

EMAIL CAMPAIGN MESSAGES

GETTING STARTED

When you have an event, program, or workshop that you want people to know about, you can't just tell them once. In fact, many marketers believe that someone will need to see or hear about a product or service **at least seven times** before they'll act! As you create strategies to promote your housing counseling services, it might help to think of it as a campaign.

Campaigns usually have a start date and an end date, which gives you a clear timeline for how much you have to do to hit your goals. In reality, we never stop promoting the services we offer; however, we can take a few weeks throughout the year to really push for people to notice!

Below you'll find descriptions of a few kinds of emails, when you should use them, and subject lines you might want to use.

CAMPAIGN ANNOUNCEMENT

WHO	WHAT	WHEN
ENTIRE E-BLAST LIST	FIRST EMAIL; DESCRIPTIVE	8-12 WEEKS FROM THE END DATE

WHY

This is your most important email—it tells your audience what you're promoting, how it will benefit them, and how they can learn more. This message will be longer than your other emails.

Before you hit send: Make sure your website is up-to-date!

EXAMPLE SUBJECT LINES

- We have a special announcement
- Introducing the [INSERT CAMPAIGN NAME]
- Registration is now open for [INSERT EVENT NAME]

EMAIL CAMPAIGN MESSAGES

TOP REASONS WHY YOU SHOULD ATTEND

WHO	WHAT	WHEN
PEOPLE WHO HAVE OPENED PREV. EMAILS BUT NOT REGISTERED	A LIST OF FIVE-7 REASONS WHY THEY SHOULD ATTEND	6-10 WEEKS PRIOR TO THE END DATE

WHY

From David Letterman to BuzzFeed, top-10 lists have proven to be a great way of getting our audience to pay attention. Write a list of reasons why people would want to attend—just make sure it's engaging!

Before you hit send: Get a few of your co-workers to proofread it.

EXAMPLE SUBJECT LINES

- Looking for a reason to attend our event? We've got 10 for you
- Can you guess the number one reason clients love our workshops?

TESTIMONIALS

WHO	WHAT	WHEN
LOCALS WHO HAVE OPENED PREV. EMAILS BUT NOT REGISTERED	PEER TESTIMONIAL ABOUT YOUR PROGRAM	2-6 WEEKS PRIOR TO THE END DATE

WHY

Testimonials are a perfect way to show the public that your program *works*. Find a quote by going through your story collection, then target it to local people who can make last-minute attendance decisions.

EXAMPLE SUBJECT LINES

- Don't take our word for it—here's what your peers had to say
- Previous clients can't wait to share their experience with you

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