

# MAGGAZZINE

E-MAIL MARKETING:  
WHAT YOU NEED TO KNOW  
ABOUT THIS FORM OF  
MARKETING



# Table Of Content

What's E-Mail Marketing? 3

Types of Email Marketing 3

#1: Direct E-mail:-

#2: Retention E- mailing:

#3: Straight- up E- mail Advertising:-

Benefit of E- mail Marketing to  
Small Businesses 4

Cost- effectiveness

It's a Targeting Marketing Strategy

Tracking Data

It Can Be Automated

They're Super Fast

Boosting Revenue

Steps on How to Run an E- mail  
Marketing Campaign 5

Step#1: Getting Started:-

Step#2: Creating an E- mail List:-

# What's E-Mail Marketing?

**E**-mail marketing is the process of incorporating the use of e-mails in small business marketing strategy. It's essentially the same thing as sending out mailers, newsletters and coupon books through mail.

The only difference with the other forms of marketing is that this marketing strategy occurs through electronic mail. Since most people around the globe use e-mail as a form of communication, it is ideal that you come up with an effective strategy that will see you as a small business owner communicate with your clients via e-mail.

Basically, there are numerous ways that you can use e-mail marketing techniques to market your firm as well as your services to your consumers. For instance, you can use this form of marketing to reach potential consumers or you can use it to market your business in different public venues.

## Types of Email Marketing

**T**here are three general types of e-mail marketing strategies that you can use to market your small business. They include;

### #1: Direct E-mail:-

Direct e-mail refers to the practice of sending direct promotional advertisements and messages to the customer's email account. Generally, these messages may often be announcements of great

deals, sales or even special offers.

They may be used to spread the news concerning new services your firm is offering or the new locations that it can serve. These e-mails will normally have a call to action included in them that encourages the consumer to take some sort of action in order to receive promotional deals being offered by a particular company.

The call of action can include asking the viewer to visit your business's home page, signing – up for a service or making a phone call. Direct e-mails are also meant to tell customers about what is happening in a particular business.

### #2: Retention E-mailing:-

These types of e-mails are usually designed to inform the customers about a business. They are important marketing strategies since they can help you create long term relationships with the customers.

Despite retention e-mails providing advertisement and promotion options; they can also offer content that may be very valuable to the readers.

Retention e-mails have got content which will inform, engage and entertain the readers, so that they'll feel a connection with the business being advertised or promoted. The most common form of retention e-mails used in e-mail marketing techniques is newsletter.

### #3: Straight-up E-mail Advertising:-

This is a type of e-mail marketing strategy that allows a person to use content created by another person. This means that with this type of e-mail marketing, you can be in a position to attach your business advertisement to a newsletter or e-mail that has been created by another firm. Let's now have a look at how e-marketing can benefit your small business.

# Benefit of E-mail Marketing to Small Businesses

**E**-mail marketing campaigns can assist your small business develop awareness, loyalty, desire and trust with its consumers. This form of marketing can be used to retain as well as engage existing consumers. Also, it can as well assist you in establishing new clients. Here are a few of the many ways in which a well established e-mail marketing campaign can benefit small businesses.

## \* Cost- effectiveness:-

E-mail marketing campaigns are usually very cost-effective. Basically, directing marketing strategies will require you to have a decent amount of cash in order to use them effectively.

This is because you will be generating real content like printed newsletters or advertisements. Directing marketing strategies will also make you end up spending more cash in sending the real content out to the consumers through postal email.

On the other hand, e-mail marketing uses electronic content that is often much cheaper to produce, and sends it out to the consumers electronically. Note that sending content via electronic means is often much cheaper than sending it out in the real world.

## \* It's a Targeting Marketing Strategy:-

With e-mail marketing, you can be in a position to target specific customers directly. This means that you can be in a position to focus on containing individuals who're likely to react to your messages, while at the same time avoiding wasting your time and money in trying to reach those individuals who're not likely to respond.

## \* Tracking Data:-

With e-mail marketing, you can be in a position to track data that can uplift your business performance. Since e-mail marketing campaigns are done electronically, it can make it easy for you to track important data that can help you in the operation of your business. For instance, this form of marketing can enable you track how many viewers opened your e-mail, how many of them chose to subscribe to your e-mails, who forwarded your adverts to another person as well as who listed your e-mails as spam.

Generally, this data tracking system can make it a lot easier for you and your marketing team to figure out which of your e-mail marketing techniques are producing reliable results and the ones that are wasting your time and effort.

Once you know this information, you can decide to alter your marketing techniques so that they can become more effective. Don't you think that that is in deed great?

## \* It Can Be Automated:-

Once you've got an idea of the types of content you intend to send out to your consumers through e-mail marketing technique, it's very easy for you to automate the process.

