



Moonpoppy Enterprises

Grow your business with email marketing

It is no surprise that any business - regardless of size or industry - needs to continue to grow. We all need to attract new customers in addition to retain our existing loyal customers; many of us still cling to old methods, creating more work and expense than may be necessary in attracting financial prosperity to our door.

Email marketing is a key way to keep your customers loyal and to build effortlessly on our leads and customer enquiries, bringing in repeat business in addition to establishing new business with customers who are attracted to your brand.

Permission-based email marketing is spearheading the way towards growing businesses in today's tough climate - if you haven't heard of permission-based email marketing then here is a great place to start learning about this invaluable business development and marketing tool ...



“Repeat customers spend ... 67% more than new customers”

Loyal customers, with their repeat business, are essential to the growth and future prosperity of your business. Experts believe that it is between 6 - 12 times cheaper to sell your service or product to an existing customer than to attract a new customer.

Permission-based email marketing not only helps to keep you in touch with existing customers in addition to following up leads, but it also helps to remind them of your business - keeping a raised profile in their mind is a great way of building up brand loyalty. However, the key to using email in direct marketing is ensuring that you provide a professional, polished image.

Best of all, there is no requirement to have a web presence to discover the benefits of using this form of marketing!



What is permission-based email marketing?

Quite simple, permission-based email marketing is promotional emails or e-newsletters that the recipients (your customers) have, in some way, requested. For example, they have signed up for information at your website. This means they are only sent to customers - or leads - who have specifically requested them; with each email you send, you must also provide your customer with an opt-out of receiving further promotional emails or e-newsletters. I like to call this type of marketing “e-campaigns”.

This is a key factor to note with regard to The Privacy and Electronic Communications Regulations which came into force on 11th December 2003 in the United Kingdom.



How can permission-based email marketing help you?

Once set up, you will find that email marketing will help you to:

- reduce marketing ‘hidden’ costs (in terms of postage, time spent mailing letters or individually sending email alerts via your web-mail or Outlook/Lotus Notes program)
- maintain a clear, professional branded image
- put together special offers in minimal time, enabling fast turnaround of products
- tidy up your customer and lead lists by automatic subscription and opt-outs
- reduce advertising fees
- capture new leads if you choose a web email marketing program which provides you with a sign-up box for your website or ‘blog
- show off your knowledge - send informative e-newsletters on a regular basis, tempt your customers into spending more money on your services or products by adding in links to showcase a particular offer or product
- protect you from being viewed by ISP’s as spam
- REMIND subscribers of your business, services or products!

“69% of US email users have made online purchases as a result of receiving permission email marketing”
Source: DoubleClick and ConstantContact.



Why should I consider using this method of contacting my customers and new leads?

Why not?!

Email marketing is an excellent way to use your marketing plan to great effect. Plan ahead and you can get your e-campaigns set up well in advance; some email marketing providers allow you to set a date for automatic sending which gives you one less thing to remember.

Sending e-campaigns, such as e-newsletters, promotional emails detailing special offers, Christmas cards and courtesy information of business closure dates (such as holidays if you are a sole trader) are simplicity itself.

They are:

- easy to use
- affordable and surprisingly cost-effective (just do your research to find a best-fit for your business’ needs)
- professional-looking (always check for spelling and grammatical errors before you hit ‘send’)
- reminds your customers of your excellent services - and lets new leads know the same
- builds up loyalty to your brand image
- quick and direct

Most email marketing providers will also provide you with a way to measure results of each e-campaign.



What do I need to include in my 'e-campaigns'?

The choice is limitless, to be honest. Here are a few key points to make your e-campaigns effective and memorable for all the right reasons:

- write for your target audience - you know your business, you know your customers
- make sure that your customers will recognise you. Keep that brand image going and always ensure that you are instantly recognisable in the "from" content of your e-campaign, for example "Bertie - Bertie Bananas" (your name - your business name)
- your subject-header for the e-campaign needs to be short and snappy - keep it to under 10 words where possible
- grab your audience's attention - give them an offer that they cannot refuse; include links to your website wherever possible
- proofread your e-campaign and send a 'test' to yourself; then proofread it again and a third time - just one error could put a potential great customer off your business for good
- if you are sending e-newsletters (a really great way of keeping your audience in touch with your business) try to use the same template and colours each time you prepare a new e-campaign; it helps to build that all-important brand loyalty!
- keep it clean, keep it simple - too many graphics and hard-to-read fonts or background colours will have your target audience simply reach for the 'delete' button
- try not to bombard your audience with too many e-campaigns; no more than one per week unless absolutely necessary - and in most cases, one per month is perfectly adequate in terms of keeping your business profile raised



So where do I find a good permission-based email marketing program?

If you perform a search on Google, for example, you will find many online companies who specialise in email marketing. It is worth thinking about what you intend to achieve from marketing in this way before you sign-up to any provider, as every company will have different features. For example, you may also choose to run surveys in addition to sending regular e-campaigns. Or you may require specific statistic reports to be run on your 'open rate' (% of subscribers who opened the e-campaign).

By working out exactly what you hope to achieve from this method of direct marketing, you will stand a much better chance of selecting the most suitable subscription for your business needs.



Help! I think I need to go through it with someone ...

Callie would be happy to discuss your e-campaign needs with you - just get in touch to find out how Moonpoppy Enterprises can help you and your business to reach more customers with greater ease.

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