

# Trek Talk

*The Marketing Communications Monthly E-Newsletter*



## Why Face North?

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A compass can be the most valuable tool to have when hiking. It will help guide and show us the direction we need to be heading towards. At times, I have been without a compass when hiking and to reset my direction, I have used the tried-and-true method of facing north. Once implemented, I am always able to navigate my way back.

Navigation is an important part of our everyday lives. For instance, we may need to write a business plan for a new start up, find and secure funding, and then implement a marketing plan to gain clients. The first step is to develop a concise plan inclusive of the tasks, strategy and timelines to accomplish the goal(s). The concept of knowing your direction and being able to Face North will aid in accomplishing goals, but it can also be a great tool when we feel lost or defeated while working on our goals.

Face North is a positive position to take in both our professional and personal lives. It reminds us to move forward while also offering the choice to take a step back and reset to get our bearings straight. I am looking forward to the journey ahead with Face North and with you. Thank you for being here.

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FIND YOUR DIRECTION

Face North

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# Email Ideas

## Get a Lead

Sometimes the best types of emails are the ones that leave us wanting more. Have you ever sent an email campaign with a highlight story that you need to click through to read more? This is a fantastic way to entice your reader as well as lead them to a task that can provide you with their contact information to then become a lead for your next email campaign. So, next time you are creating your email campaign remember to add the read more click through and ask for their contact information before sharing the rest of the information.



## Timing is Everything

Do you know when the best time to send an email blast is? There are many suggested times and days of the week that are reported to attract the most open rates. However, since the most advised time is 10am on Tuesday, I have always avoided that time (and at times, the day). Depending on your audience, a perfect time of day to get an email opened (and hopefully read) is when someone is at their computer. For instance, when I target medical professionals, I usually schedule email deliveries for 7 - 8am knowing that it is usually prior to the first scheduled office visits. When I target students, I adjust my delivery time to be in the 3 - 4pm time range since they will most likely be done with school. Know your audience and it will aid in your email timing thus producing more open rates.