

10 Reasons E-Mail Marketing Can Energize Your Marketing Results

The marketing challenge for businesses seems to get tougher everyday. Increase sales, attract new clients, and do it with less money. Establishing a relationship with your marketplace can be expensive, inefficient, and difficult to measure, using conventional marketing tools such as: direct mail, telemarketing, advertising, or trade shows.

One dynamic marketing method to consider is permission-based e-mail marketing. When used appropriately, e-mail marketing, particularly electronic newsletters, can help you generate a ton of qualified leads and earn more business from existing customers. This marketing tool is a very effective way to engage your marketplace and enables your business to cost-effectively deliver anticipated, relevant, and personalized communications.

The **10 reasons** your business should use e-mail marketing and e-newsletters to differentiate itself and improve marketing results are:

1. Permission Generates Response
2. Cost Savings
3. Deliver Relevant Communications
4. Measurability
5. Viral Marketing Effects
6. Dynamic Knowledge Bank
7. Richer Content
8. More Efficient Publication
9. Quicker Response and Global Reach
10. Immediacy

Let's take a closer look at each one.

Permission Generates Response

The first step in any permission-based e-mail marketing campaign is to get the explicit permission of your target audience to communicate with them via e-mail. Sending unsolicited commercial e-mail (UCE) will earn your company the infamous distinction of "spammer" and in many states, can have legal consequences. Besides, your customers and prospects are more likely to respond favorably on communications they elected to receive.

*Direct marketing agency Brann Worldwide, surveyed 400 people and found that 92 percent felt positively toward companies that ask permission and 81 percent would be more willing to respond if **permission were sought beforehand.***

Cost Savings

Electronic newsletters are significantly less expensive to produce and deliver than any printed publication or direct mail piece—DoubleClick's DARTMail estimates that the average e-mail costs \$.25 per unit to send, versus \$1.25 for a direct mail piece. Postage and printing fees are nonexistent and the time it takes to put together an e-newsletter is shorter because you don't have all the layout and production requirements. Most commercially available newsletter software packages or hosted services make creating, formatting, delivering, and tracking an e-newsletter a simple and quick process.

Deliver Relevant Communications

With all the noise in the marketplace and the billions of e-mails flashing through the ether, it can be a real struggle to get heard. To insure that your prospects and customers listen, you'll need to make your e-mail and Web communications relevant and valuable. To accomplish this, consider the information and knowledge that your customers and prospects would like to know? How can your company help them operate more efficiently, save money, increase revenue, or be more productive? What topics would they find interesting and useful?

Measurability

E-newsletters are ideal for business marketers looking to measure the return they generate from their marketing investments. You can track which content is most important to your audience, who is joining and leaving the conversation, and link this data to who is making purchases. Moreover, when your audience is actively engaged with your business, you will receive a steady stream of comments, questions, and feedback that you can use to strengthen relationships and discover opportunities.

Viral Marketing Effects

E-newsletters are easy for your audience to share with other interested people. When linked to a web-based subscription form, you can make it very easy for new individuals to join the conversation. This "viral marketing" or "pass-along" effect can fill your sales pipeline with qualified leads.

Create A Dynamic Knowledge Bank

The content you create in an e-newsletter can be a knowledge base that assists other prospective customers, partners, and even employees to learn more about your business. By making your e-newsletters easily searchable, they become a valuable bank of knowledge.

*Jupiter Research estimates that consumers will spend \$647 billion offline by 2005 as a direct result of **research they conduct on the Web.***

Include Richer Content

The types of content that you can include in an e-newsletter make it more useful for your stakeholders and make the content more actionable. Application files, forms, URL links, multimedia objects, graphics, images, etc., are supported in most electronic newsletter software applications. With an e-newsletter, you can link to existing information on your website or portal, and deliver tools that make it easier and more efficient for your audience to work.

A More Efficient Publication

The structure of an e-newsletter helps your audience get a quick overview of the information you are presenting, and then obtain more detail if they desire. Electronic publications lend themselves to delivering impromptu communications that your company may need to make periodically, such as breaking news, updates, or other time-dated information.

