



Email and SMS Marketing

Key Takeaways

Action Items

1. Use ReallyGoodEmails as a resource for good email marketing (www.reallygoodemails.com) and find your category
2. Keep a log of your favourite emails
3. Log any holes in your email marketing you can fill

Exercise

What are your favourite emails from ReallyGoodEmails?

.....
.....
.....
.....
.....

Where can you improve in your own email or SMS marketing?