

# SUCCESSING YOUR E-MAILING CAMPAIGNS

## Objectives

- Understanding the legal and technical constraints
- Making punchy emails
- Immediate application of proposed tools

## Concerned people

- Communication executives
- Marketing executives
- Webmasters

## Knowledge required

None.

## Duration

2 days

## Pedagogy & Practice

- Lecture
- Experience shared with the participants.
- Case study
- Critical and constructive analysis of your e-letter
- Practical tools use
- Self-evaluation form

## Launch an e-letter

### E-letters uses

A recent story  
The uses  
The efficiency compared with other kinds of mailing

### Can you legally send an emailing?

Opt-in and opt-out  
Register your database  
Other legal constraints  
Webography  
Good practices  
Differences between a good mail and a spam

### Understand the technical constraints

The main paths taken by your emails on the Internet  
Which possible formats and when using them? (HTML, RTF, etc...)  
Create or buy a database?  
Some possible tools to achieve the sendings:  
Online services – Softwares (delivery of a free tool)

### Efficiency controls

## Achieve your e-letter

### Determine the expected objectives

According to the uses: information letter, business e-mailing, etc. Target choices.

### Make good choices

Title – Different kinds of plan – Other rules to design a good mailing – Possible layouts – Different formats – When should you use pictures? – How to choose these pictures? – Using attached files? – Signature.

### Apply argument table techniques

EBCD method (Expectations – Benefits - Caracteristiques – Demonstration)

### The e-letter, a specific writing mode

Write without any censure – How to shorten? – How to make it simpler?