

cordelia's tech tips

illuminating the world of technology

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14 Email Marketing Essentials

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Email marketing is an incredibly effective and inexpensive tool. It will help you increase sales by:

1. **Establishing Yourself As An Expert In Your Field** – when you offer education or your opinions about your industry, your readers will perceive you as an expert
2. **Developing & Maintaining Relationships With Customers And Prospects** – the more interactions that you have with people, the more likely that they are to remember you and to want to know you better. A regular email is one more way to be known. Relationships are key to developing your business.
3. **Keeping Your Name On The Tip Of The Tongue** – the more often your name is viewed and remembered, the more likely a prospect or referral source will think of you when the time is right (this may be any time from immediately to months or years after initial contact.)
4. **Conveying Relevant Information Instantly** – there is no delay in updating print materials, sending out a mailing or even updating a website.
5. **Establishing Reliability** – when you produce something on a regular basis, people will view you as reliable and trustworthy. You are proving this without their asking you for a thing.
6. **Low Cost** – you can start for as little as about \$10 per month. Your cost is usually determined by the size of your mailing list: \$10 can cover up to a 500 person list.
7. **Thinking Continuously About, And Taking Action On, What Is Important To Your Audience** – the very act of producing a regular and timely communication will force you to be thinking constantly about how to reach and communicate with your customers. The process alone, even without exceptional results, is enormously valuable.

Once you've made the decision to produce an eletter-keep these vital factors in mind:

8. **Provide Value** – you must provide something of value to the readers. They should want to read what you have to say, whether or not they ever use your services or products.
9. **Be Consistent** – pick a schedule, and stick to it
10. **Have A Strategy** – decide exactly who you want to reach, and then write what they are interested in, not just what you want to convey.
11. **Collect Addresses** – the key to a successful campaign is that it is "permission-based." Ask everyone you meet if you can add them to your list. It may be embarrassing, but a good list is worth more than gold.
12. **Customize Your Look** – you can start with one of the standard templates that are provided by most email marketing providers, but it looks much more professional – and builds your brand – to have a custom look that coordinates with your website and other marketing materials.
13. **Be Interesting** – an interesting communication is more valuable than a relevant one. It is essential that people take the time to read your eletter as frequently as possible. They will only do this if it is interesting to them, even if the topic is not exactly the same as your business or product.
14. **Do Not Over Do It** – one or two articles at the most is usually plenty. Avoid sending out a novel every month because most readers will not read past the first article.

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