Typically, this means that you can be able to schedule newsletters and e- mails on a weekly or monthly basis in advance. This can simplify the work for you when it comes to creating the desired content.

Also, with this form of marketing strategy, you can be in a position to set up automated delivery hassle free and in the long run it can save you time and money.

#### \* They're Super Fast:-

One of the best characteristics of e- mail marketing campaign is that it usually works really fast. A person does not require waiting weeks or months in order to see the results of his or her e- mail marketing campaign- results.

Your business e- mails once sent will instantly reach your consumers and will offer up- to- date content and information. In brief, e- mail marketing techniques can assist small businesses keep up- to- date with their consumers and thus be able to operate in real time.

#### \* Boosting Revenue:-

This form of marketing can help your business in increasing its sales and generating more revenue. E- mail marketing can assist your business in generating sales via other channels.

Therefore, take your time as a small scale business owner to create the right types of e- mail marketing tactics, avoid dreaded spam level and your business will see an increase in its revenue within the shortest time possible.

## Steps on How to Run an E-mail Marketing Campaign

It's now clear that you know why your small business should be using e- mail marketing techniques to increase its consumer base, increase revenue and build brand awareness.

However, be aware that if the e- mail marketing techniques are not used properly, they may fail to work and your business may end up attracting huge losses. It is thus very essential that you know the proper ways to implement e- mail marketing strategies. This will help you avoid alienating your consumers.

There are three basics which you must get right before you can begin to expect your e- mail marketing campaigns to start showing results. These basics include;

^ Creating a list of individuals who will want to receive the message of your business

^ Crafting the message so that it's not thought of as spam

^ Creating an effective system which will get the message into your viewers inbox

Once you've accomplished the three basics, you can work on a number of more sophisticated and detailed tactics to improve your results. Here is a guideline that can assist you run an e- mail marketing campaign correctly;

### Step#1: Getting Started:-

For most business operators, the misconception that there has to be a marketing professional in order to implement an e- mail marketing campaign successfully represents their biggest hurdle.

Generally, e- mail marketing can often be a lot easier that it sounds provided a person gets the basics right. Once you've decided to create an e- mail marketing technique, the next step for you is to start consolidation your name for your outgoing e- mail list.

You can use Macs Mactracker or Microsofts Excel Spreadsheet or anything else which you know how to operate well.

Using a database to manage all your names will make you see the different e- mail addresses that you already have. You can also begin with you business rolodex and a list of current and previous potential consumers.

Later on you can decide to rent or purchase names and e- mail addresses so that you can expand your marketing reach.

### Step#2: Creating an E- mail List:-

You'll require a list of names as well as e- mail addresses to start with, so that you can begin getting your e- mail marketing messages out there. Start by gathering together all of your contact information and names into one identifiable spot. Typically, the best way of organizing and categorizing your e- mail names list is using a database.

This is not difficult and thus you do not require a computer science degree for you to use a database.

### Step#3: Coming up With Sign- up Sheets:-

If you do not already posses the e- mail addresses of your consumers, it is important that you come up with sign up sheets so that they can provide you with their e- mail addresses. An ideal way to do this is to provide a sign- up form at your store front or on your business's website. it is important that you encourage your consumers to sign up by giving them something once they happen to give you their e- mail addresses.

## How to Send your Marketing E- mails

Once you've created various e- mails for your customers, it's time you begin sending them. Most marketing e- mails usually have got a lifespan of about three days before they're either deleted or read. You can decide to send the emails to your customers at any time.

However, studies have revealed that sending e- mails on the first days of the week i.e. Mondays or Tuesdays are better, most especially if you're sending e- mails to various businesses. Only private homes can be sent e- mails during weekends. These days will most likely ensure that the e- mails are read.

## How to Deal with Opt- out Requests

**R**emember that it's extremely essential that you handle as fast as you can all opt- out requests from your consumers. Generally, the faster you respect your customer's wishes, the happier they'll be. Even clients who choose to opt- out your e- mails may still require to purchase your goods, and thus it is ideal that you ensure you treat them well.

The best way of practicing this is collecting all opt- out requests from your different clients before dealing with them. Note that these opt- out requests may come to your firm via e- mails, telephone or in person. It is also ideal that you take your time at least once or twice a month to update your e- mail contacts lists with customers who opt- out.

This will make sure that these consumers will no longer be receiving your marketing e- mails.

Once you've found this marketing suitable or working for your business, make sure that you stick to it in order to continue to experience its effectiveness. Always remember that nothing good comes easy and thus you will be required to put more effort and being patient before you can begin experiencing the effectiveness of this marketing strategy in your business.