

Fruitful Email Marketing

Email marketing is an incredibly effective way to keep in touch with customers and prospects. It helps to:

- Produce a steady stream of sales enquiries
- Find new customers
- Generate repeat business from existing customers
- Start a successful seminar programme, or host well-attended events
- Have fun along the way

As you will have learnt from other documents and information on the Tangerine Trees' website, initial enquiries and website visits are the perfect time to capture contact details. Once you have the details, you can begin the relationship – informing, educating and entertaining.

And what better way to provide that steady stream of information, than by email?

Here, then, are the 10 rules of email marketing:

Rule 1

Write down what you want to achieve with email marketing. Selling is only part of it in a direct sense (though, obviously, it will be the overall intention). You should aim to create rapport, educate, inform and entertain.

Rule 2

Decide who you are writing for. You may have several audience groups.

Rule 3

Ask your target audience what they would like you to write about.

Rule 4

Launch your own 'ezine' (email magazine). Although this is rarely a strong enough hook by itself, it is a great way too keep communicating when the customer has provided their details.

Rule 5

Keep everything simple. Don't use technology (i.e. html) for the sake of it. Most autoresponders (automated email distributors) will advise you on the type face and text width etc for the best results with most email programmes

Rule 6

Write useful, interesting material, tailored for the needs of your subscribers. Keep them informed and educated.

Rule 7

Adopt a *permission based* ('opt-in') approach to your subscribers. Most autoresponders will even require a double opt-in, where the subscriber receives a confirmation email to ensure they are the intended recipient.

Rule 8

Automate the sign-up process. Use forms on your website to capture the details directly into a database.

Rule 9

Promote your ezine throughout your website.

Rule 10

Promote your ezine in other places that your target audience visit online.

