



**MEASURE TWICE DESIGN**  
Business Solutions for the Digital Marketplace

## **Effective E-mail Marketing**

by Jeff Campbell

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E-mail marketing is becoming an indispensable tool for many businesses. Whether sending out weekly or monthly specials to “members” or “educating” your clients and potential clients through a recurring newsletter, utilizing e-mail to keep your name in front of potential customers can be inexpensive, and (if done right) highly effective.

Like all forms of marketing, there are lessons that have been learned along the way by early adopters. These lessons relate to both the content and the methods used to get your e-mail marketing message out. Both are important to understand if you are to effectively harness the power of e-mail marketing.

### Why E-mail Marketing?

- Inexpensive when compared to the cost of printing and mailing to the same number of recipients.
- Effective:
  - Generally the recipient already knows you
  - Most have given you direct permission to contact them
  - More likely to receive your message
- Compressed Time Frame:
  - E-mail is delivered immediately
  - 85% of all responses to your campaign are received in the first 48 hours
- Easy to measure results:
  - Click thru rate (CTR)
  - Who Clicked

### Why use a service?

- Outlook is not made for it
- More professional and consistent look
- List management
- Tracks results
- Unsubscribe

### How to collect addresses

- Website
- Current contacts
- Collect at physical business location
- Collect on invoices

*Note: Due to recent legislation, make sure you have a written policy regarding how e-mail addresses will be used. Include a privacy statement either on the e-mail, on your website or both. You must give the recipient a way to “unsubscribe” from your list. Educate yourself about the new SPAM laws, and consult with a competent attorney.*

#### What to send:

- Educate recipients with a newsletter
- Position yourself as the expert
- Allow two-way communication
- Ask for feedback
- Include a “forward to friend”

#### Content:

- Links to relevant articles
- How-to articles/white papers
- FAQ
- Poll information

#### Inform and Promote

- Give them something
- Ask for something
- Stay on your customers’ minds

#### Call to Action

- Make it easy
- Offer something special

#### Sense of Urgency

- Limited time offer
- Act now

#### From Line

- Most important thing to recipient
  - Most often determines whether it is opened or not
- Use your business name/brand name

#### Subject Line

- Short and Simple
- Incorporate the benefit

## In Conclusion

E-mail marketing done right can be very beneficial to your business. It is important to create both the correct content and the correct layout that will promote your business and your brand. There are a few items that should be emphasized to ensure that your e-mail marketing efforts really pay off.

As many marketing and sales books will tell you, the sweetest word a person can hear in any language is their own name. When collecting e-mail addresses, make sure you also collect at least the person's first and last name. Then you can make your message to them **personal**.

The **call to action** cannot be overemphasized. If someone gets your newsletter once a month, they might be happy, but you won't necessarily get more business. Getting more business is the whole point of marketing. Don't forget to give the recipient several chances to take some action that will eventually lead to more business for you.

Permission is one of the most important parts of e-mail marketing. In most cases, the recipient has explicitly given you their e-mail address and permission to market to them. It is important to remind them each time about the **reason** that they are receiving your message.

Finally, like all things in life, use e-mail marketing in **moderation**. If you run campaigns every day, eventually people will start tuning you out. One reason permission marketing is so powerful is that other forms of mass marketing have become just noise to so many consumers. Don't make your message part of that noise. Running a campaign once a month or every other week is more sensible. It's enough to keep your name in front of your potential customers without being a nuisance.