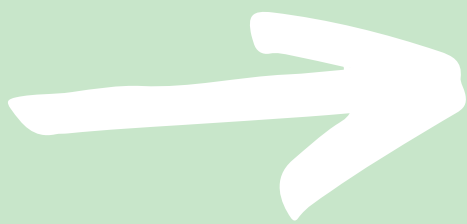# EXAMPLE ON HOW TO INCREASE INTEREST OF CUSTOMERS VIA MAILSHOTS

This example is from Russell Stannard, a UK-based teacher trainer promoting the use of digital tools. His approach is to show the potential of digital learning tools through practical examples and hands-on online and face-to-face workshops for educators.

MAKING THE MESSAGE PERSONAL
It starts with a simple message establishing a friendly relationship, followed by an introduction to the main message as if you had just been talking about it earlier.
The mailshot ends with a personal greeting and sender's first name.

EFFICIENT CORE MESSAGE
The core of the mailshot presents simply the course on offer, it creates a sense of urgency and pressure by stating the fully booked dates and then provides links to further information and the application page.

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Hi ████,
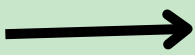
Just back from Mauritius. My suntan looks out of place in these cold and windy days in England.

I have completely fallen in love with this app!!. Thanks to my friend Mike for showing it to me. Watch this video and please share with your students too. Great for pronunciation, learning vocabulary in context, meaning etc.

Excellent vocabulary learning app

Russell's course with NILE
Our paid course is proving very popular and we already have 6 full courses. It is a collaboration between **NILE** and Teacher Training Videos. We have opened a new course in April if you are interested.

28th November start- full
23rd January start - full
9th January start -full
27th February start - 2 full courses
24th April start- **just opened new course**

The course is called 'Technologies and Approaches to Blended, Hybrid and Online Teaching' (TABHOT). The video below provides more information.

Learn about Russell's course

You can find additional information regarding the course as well as information about applying for the course in the link below.

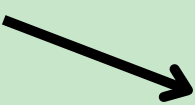**You can apply for the course here**

I hope you are safe and well.

Russell

1 Mailshots are addressed to existing subscribers, and follow strict GDPR rules. Their use should be efficient and kept to an acceptable frequency, avoiding an "overpowering presence".

2 In this mailshot, the author presents his course product as a friendly recommendation, validated by a colleague. This message should be true and not planted as misleading evidence of quality.

3 Centre of the mailshot: A short, clearly structured presentation of the course, trainers, dates and ways to enroll.
It is essential to keep this part short and clear as it's the first point a browsing eye will consider.

4 Notice the sense of urgency and mass interest created by presenting also the fully booked dates. It is clever to send also subconscious messages, but only if their purpose is honest and in the interest of the customer, as well as the course provider.

5 Just like at the beginning, it is important to work on the personal relationship with the reader by ending your mailshot with a personal greeting. It may look simple, but it creates a sense of loyalty and consideration for the reader.

Search online for more information on mailshots or visit directly:

Sendinblue (www.sendinblue.com)
Mailjet (www.mailjet.com)
Mailchimp (mailchimp.com)
MailerLite (www.mailerlite.com)
Benchmark (www.benchmarkemail.com)
Omnisend (www.omnisend.com)
Sender (www.sender.net)