

Building an Email Marketing Database

The recent email marketing seminar run by LiaiseOnline at the Renaissance Hotel in Reading was hailed a success by all those who attended. Aimed at entrepreneurs keen to grow their business via online channels, the event was well-attended by representatives from a wide range of businesses.

For those new to the concept of email marketing, the seminar clearly defined the basics of how it works: simply put, staying in touch with your customers and prospects via email (usually in the form of a newsletter) means they are more likely to think of you first when they next need your services. Some may be sceptical, but research and statistics have proved time and again that email marketing really works.

One participant who already uses email marketing told the group “Every time we send out our monthly newsletter, we get orders as a direct result – sometimes within minutes of sending it”.

If it works so well, why isn't everyone doing it? And why does it work better for some businesses than others? How can you be sure your newsletters will be read and not consigned to the 'Trash' folder? What can you do to minimise the chances of your email being rejected as Spam? All these questions and more were answered by Jon Davey during the course of the day, covering all the essentials to creating successful email marketing campaigns.

A key point which deserves a mention: the need to create a quality email database of contacts. Jon explained there are many ways to build such a database, including just buying one 'off the shelf' from a list vendor. However, he maintains the best way to build a

list of quality subscribers is through building relationships slowly over time. He stressed the importance of having a prominent link encouraging website visitors to subscribe to a newsletter. This approach has worked well for Jon with Business in Berkshire. Another seminar attendee added that he has never had anyone 'unsubscribe' from his newsletter – again, a result of carefully building customer relationships over time.

Asking permission, keeping it simple and giving value is the formula for making the power and potential of the Internet and email marketing deliver results that increase sales. How else could you deliver your message to thousands of recipients in just a few mouse clicks?

Following the success of this event, LiaiseOnline plan to hold their email marketing seminar on a monthly basis. To find out more, and to register, call Jon Davey on 01753-852904.



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