

GETTING RESULTS FROM EMAIL MARKETING
Q&As from Expert Rachel Weiss

- Q: I don't know my password. How can I login to Redken.com?
- A: You can click [here](#) to retrieve your password or email webmaster@redken.com
- Q: How often does Redken update the templates?
- A: Redken updates the templates as new promotions and model imagery becomes available to send to consumers.
- Q: Do I have to use Redken's templates? Can I use my own imagery for ecards and newsletters or do I have to use Redken imagery?
- A: For eCards, you need to use one of the existing templates which ensure you are sending your clients the most up-to-date package shots and model imagery. Enewsletters offer the tools to upload your own custom imagery and information within the template.
- Q: Can you provide advice on how to collect email addresses from my clients? Some are apprehensive to give me this information.
- A: Don't be afraid to ask. Let your client know that by opting to receive email communication from your salon, she or he will be able be the first to receive special discounts, promotions and communication such as when a particular stylist is on vacation. If she or he doesn't want you to send emails, don't. This is against the law.
- Q: How safe are the addresses I upload into my address book? Does Redken use these for other emails?
- A: No, the emails you upload are your own client list who have opted-in to receive messages from you and your salon. If they want to receive emails from Redken, they will have to opt-in to receive this communication on Redken.com.
- Q: How often is a good goal to send ecards or newsletters?
- A: I recommending sending eNewsletters once a month. eCards should be sent for particular communications that a client will want to hear about, redeem or that is useful such as birthday discounts, salon parties, appointment reminders and any other promotions.
- Q: When a client receives my ecard or newsletter, who does the email come from?
- A: The client's inbox will show the name "Your Redken Salon" and in the body of the email, the client will see the name of the stylist who sent out the email.
- Q: I sent an ecard but my clients didn't receive it. What went wrong?
- A: Unfortunately, sometimes these kinds of incidents are out of our control. Some people have filters in their in-boxes to not receive emails if SPAM is suspected, or their mailboxes could be full. What you can do is double check with the client that you have the correct email address and to let clients know to check their

“junk” or SPAM inboxes to see if your communication is accidentally being filtered there.

Q: How much does it cost to use Redken.com’s online tools?

A: The eMarketing tools on Redken.com are absolutely free. You have nothing to lose by trying these and can only increase your business!