

Turbocharge Your Email Marketing Growth



Shortcuts and inspiration for rapid success

Businesses all have one thing in common: you're looking for a fast way to supercharge your business growth 🚀 While there are no magic spells for instant success, there are definitely effective ways to expedite your marketing efforts and drive rapid growth. Check out some of our ideas and strategies to help you pave the way to success during the upcoming busy season.

Need help? Contact us today!

IMPACTFUL MARKETING IDEAS

- Gift guides
- Tips & tricks
- Hours updates
- Last-minute reminders
- Newsletters
- Monthly updates
- Event invites
- Personal or brand story

GOAL: DRIVE AWARENESS

- Preview sale
- Early bird pricing
- Gift packages
- Gift certificates
- Free shipping
- BOGO (buy one, get one) gift cards or items

GOAL: PROMOTE

- Last-minute reminders
- Personalized gift ideas
- Sneak peek sale
- Customer appreciation
- Donor thank you
- Referral discounts
- Feedback survey

GOAL: ADVOCACY

Asking yourself these three questions and adhering to email best practices will allow you to create and send emails that resonate with your subscribers.

- 1 What are you trying to accomplish? — **Headline**
- 2 Why should the reader care? — **Message body**
- 3 How can the reader get involved, what action do they **need to take?** — **Call to action**



EMAIL MARKETING IDEAS

Creating subject lines that are eye-catching is the key to great email engagement. After all, before someone reads your email, they'll need to open it.

- It's now or never! Save [% off] at [your business]
- Shop our hottest products now
- New service offers available online
- Get your [birthday, Mother's day, etc.] shopping done with these amazing offers
- Limited time only: Get [% off] your order
- Exclusive offers just for [Name]
- Unmatched selection of gifts for [mom/dad, etc.]
- Find the perfect gift for [mom/dad, etc.]
- Reserve your spot for [name of your event].
- A weekend of shopping is in store
- Stress-free shopping is possible at [your business]
- [Name], get a jump start on your shopping
- Finding the perfect gift has never been easier

GOAL: PROMOTIONAL

- Our top [Number] [lunch, dinner, cocktail] picks
- [Topic] tips and tricks
- It's gift o'clock. Check out these ideas.
- Have you seen our [Event/Holiday] gift ideas?
- Learn how to [do something]
- Time-saving tips from [your business]
- We're open late! New [season] hours
- Gift Inspiration for [Name]
- [Name], thanks for being a loyal customer
- [Name], thank you for making a difference
- Share your thoughts: take our survey
- Your [topic] questions answered
- [Year] in review: Thank you for [x] great years of business

GOAL: NON-PROMOTIONAL

From impactful marketing ideas aligned with specific goals to captivating subject lines that capture attention, these impactful marketing shortcuts are primed to expedite your marketing success.



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