



LiaiseOnline Limited

Campaign email marketing solution

So many people call us up looking for an email marketing campaign solution.

What they may ask for is a cheap blanket bombing email campaign but what they really need is to slow down and give it some thought and allow us to manage a well planned email marketing campaign.

Then we started running email campaigns back in 2001, we'd achieve 50% opening rates regularly. Today, the amount of online noise coming at people means that companies are blocking emails using third party servers, or running software on their own servers. Then individual pc's are blocking the flow and finally the user can filter, block, turn off images, etc. All this results in the stemming of the tide for email marketing campaigns.

For best results you need to take things steady. Look to build a list of people interested in hearing what you've got to say. That doesn't mean assuming that everyone who gives you a business card or is listed on

a networking event list is interested. The chances are they are not and if you "get in their face" by assuming they are and so add them to your opt-in list then they are likely to block your future communications and consider you an irritant.

All you need to do is ask for permission. That means in real time, face to face or over the phone; ask if they would like to stay tuned to your world. If they have an interest they will say yes, if not they'll say no, respect their choice either way and move on.

Then, with the few that are interested, make sure you communicate regularly and with interesting copy. Try to avoid using a branded third party email software solution just because it is cheap, opt for a professional service provider who can create a bespoke email template and advise on the type of content you need to produce.

We can help you with all the steps or just simply provide an email marketing campaign management solution for you to manage in house. You decide.

Call 01753 852904 if you'd like to know more.

businessleadgeneration.co.uk



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