

Increasing the Effectiveness of your Email Followup

The LockLeads System

We use an innovative and effective system for providing the list of attending brides. This system provides an easy way for you to access the bride contact information and keeps you in compliance with the "Do Not Call" and "Can-Spam" laws. Plus, this system allows us to keep the list from being used by non-exhibitors which protects your investment in the show.

You will notice that the email addresses on your list looks unusual, and this is an important feature of our new system. We have provided you an **alias** email address for each bride, and each email address on your list is unique to your list.

When you send an email, it first passes through the LockLeads system where it is connected with the bride's actual email address. Your email then passes through a third-party service that helps get your message around the spam filters of the various internet providers. This service dramatically increases the deliverability rate and is provided at no cost to you. The entire process is completely transparent to both you and the bride.

If a list falls into the hands of a non-exhibitor or if an exhibitor engages in spamming, we have the ability to turn off the list that is being misused. Remember, each email on the list is unique to each list, and this gives us the ability to track back any misuse of the list to the source.

Tips for Effective Email Marketing

Always use BCC

When sending to multiple brides at the same time, you should always put the email addresses in the BCC field, NOT the TO or CC fields. This will keep the recipients from seeing the email addresses of the other brides.

Getting past the spam filters of YOUR internet provider

You don't want your emails to be dumped before they even get out of the gate. Each internet provider has different rules, but most limit the number of emails you can send at one time. **Don't try to send to the entire list in a single email!** We recommend that you break your list into groups of 75 or fewer and space your emails 15 minutes apart.

Getting past the spam filters of the BRIDE's internet provider

In your subject line, avoid words like "free", "discount" and "save". Do not attach large files or multiple documents. Instead, place these items on your web server and link to them in your email.

Don't bombard the bride with email

While following up multiple times can be an effective marketing strategy, sending too many emails to the same person will result in ill-will and increased opt-out requests. Strike a reasonable balance and respect any opt-out requests.

Have a compelling message

Your email will reflect on your business. Your email should be well written, free of typos and contain an offer and a call to action. Try different approaches and track the response rate. Send yourself a test email before you launch your campaign and have a second set of eyes look it over.

Avoid bulk email services such as Constant Contact

While we have received the bride's permission to provide you with this contact information, and for you to contact her, some bulk email services do not recognize this as adequate permission. Although our permission meets privacy laws (Can-Spam, Do Not Call list, etc.), the "laws" of Constant Contact are more stringent, and we do not recommend sending emails through them. This is not caused by the LockLeads system, but the fact that you are sending to brides who did not opt in directly with you.

Don't expect miracles

You probably receive dozens of unwanted emails each day and likely delete most of them without even opening them. Brides do the same thing. While sending an email blast is free and easy, the reality is that many of them will never be opened or read.

Consider direct mail

While direct mail certainly costs more than an email blast, an effective direct mail campaign can be beneficial to your sales efforts. We recommend **Postcard Mania** (www.postcardmania.com) for your printing and mailing needs. Mention Best Wedding Showcase when you contact them and you will receive a \$50 discount on your first order.