



SHORT & SWEET

The 2-step secret to email marketing

In today's fast-paced society, everybody wants to do as much as possible in the shortest possible amount of time.

Theoretically, email newsletters jam-packed with multiple topics would cater to a multi-tasking crowd, however, this method can have an adverse effect. Long, multi-topic emails can be overwhelming and scare readers away. The trick is to create short emails that get straight to the point—and send them to a targeted audience.

Step 1: Categorize your contact list

An easy way to do this in the recreation industry is to group your organization's contacts by activities of interest or sign-up history.

Step 2: Focus on one topic or theme

Send individual emails for each program category, such as fall registrations or swim class schedules. If you want to include additional information, such as adding a new instructor, keep it brief and on-point to the topic.

TIP: Avoid sending email blasts to your entire contact list, unless the focus of the email is general and applicable to all your contacts.

By narrowing your audience and tightly focusing on a message, you'll deliver more relevant emails and reduce the amount of "fluff" your contacts must read through to get to the information they need.

To learn more about ACTIVE
and our solutions contact us at:

communities@ACTIVEnetwork.com