Quicker Response And Global Reach

According to the 2001 E-mail Marketing Report published by eMarketer, an Internet and ebusiness research firm, **80 percent of e-mail marketing messages are responded to within 48 hours**, as compared to six to eight weeks for traditional direct marketing methods. Quicker response means that it will take you less time to test and improve your communications. And communicating with your target audience on the other side of town or across the globe costs the same and occurs instantaneously.

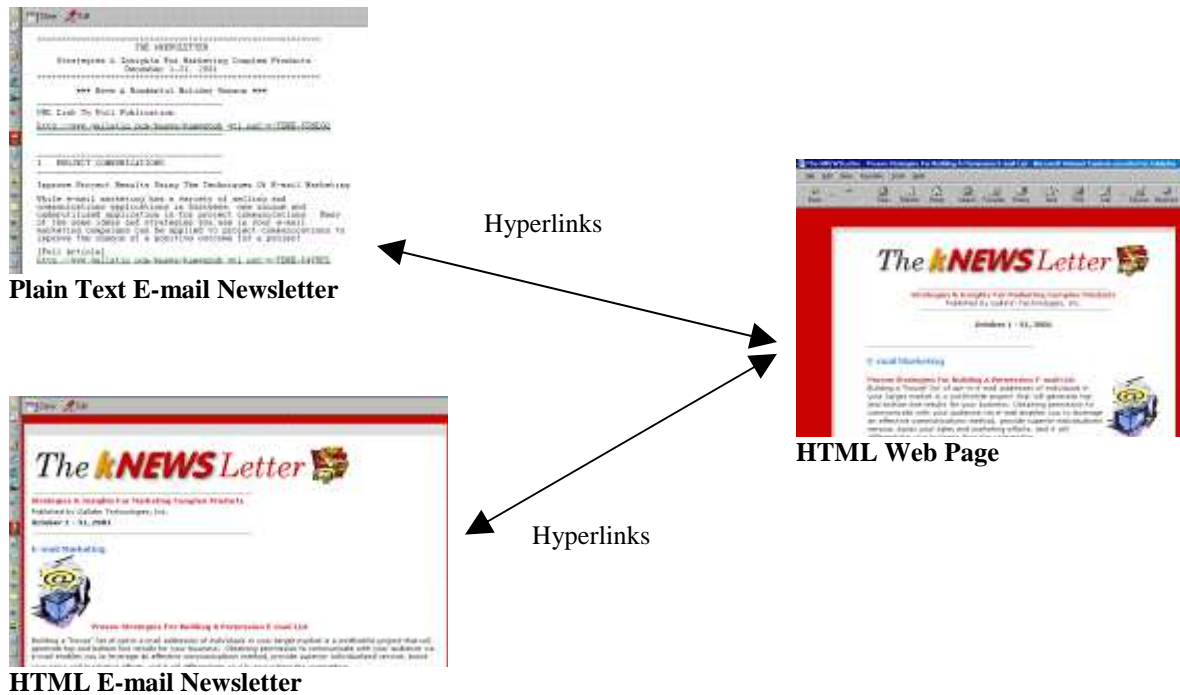
Immediacy: Capture Your Stakeholders Attention...Now!

It has never been a better time to start using e-newsletters to communicate with your stakeholders. As people receive more and more e-mail communications, they will tune out the “noise.” The businesses that succeed will incorporate permission-based e-mail marketing and newsletters, into their overall marketing strategy and get started early. It takes time and experimentation to learn how to deliver real, tangible value and keep your stakeholders listening and engaged.

The Secret To E-mail Marketing

If there’s a secret to permission-based e-mail marketing and e-newsletters, it’s that you must include content that is relevant, targeted, and compelling, and you must communicate regularly. Doing so will position your business as one worth paying attention to. The “attention asset” you will build is one that your business can capitalize on for a long time.

An example of a typical electronic newsletter and its related elements:



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