

## **Planning the Content** for Your Email Broadcast

**Your success is MTD's success!**

**Please follow these guidelines in developing your content.**

1. Make a legitimate offer of value in the email. Simply “announcing your presence” is one effective way to remind your current customers to place an order. But in prospecting, it means *very little* to the recipient. Give them an incentive to take a closer look at your company or product.
2. Prepare a landing page relevant to the message to place on your web site where recipients can investigate your offer further, place an order, or contact you for more details.
3. Plan to have at least one link “above the fold” in your message.
4. Avoid using words in the copy which might trigger the spam filters. The most common ones we see are:
  - free
  - guarantee
5. NEVER require a recipient to register on your web site in order to get content promised in your email (such as helpful tips or an article). When someone clicks through to your site, they should be able to get what you offered without having to give up information first.
6. Streamline your message. Recipients are not nearly as enthralled with your brilliant sales copy as you think they should be.  
  
**TIP: The goal of your email is to get recipients to your website** where they can find more information about your offer – not to convey every possible detail in the email, which only diffuses the message.
7. Don't rely solely upon images to convey your message. That may look great in print but it will get your email routed straight to the junk mail folder. Rule of thumb: 30% images to 70% text. (MTD will not send an email comprised of all or mostly images.)

If you have any questions, please write to Alan at [alanm@mtdmarketing.com](mailto:alanm@mtdmarketing.com).