing software will analyze your sent emails to decide the best time to send future emails to each contact. It'll then schedule the next email accordingly.

# 5



Analyze

## YOUR REPORTS

Your email reports can help you improve future email campaigns. You can begin analyzing your email marketing efforts by interpreting your email click-through rates, bounces, email opens, and unique clicks. This will give you a short brief on how to send future emails.



## Smart email marketing software that drives sales

“

“Zoho Campaigns has been really profitable for us. Our campaigns have achieved very good response rates.”

”

**Louisa Sando-Patel**

Owner, Bright Owl Copywriting & Communications



[zoho.com/campaigns](https://zoho.com/campaigns) | [support@zohocampaigns.com](mailto:support@zohocampaigns.com)

