

Start with Email

The easiest, most impactful way to start a digital marketing habit

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Start with your **existing** customer list

Customers are most valuable marketing asset - but most don't use them.
Make happier customers while creating your digital marketing foundation.

1

2

Commit to email them **once** a month

It's doable - not overwhelming.

Pairs impactful content for targeted people sent straight to their inbox.

Establishes a consistent yet impactful digital marketing habit to build upon.



Create content **just** that one email

Ensures the most impactful content goes to people you know best.

Get good metrics on what resonates most/best.

Can build on email practice with new content to new segments (prospects).

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