



How to use email lists to connect with customers

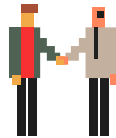
All Doing Digital is a programme run by Allerdale to encourage businesses to make more of online opportunities.

1



Email lists are a **great way to market your business to existing customers** and potential customers by encouraging them to return with discounts and sales, as well as giving them updates about new stock without relying on social media algorithms.

2



With an email list, you are able to build a **direct connection with your customers** and personalise their shopping experience. You are also able to generate excitement around business developments and product launches.

3



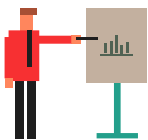
Common ways to get people to sign up to the email list include **offering an exclusive discount** when they first visit your website or by allowing them to opt-in at checkout.

4



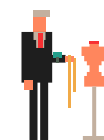
When handling personal information, such as names and email addresses, it is important to ensure you're handling that information in a way that is GDPR compliant. **To find out more, visit gdpr.eu/email-encryption/**

5



Free email marketing tools include Mailchimp and MailerLite. Paid email marketing services include Constant Contact, Onmisend, and HubSpot. **These tools will give you detailed insights into what works for your customers.**

6



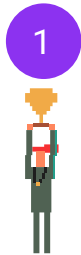
Claire Mahon of Redmayne 1860 bespoke tailors, Wigton said: **"We use Mailchimp to send out an email regularly to our customers to keep them informed of what we are up to, to let them know about new fabrics that are out, to try and incentivise them to pick out the next suit in advance of us getting there."**





Instagram, Facebook, Twitter or TikTok - which is right for you?

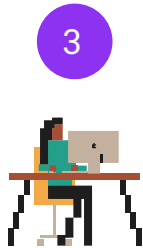
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1 With billions of users and an average daily use time of 145 minutes, it is worth considering including social media in your digital marketing plans. **It's important to know your audience demographics** to determine which social media platform you should focus on.



2 The main social media platforms used by businesses are Facebook, Instagram, TikTok, Twitter, and LinkedIn. Each of these platforms allows you to **interact with a different demographic** and promote your business in a unique way.



3 Facebook is still the **largest social media platform** with 1.9 billion daily active users and while it might seem daunting trying to break through the noise, groups are a great way to connect with the local community.



4 Instagram and TikTok are used more by Gen Z and millennials, so if you're hoping to reach younger audiences, **consider these platforms**. The TikTok algorithm doesn't prioritise those with huge followings which means anyone can go viral.



5 Twitter is a fast paced platform that prioritises live events and breaking news. **It also gives businesses the opportunity to jump into conversations** to provide support or address issues.



6 Janice Evans of the Barista Cafe, Wigton: **"Facebook is reaching out to more and more people all the time. To us as a business it really helps us see there and then how many likes we get and how many shares."**





Is it worth paying for online advertising campaigns?

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1



Paid advertising campaigns have a number of benefits and there are many different ways to approach this. Whether paid advertising is beneficial for you depends on how you measure success, for example by reach, sales, or web traffic.

2



You may choose to run a pay-per-click advertising campaign which can be done via Facebook, Twitter, Google, and Instagram. You could also run a **partnership with influencers**.

3



Paid online advertising can be cost-effective and helps you **reach your customers at the beginning of their buying journey**. You could reach your target audience on Google for as little as £200 per month.

4



It also gives fast results and **provides you with analytics** that helps you to measure the success of your campaign.

5



On some platforms, you are able to directly target your advert so that it is only shown to people with specific hobbies, occupations, interests, and locations. **This ensures you're reaching the best audience for your business.**

6



Claire Mahon of Redmayne 1860 bespoke tailors, Wigton: **"We have an ad web campaign that we run on Google and it does work for us. It is effective. There are certain ad words that we specifically use."**