

OCTOBER 2017
EDITION



To stand out amongst our peers as the leader in comprehensive, client-centric marketing / advertising solutions.

Our Vision



Email Marketing by Jeni Bible



There are many benefits to using email marketing. It builds credibility, generates calls, strengthens communication and builds brand awareness. If you are new to email marketing or are considering this service, here are some great tips to get you started.

CREATE A MARKETING CALENDAR

A good rule of thumb is to map out your marketing efforts three months in advance. You can choose the frequency that's right for your client's business, but most organizations send an email newsletter at least once a month.

CONTACT LISTS

Who are you going to send your emails to? Generate an email list of current and potential clients. Permission is very important. We recommend getting written or otherwise archived permission from each subscriber before you market to them.

SEGMENT YOUR CONTACT LISTS

Segment your client's contact list in order to send more personalized content to a smaller audience – you'll see better results. There are a variety of ways to segment contacts based on demographics,

geographic location, behaviors (such as purchase history), and their interests. Interests can be determined by which links they click on in the email.

SUBJECT LINES MATTER

A subject line is a first impression. Clarity trumps creativity. Character count is very important because of mobile usage for reading emails. We suggest less than 50 characters if you're on a desktop and less than 30 for mobile. That includes spaces! If you're struggling to think of a subject line, start with a topic-based subject line. Take what you think the most popular news item in your email is and structure your subject line around that.

KEEP IT SHORT

Create content that highlights the value of products or services, sales, seasonal promotions, or useful information in the form of how-to articles and customer success stories that subscribers can put into practice immediately. Keeping the email content to three or four scrolls helps keep the interest of the reader. If your email is too long and they get tired of scrolling, they might miss something great at the bottom. A couple tips to condense text are to use bullet points for easy reading and to summarize your stories then link to your website where a full story can be shared.

MEASURE SUCCESS

Analyzing your reports isn't just about looking at the past, it's about planning for the future. Look at your reports to see what topics are most popular, day of the week sent, subject lines, click through rate, open rate and bounce rate. Reports are so important for measuring your success and moving forward. Don't forget to think about outside metrics like sales, donations, appointments scheduled, etc.





Employee Spotlight: Adam Shrider

Orlando, FL | Director of Business Development

I am the Director of Business Development for Follow The Eyes Orlando, Florida: where myself, my wife Kristina, and our children have lived for the past 12 years. Born and raised in Northwest Ohio, I spent most of my younger years working on our neighbor's farm, hunting, fishing, watching The Ohio State University football team every Saturday and was involved in playing organized sports. My father, a general laborer, and my mother, an administrative assistant, taught me the value of hard work and to make good on your promises.

For more than 15 years I have been working in some form of advertising and media sales. The storyline reads like this: I started selling Yellow Page ads back when they serviced the Ohio and Indiana markets. Next, I took an offer to move to Orlando to work for the largest Yellow Page company in the U.S. From there, I moved into selling internet advertising - imagine this -

it used to be very difficult to get people to move their money from the Yellow Pages to the internet. Moving forward, I have had the opportunity to advise business owners and marketing managers in the Florida market with every advertising medium and business type.

My career came full circle when I joined Follow the Eyes in 2016. I serve as a trusted marketing advisor for many small and medium-sized businesses throughout the state of Florida. What I love about FTE is that we are a strategy team - not a sales team. Our concern is your company's success and continued growth. And much like my move from the Yellow Pages to the internet, we always work one step ahead for you and your company's advertising needs.



October Celebrations

Follow us on social media for fun celebration pictures!



1 YEAR ANNIVERSARIES

Geo Thornton
Misty Derek
Adam Shrider
Brad Tiernan



Don't say anything online that you wouldn't want plastered on a billboard with your face or logo on it. ”

—Erin Bury



Our Mission

Drive client success through measurable business goal achievement and customized pain point solutions.

