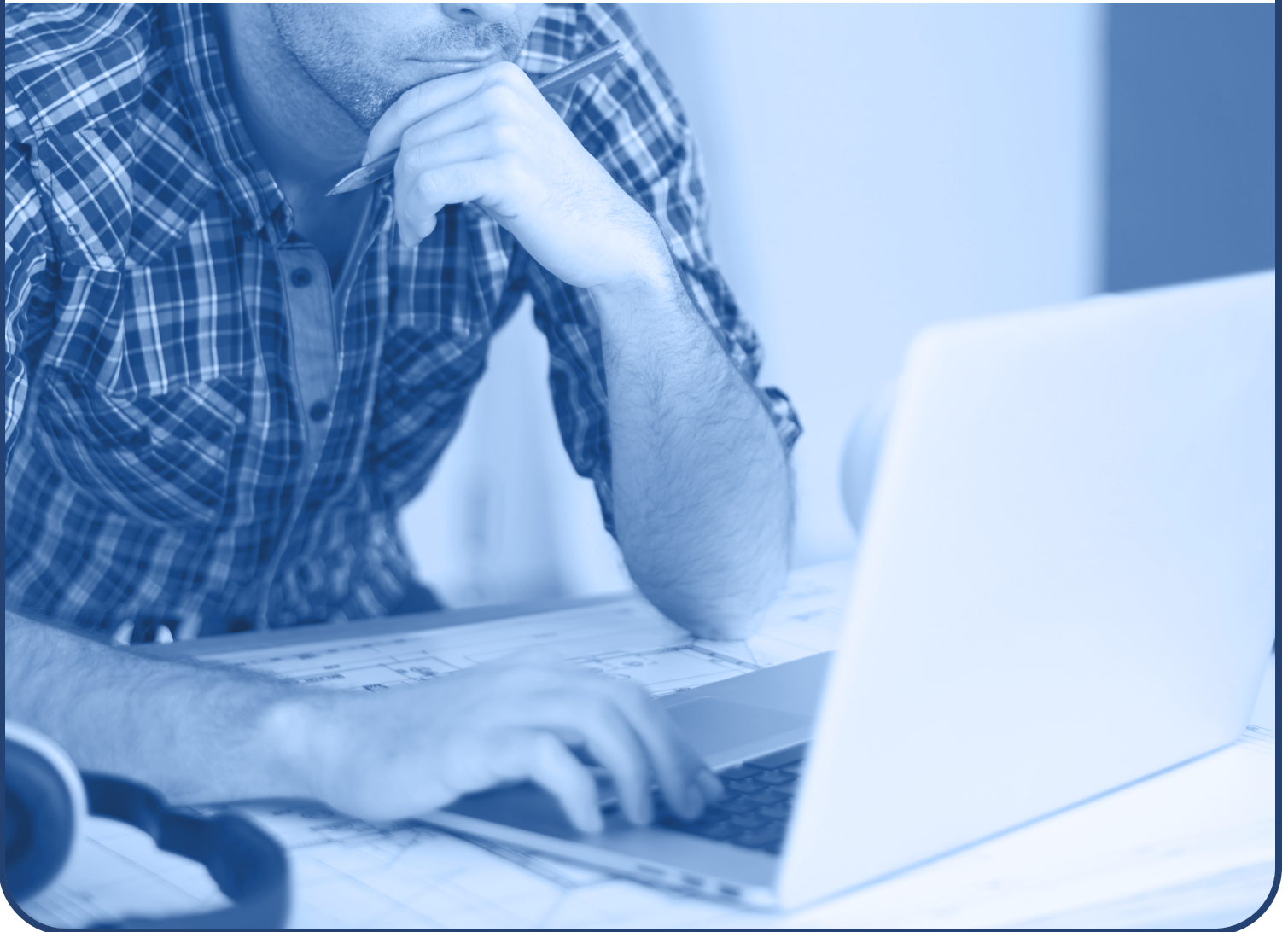




**NEW LIGHT
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How to Stay in Touch with Customers Using Email Marketing for Electricians



Email marketing can be a powerful tool for electricians to help them build lasting relationships and sell their services.

Here's how to do it well.

Nurturing leads and maintaining relationships with past customers is essential to growing your electrician business. Yet many companies aren't sure how to stay in touch with contacts effectively.

Email marketing is a powerful tool for sharing valuable content that engages contacts and helps them remember your name should a need for your services present itself.

The challenge many electricians face is they don't know how to get the most out of their email marketing campaigns or even what content to send to their list.

Learn electrician email marketing best practices to experience the greatest ROI from your email marketing efforts and some content ideas for what to send to your list.



Set Your Email Marketing Goals

Before you dive too deep into your email marketing strategy, you need to outline why you're putting the time into the marketing channel.

Do you want to create stronger customer relationships? Increase your online reviews? Nurture leads effectively? Gain greater awareness of what you offer?

Starting with why you're emailing your customers will guide you in creating a content plan that will help you reach your goals.

