



EMAIL, EMAIL, EMAIL!

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The best way to track your recruitment, retention and reactivation (R3) efforts is to stay in touch with your customers. And the most efficient and cost-effective way to stay in touch is via email. A 2015 study from the Direct Marketing Association shows for every \$1 you spend on email marketing, you can expect an average return of \$38!

R3 TIP

Require an email address for everything – a license purchase, an event registration, customer transactions, etc. Use your email list to inspire participation, communicate news and information, educational resources and promotions.



IDEAS BEST SUITED FOR:

- Government Agencies
- Manufacturers
- Non-Governmental Organizations
- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60