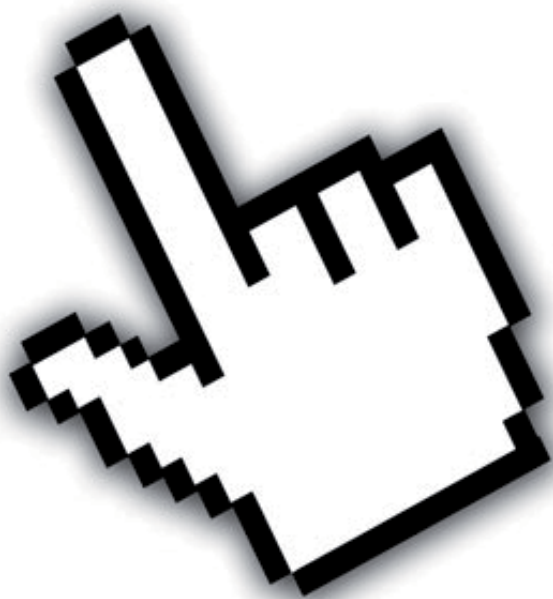


The Biggest Email Marketing MISTAKE

What's the biggest mistake businesses make with email marketing? Simply, not fully understanding the amazing potential of this tool as a medium of communication. It's one of the most dynamic forms of communication available today yet it's also one of the most simple, quickest, and effective.

These days almost everyone has at least one email address. With more and more people choosing to shop online rather than brave the hustle and bustle of the high street, it's



easy to see the appeal of an effective email marketing strategy. What's more, people enjoy receiving information, especially FREE information. If you consistently deliver information that has a high perceived-value, you will almost certainly generate interest in your products and services.

Consider the opportunities presented by email marketing. If you can just identify a small loyal percentage of the millions of internet users and get their email address then you have the potential to stay in touch with them on a regular basis via an email newsletter. Over time, others will join your mailing list either through recommendation from your other readers or by asking them to subscribe to your newsletter via the pages of your website. It's not that difficult to substantially grow your contact list this way.

The next step is to develop a compelling message which you can start sending to your subscribers on a regular basis, (daily, weekly or monthly). Your newsletters should be short and concise with links to your website for a fuller version of each story. Remember, an email newsletter is an ideal platform through which to position yourself as an expert in your particular field or profession. What's going on in your industry? What are the latest developments in your trade? Find out, then write about it in your newsletter.

Make sure you're clear about how you bring value, solve problems, save money, reduce time and effort, or provide solutions to problems your customers face. That way, the next time your email recipients need your product or service, they'll be sure to think of you first.

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