If your goal is awareness, you might start with a monthly newsletter that recaps some recent projects, highlights new reviews and offers a tip of the month. But if you're planning for your emails to generate leads, you need to build targeted emails that speak to the needs those customers have.

When your goal is to get more customers, you might run a special or offer that helps the customer decide that it is time to tackle that project they had been putting off.

Regardless of your goals, you'll want to ensure that your tactics align to ensure you're seeing the results you're hoping for from your efforts.





Email Optimization Best Practices

Before you map your content plan, you need to ensure you have a strong infrastructure optimized for results. Here's a look at some steps you should take to optimize your email settings and get the most out of every campaign.

Ensure You Have Forms with Strong Calls to Action on Your Website

You can't email a list you don't have. Placing forms on your website will ensure that potential customers can sign up to receive your emails or send you an inquiry with ease. Forms should have strong calls to action so that website visitors feel compelled to share their contact information with you.





Clean Your Existing List

Email marketing lists do require some ongoing maintenance. Without list cleaning, you'll see abysmal open rates and click-thru rates because they'll be based on old, unengaged subscribers.

One way to clean up your list is to send a re-engagement campaign. This campaign requests that those on your list who have not engaged with you for some time confirm that they still want to receive your emails. Those who don't respond after a few re-engagement emails should be removed from your list because they clearly aren't interested.

Take some time to segment your lists into smaller groups based on criteria, such as location, service interests, where the lead came from, engagement, etc. Then you can send campaigns to them based on their interests to increase the likelihood that they'll take the action you're hoping for.

Use an email verification tool. These can help you weed out spam emails that somehow made their way onto your list or aid in removing old, outdated and invalid email addresses.

Going through these exercises will help you increase delivery, open and click-thru rates because you'll know you're engaging with customers in a meaningful way.





Optimize for Mobile

Before you send an email campaign, ensure you're reviewing a test on a mobile device. While most email platforms are quite good at automatically optimizing the mobile view for an email, sometimes one small aspect of the email could impact the mobile optimization, such as an oversized photo or a large chart.

Given that **81 percent of consumers read emails on their phones**, this is a crucial step in ensuring that your emails look great on any device.

Find a Good Send Time

Your audience is unique. No third party can tell you the best send time for your contacts. You'll need to experiment to find out. If you send an email too early, it might get lost in the overwhelm of emails that the consumer gets when they first open their email application in the morning.

And even once you find the best time of day for your customers, you might see differences in open rates between various days of the week. Testing out days and times will give you good data to ensure the best possible readership for your emails.





Write Great Subject Lines

Have you ever gotten an email with the subject line “Monthly Newsletter from [Insert Company Name]”? That isn’t an engaging subject line or one that will compel the reader to take a look inside.

Instead, focus on something catchy that highlights the most important aspects of the email, such as a new service alert or asking a poignant question, such as whether the customer has a good backup plan for severe spring storm power outages.

Add personalization where possible to grab the reader’s attention, such as including their name. Plus, using their name makes them feel important and like you know them.

Don’t go too crazy with exclamation points or emojis but know that a well-placed emoji can help convey your message in a short and snappy way.

Keep your subject line short, because you have seconds to reach your customer and many email platforms truncate the subject line due to space constraints.

Write Engaging Copy to Encourage Action

Good content will help ensure once you get the customer to open your emails that they will engage with it the way you’re hoping. Whether that means downloading a new ebook, booking a service or clicking to read the full content of your blog, it helps ensure you get the result you want from your efforts.



Email Content Ideas for Electricians

Knowing where to start with email marketing content can be challenging. Use these content ideas as a starting point for your next campaign.



1



Blog Recap

Share recent blog posts as you publish them. Blogs should offer helpful insights for customers, such as where to place an electric vehicle charging station in the garage or safety tips for leaving the house on vacation this summer.

Make sure that your blog recap email also includes a call to action for your services at the bottom to make it easy to get in touch with you if the customer has a need.

2



Offers

Throughout the year, you might run specials to help entice customers. Perhaps you run these campaigns during your slow times to help fill your calendar and stay busy. For new customers, you might offer a free consultation or assessment to entice leads to try your business.

3



Remind Customers of Your Referral Program

Incentivize referrals with a program that offers discounts or incentives. It's a great way to grow your customer base while also creating stronger relationships with existing customers. Word-of-mouth advertising is invaluable for service-based businesses, and electricians are no exception.



4



Send a Monthly Newsletter

If you're strapped for time and can't segment your list and send custom emails to various customers, be sure you're touching base at least once a month with a newsletter. This can include information about services, recent news, projects you've completed and meet the team articles so that people know who will be knocking on their door if they book a service.

5



Review/testimonial Requests

Many customers would leave reviews if they knew where to go and how to do it. Offering a little nudge to those who have recently completed a service with you is a smart way to encourage more reviews and incentives.

Building a Strategic Email Marketing Plan

Making time to build a strategic marketing plan while you're running your business can be challenging. That's where it's good to bring in the experts. New Light Digital knows the nuances electricians face with communicating with customers and winning with email marketing. Our skilled team can build an email marketing strategy that is ideal for your business. Schedule a free consultation now.

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