

**Topic:**  
Marketing

## 10 Tips to Ensure Email Marketing Success

Contact with our customers and prospects via email is acknowledged as being the most effective in terms of response rates, and the most *cost* effective, fast and easy to use for a business.



But *successful* email marketing campaigns don't just happen when we push the "submit" button – a lot of thought and planning has to go into the message beforehand, to ensure it delivers the return and results we need.

A successful email marketing campaign will convert contacts into pipeline prospects and eventually into customers. Since 1992 Business Advantage has been helping IT Vendors and their channel partners generate leads for ongoing pipelines. In more recent times, as a fore runner to some of the hundreds of telemarketing campaigns we have carried out, initial contact and qualification is often made by email. We went through the process - and the pain - of refining this aspect of marketing; we thought you might benefit from the experience we have gained and we share the following with you in the hope that they will help avoid pitfalls you may be about to experience.

We hope you enjoy our [10 Tips](#).

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