Article Side

Political Email Campaign: Make yourself heard to your voters by Ron Fox

Article published on June 1st 2012 | Politics

Email campaigning for your political campaign should be effective in a way that you are able to extract maximum from your expenses on email campaign. It is estimated that around 50% of email subscribers share political emails within their contacts. It therefore becomes essential that your campaign manager markets your political campaign making most from this tool.

Email messages of any type are just a one way conversation and hence it is important to realise that the message to be conveyed is clear, concise and engages reader to read further. Studies show that motivational subject line and title holds 60% of the reader to read the message completely.

Hiring a web designer to design flyers for your email campaign will get you more visitors on the site and the maximum signup is a myth, remember you are the best person to know about your campaign and therefore it is essential that even if you hire a designer, you need to spend time with him so as to get exact message delivered to your voters, Most of the web designers believe that use of high images and variety of texts will make your email campaign more effective, however in case of email campaign, I would suggest to keep it simple silly due to 2 important factors which cannot be ignored here 1. Use of high pixel images makes your email message heavier and therefore longer to load and in turn losing visitors who are short of time (which will never be informed to you by your designer), moreover most of us set our email message to â€˜do not display imageâ€™ and therefore why waste time and money in creating an image which is not read by the targeted readers. 2. Second important factor is that simple texts are easy to understand and helps you convey your message clearly. Remember, studies show that it is within the first 3 seconds that the email recipient decides to read the message further or not. To make most use of these 3 seconds is the key to successful email campaign.

Tracking and Analysis of the email sent, this is important as it helps you track if your message is opened and the time is spent on the message to read. Normally an email campaign software provider with some extra charges will also have a tool to track and analyse the campaign which helps you to determine if your email campaigning is heading towards the desired direction or changes are required in order to make it more successful.

Now the last but not the least factor is to prevent the email to enter into the junk folder, running your email messages through spam checkers helps to determine whether or not you email message will be directed to the junk folder of the recipient and thus it can be avoided. Use of large images, larger and variable fonts and too many links can lead you message to the spam folder of the recipient; it is therefore advisable to avoid them in your message.

Finally an effective political email campaign can grow your political campaign to desired heights and help achieve positive overall results.

Article Source:
http://www.articleside.com/politics-articles/political-email-campaign-make-yourself-heard-to-your-voters.htm - Article Side

Ron Fox - About Author:

Ron Fox is the political consultant and the owner of WinAnElection. An organization dedicated to develop effective political a election campaign tools with an extremely professional attitude and at affordable rates.

Article Keywords:
election campaign, how to win an election , political campaign, running for office, political elections, winning an election, running for pu

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!