

# DO's & DON'T's *of* EMAIL MARKETING



# DO



Grow your own email list



Have catchy email subject



Show the brand voice



Personalize your email



Focus on single topic



Have a unique look

# DON'T



Include too much graphics



Avoid lengthy forms



Buy an email list



Send emails with errors



Don't spam your recipients



Ignore email analytics



## COMPANY PROFILE

**E**nvisager Studio is a website design and marketing agency located in San Diego, CA. We specialize in WordPress web development and inbound marketing. Whether you're just getting started or you're looking to improve your web presence and marketing, we are sure we can help. Give us a call today at (858) 874-6528, or request your free web design or marketing consultation online.

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