

Beginners Guide to e-Newsletters

Internet marketing is big business, but it doesn't have to cost you big money! It's no longer the preserve of large businesses with huge budgets as there are a number of online marketing facilities available which the average PC user can utilise to create affordable yet effective marketing campaigns.

At Executype we use Constant Contact, Vertical Response and MailChimp* to send newsletter mailings on behalf of our clients. These companies also provide online survey and events facilities, and new providers are springing up all the time.

So if you're considering an internet campaign to boost your own business, we hope the guide below will prove useful.

1. Upload Your Contacts

Your existing contacts can be uploaded from your own files eg Excel and Outlook.

But before you begin, consider:-

- How big is your list?
- How clean is your list? (in other words, how accurate is it? are all the email addresses correct? are the first name and last names correct for each corresponding email address?)
- How current is your list?
- If you are going to personalise your newsletter, then each email address needs a corresponding first name
- Does it need segmenting (do you need sub-lists so that you can target specific audiences with specific offerings)?

2. Create an Email Newsletter Template

- You can upload a template created by your designer to match your website/brand
- Or you can use an existing template and customise this with your logo, colours, images (we can help you with this)

3. Content

- Your content must be engaging and relevant
- Restrict yourself to a maximum of 3 to 5 articles or topics per mailing
- Include links to your website if possible
- We can help you write the content or just edit and proofread as required
- We'll enter and format your content to create a visually appealing and easily readable newsletter

4. Sending

- It is essential to test your newsletter before you send it!
- You can send a test message to yourself (and others whose input you may need), free of charge prior to sending the final version

- Each newsletter mailing can be scheduled for delivery at specific days or times in advance

5. Frequency

- Do you want to send your newsletter monthly? Bi-monthly? Quarterly?
- If you're promoting an event or special offer, do you want to send a reminder/follow up?

6. Manage Your Contacts

- You need to continually cleanse your list(s) which means checking the addresses that bounce and amending as appropriate
- It's very straightforward to add/edit/delete contacts and create sub-lists as necessary

7. Reporting

Your reporting stats are very important and provide you with detailed information for each mailing including:

- how many contacts opened your email
- how many clicked through and which links they used
- which email addresses bounced
- which contacts unsubscribed
- which contacts forwarded your email to a friend

These stats are available to download as .CSV files from which you can easily create an Excel document.

If you need help with this, we will compile your stats and create a clear, easy-to-read report in your preferred format

We can take care of all or part of the above process for you.

For a free, no-obligation discussion, please call Judith on 01608 664715 or 07531 809787 or email me at Judith.burt@executype.co.uk

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www.constantcontact.com

www.verticalresponse.com

www.mailchimp.com