

# Email Blast

## WHAT

A digital marketing strategy is used to send emails and develop relationships with prospects and customers. An effective email marketing strategy converts prospects into customers, and turns first time buyers into recurring customers.

## WHY

According to Optinmonster, 58% of people check their email before social media. In fact, businesses that use email marketing as a way to communicate with their audience make triple the amount of revenue as a business owner who does not.

### BENEFITS OF EMAIL MARKETING:

- Higher guaranteed click-through rates
- Additional traffic to your website
- Increased conversion rates
- Easy-to-understand analytics and reporting
- Hyper-target your audience where they are engaging most
- Connect with an audience that has expressed brand interest
- 500+ Data Qualifiers to Target for outbound email marketing

## TARGET OPTIONS

**GeoGraphic:** City, County, Zip Code  
**DemoGraphic:** Age, HHI, Credit, Etc.  
**PsychoGraphic:** Habits, Hobbies, Values, Etc.  
**Behavioral:** Websites Visited, Search Terms, Purchase History



**TURN YOUR BACKYARD INTO AN ADVENTURE!**

**LEISURE DEPOT**  
 Home Shop Pools Spas Furniture Outdoor Cooking

**BACK TO POOL SALE**

**BACK TO SCHOOL MORE LIKE BACK TO POOL**

We understand that 2019 has had many obstacles, and children are now facing that time of year where they would normally be going back to school, but for South-Carolina many kids are staying home to learn. That is when having a more above ground pool from Leisure Depot can play a role. Our above ground pools offer a chance for children to learn at home while outdoors. Imagine attending class while in a pool, or taking a break for a quick swim lesson. There are so many possibilities to create a unique space for your children while they are home during this school year. Come stop by Leisure Depot and have one of our team members help you start the school year with a splash!

**THE BEST SUMMER SCHOOL EVER**

Right now is the time to take a look and get a quote for all of the amazing above ground pools at Leisure Depot. Click below and see all the different sizes and models we have to offer.

**► POOL OFFERS**

**EXAMPLE OF EMAIL BLAST**

