Start with **Email**

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

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1. **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.

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.

3. **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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