**Email Lead Generation Template**

Email marketing is one of the most effective ways to generate leads for your business. They are a direct and free way to advertise who you are and what you have to offer.

Instructions:

1. Set SMART goals for your campaign so you know what you’re trying to achieve.
2. Define your audience, and consider using different email templates for different segments.
3. Know the purpose of your email other than just generating leads. You should want the potential customer to do something with the email.
4. Consider using an email client like [MailChimp](https://mailchimp.com/) to help you automate the process and provide statistics on your campaign.
5. Make sure you have an ‘unsubscribe’ function as required by the [*Spam Act*](https://www.acma.gov.au/theACMA/spam-unsubscribe-ability-is-mandatory).
6. Keep it brief!
7. Design a campaign using different follow-up emails if you don’t capture the lead on the first attempt.

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| **Section** | **Information** |
| Subject | Begin with an attractive subject line that will make them want to open the email – but be sure to avoid [spam-sounding words](https://sendgrid.com/blog/10-tips-to-keep-email-out-of-the-spam-folder/) that may be picked up by filters. |
| Greeting | Use ‘dear’ for formal and ‘hello there’ for friendly or less-formal leads. |
| Infographic | Educate the reader with a compelling statistic, use only two or three colours and a consistent font, and keep it simple. |
| Information | Tell the recipient who you are and what you do. |
| Offer | The value you offer in your content must be useful and tailored to the recipient. It should also be greater than the risk of giving up their personal information. |
| Call to action | Offer the reader something to entice them to click through, for example:   * Sign up at our website for your free trial of our email service that will boost your sales by up to 20%. * RSVP to our networking event. |
| Sign off | * Use words as well as your logo. * Include links to your website, blog and social media channels. * Include an unsubscribe function with instructions on how to use it. |