

How To Get Started with Email Marketing – A Guide for MSPs

Email marketing is a cost-effective tactic to reach your target customers with personalized and relevant content related to your business’s products and services. But, to successfully build customer relationships – and ultimately drive sales – an effective strategy is key. Use the steps in this guide to get started.

1. Define your audience

- Who is your customer? What problem are they trying to solve?
- Examine your most successful customer relationships. Are there qualities those existing customers have in common?
- Use this information to build a targeted email contact list.

2. Establish your goals

- Your email marketing goals will depend on the maturity of your contact pool. Example goals include:
 - Adding new contacts and growing your list
 - Qualifying leads and generating prospects
 - Converting leads to customers
- If you’re not sure where to start, focus on establishing consistency. A consistent email marketing process will help you gain information over time.

3. Brainstorm topics and content

- Marketing email content should be thoughtfully planned, with the goal of delivering value and insight to your audience.
- What are your prospective customers’ pain points? Use your company’s solutions to those pain points to generate email topics.
- Include a call to action (CTA) in every email based on your overall goals.
- Take steps to avoid having emails marked as SPAM.

4. Create a schedule you can stick to

- Two emails per month is a generally recommended email frequency.
- Consistency is key: The most effective frequency will be what you can commit to.

5. Measure your results and take informed action

- Measuring click through rates, open rates, and unsubscribe rates will help you understand the efficacy of your email marketing and the “warmth” of your audience.
- To achieve the best results, use an email marketing automation platform.
- Enforce good data hygiene.

For more details on the steps above, read our blog:
[How To Get Started with Email Marketing: Five Steps for MSPs](#)