



## Email Marketing Do's and Do NOT's!

These are quick reminders. The Course has touched on many of the points and in greater details on each of these points. This is a good summary to review.

### DO THESE FOR BEST RESULTS:

- **Use a third-party Email Service Provider (ESP)** to be sure to have high deliverability, spam law compliance, and reports on opening rates, click-through rates, and forwards.
- Have **sign-up links** everywhere – including in your personal email sent for business related conversations.
- Have **sign-up forms** in strategic locations on your website and sign-up boxes (if possible with your provider) or **links to sign-up on your social media sites**.
- Have a precise statement and **clear reason why people should sign-up** to get your emails.
- Have as many ways as possible to **get email addresses when you are out in the public** – apps on your mobile devices or a working pen and some paper. Ditto the above point in public appearances – why will they benefit by giving you their email address? Practice in a mirror.
- Create a marketing plan and calendar to **keep on track with staying on message and in touch**.
- **Send emails monthly at a minimum**. If you blog twice a month, you will email more often, and you may throw in an email for special announcements from time to time.
- Consider what segments or categories of art work you have to offer and **create different lists in your email program**.
- **Keep your content mostly about them**. Sending emails that always ask for a sale, or announce a sale, or seem to have a sale at the core reason for the email will trigger unsubscribes.

### DON'T EVEN THINK ABOUT DOING THESE THINGS:

- **Said another way: It CANNOT be over-stated: Don't sell in every email! Only one in four (or even five) emails should have active selling at the core of the email.**
- **Bait and Switch subject lines**. For example: a subject like, "Results are in!" but then no mention in the email of any "results" is considered spam and is illegal.
- **Be careful how you "restart" your email campaigns to very old lists**. Cold lists (never sent before) often benefit from a gentle reminder of who you are, why they signed-up, and what to expect.
- **NEVER buy a list!** It's illegal to send mass emails to people who have not opted to be on your list.
- **NEVER harvest email addresses**. It's illegal and a dead-end. This is especially true of galleries. If you see a gallery that you want to contact, call them and ask permission to send information – or look for "submission guidelines" on their websites. Any "unsolicited" contact will reflect poorly on you and ruin future chances. Sending any email to "info@somegallery" will not further your career. You should have the name of the person whenever possible.
- **Avoid multiple subjects**. If you have two BIG bits of news to share, that should be two emails. Keeping it simple will keep your subscribers engaged. Use your marketing calendar to spread out your announcements.

**Unless it is the focus of your art form, you should never mix your messages about your business with your beliefs/ideals re: politics, sex, or religion. Business is business.**