



# Tools and tips for using email to market your FASC

## Pick a platform

Sure, you can write and send emails from your regular inbox, but a platform like MailChimp or Squarespace offers many advantages, from list management and simple templates to email scheduling, testing, and results tracking.

## Plan your campaign

Emailing regularly helps boost awareness of your store. Send new offers or content, and change up subject lines. With an email platform, you can prepare several at once and schedule them.

## Write a killer subject line

This is a vital piece of your email. The best subject lines are short, give a sense of urgency and hint at some valuable piece of information that makes readers curious enough to open.

## Keep it short

Remember that most people want to spend only a few seconds on each email they open, so make it scannable and drop in visuals and links.

**Ready to get started?** We've made it easy for you with pre-written content (subject lines and body copy) and images! Find them in the [FASCnet.com](https://www.fedex.com/fascnet.com) Marketing Toolbox.

## Build your list

Gather customer emails at checkout and encourage them to opt in on your website. If you use an email platform, it's easier to keep track of emails and send to a larger list. Ask customers if they are shipping for business, personal or both, then set up two lists: one for small businesses and one for consumers.

## Make it look great

Creating a polished email is easy; most email platforms give lots of preset templates to choose from. And once you've created a format you like, you can reuse it for future emails.

## Test and refine

To see how the email will look on computers and phones, and make sure all the links work, send a test to yourself first.

## Learn what's working

Check how many people are opening your emails so you can get a sense of what gets their attention for future messages.

## Follow the law

The CAN-SPAM Act is a law that sets our rules for marketing emails. Read up on it to make sure you're following its tenets, like offering recipients a clear way to opt out of future emails. The [FTC website](https://www.ftc.gov/ftc/spam) has a helpful guide to what it entails.

