

Email Marketing Solutions

Adding email marketing to your marketing armoury can help drive traffic to your website, attract new customers, and increase brand loyalty amongst your existing customer base. It's also the fastest, most cost-effective way to communicate your latest news and special offers to your prospects.

How does it work?

Something like this – by sending your prospects and customers regular communications by email (ie, an email newsletter) you keep yourself and your business at the front of their minds. So when they next need your product or service, they think of you first.

There are other benefits too.

By communicating regularly with your customers and sharing useful information with them, you build a bond of trust. Your newsletter acts as an ideal medium through which to share information relevant to your field, pass on useful tips to your customers, and let them know about your latest special

offers – with plenty of links back to your website of course. Make sure your website visitors are encouraged to sign up for your newsletter and that their details are protected by the relevant privacy policies.

There are numerous software packages* which enable you to compile and distribute your email newsletters to your database of contacts. Look for a system that allows you to monitor the results (How many have opened your email? How many have clicked through to your site? How many have unsubscribed? Etc) so you can fine-tune your communications to maximise results.

You can be as creative as you like when you devise the emails you'll be sending out – and you can also tailor-make them to suit specific subscribers or groups. For example, customer A might have expressed an interest in green widgets, whereas customer B has expressed an interest in red widgets – so target your 'Red Widget' promotion to customer B and send something different to customer A.

With a little work, your email newsletter can quickly prove an invaluable source of business as you introduce new promotions, offers, products, or services directly to your customers.

*LiaiseOnline offers everything you need to create your own regular newsletters for your customers and prospects, including all the features mentioned in this article. You create your newsletter using a user-friendly control panel, so it's easy to start using the system straightaway to get things moving. Contact Jon Davey on 01753-852904 or by email: jon@liaiseonline.co.uk.



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