**Why Branding is Crucial for a Successful Email Marketing Campaign**

Branding is a critical aspect of any business and certainly when it comes to marketing. But what a lot of people don’t realize, is just how directly something like branding can actually affect things like email marketing. How can your brand possible affect your ability to get people to sign up for a mailing list?

To answer that question, I want you to take a moment and think of the email lists that you have ever signed up for in your own life. What did they have in common?

In almost every case, you likely enjoyed the brand!

You may have been a regular reader of a particular website for example, or you might have been a customer who had bought lots of products. Either way, you had positive experience with the company and wanted to deal with them again in future.

This is true in 99% of cases when it comes to getting emails. Even the very best squeeze page, with the very best incentive, will struggle to encourage people to sign up if they aren’t already interested in the brand! We just don’t want to hear from *another* brand that we don’t care at all about!

How likely are you to sign up to the mailing list for a soap company? Unlikely!

This is why it’s important that your brand be memorable, that it evoke an emotional response in the reader, and that it be something that caters to a very specific market. Your brand should immediately communicate what your business is all about, and focus on the lifestyle and the value proposition that you want to emphasize.

When you do this, you can create a brand that is exciting and memorable and that makes your audience feel the way they want to feel. Think not just about who your audience is, but about who they *want* to be. What do they enjoy, and *why* do they enjoy it? How can you help them to feel that way when they read your content?

The same goes for products. Any product you create should be high quality, such that when someone orders it, they will be have a great experience and want to experience something similar in future. Get this really right, and you can create a situation where people sign up to your mailing list simply because of how much they *want* to know about what is coming next!