

The  
**"Market Your Business Like A Pro"**  
Podcast

Get expert marketing tips and advice  
you can listen to each week:  
—Wherever you are  
—Whenever you want  
—On any device



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ARE YOU  
GETTING THE MOST  
OUT OF  
EMAIL MARKETING?



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### Email Fast Facts

Email Marketing consistently delivers ROI of over 44:1

- 91% of adults check their email every day
- 50% of all emails are now opened on a mobile device
- We are hit with over 260 marketing messages each day

The Mission:  
*Cut through the clutter and use email to your advantage*



### Here's Who's Making Money with Email Marketing



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### The ideal email for today's increasingly mobile audience looks like this

- It's short and sweet
- It's one column
- The Call to Action is "above the scroll"



### The Time You Have To Make An Impact



## Send At The Right Time



B2B  
Test, test, test!



## Subject Line Best Practice

- It's an "Interrupter"
  - It's 4-7 words
  - It's 31-32 characters (including space)



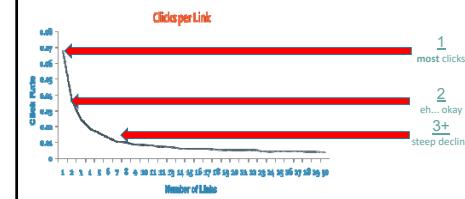
Keep it short

## Examples

- 7 Ways to...
  - Download this eBook



When it comes to links,  
**less is more**



When it comes to clicks...

Act!



## Email Automation

- Autoresponders
  - Automatic DNO resends
  - Artificial Intelligence



## Email Automation



The Countess Group - Marketing and Communications  
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Options

**Automatic resends  
Artificial Intelligence**



Gain An **Unfair Advantage** Over Your Competition

www.TheCountessGroup.com 407-242-4200 info@thecountessgroup.com

**About The Countess Group**

**A Full Service Marketing Consultancy**

- Executive Coaching
- Marketing Training
- Keynote Speaking
- Strategic Marketing and Communications
- Email Marketing and Social Media Marketing
- Websites
- Search Engine Optimization
- Pay Per Click Advertising
- Public Relations

...and more



**Get a Free  
Marketing Consultation**

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to schedule your call



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**For today's attendees only  
30-minute personal coaching session  
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