

7 DIFFERENT E-MAIL STRATEGIES

On average, a consumer will see an advertisement 20 times prior to buying a product. That should emphasize the importance of several touch points with a college coach. Below are seven different types of e-mails you could use to continue keeping in touch with coaches.

- 1 | Introduction
- 2 | Updates
- 3 | Schedules
- 4 | Thank you
- 5 | Feedback
- 6 | Congratulations
- 7 | Questions