

THE FIRST TIDBIT

I intended to share hints and tidbits about email marketing on a routine basis when I first started doing my e-newsletter. Rule # 1 with email newsletters is that they be interesting, relevant, and timely. That is, you should set a regular schedule and stick to it. I am finding out that it is sometimes easier said than done.

I have been remiss in my timeliness. To send out a regularly scheduled newsletter is not just time consuming, it's demanding in its urgency. So my first tidbit is DO an E-newsletter and do it on a routine basis. If once a month is all you can handle, so be it. It may be all your subscribers can handle too! If you have products or events to sell, then perhaps break your e-News in half and send one half at the middle of the month, and the second half at the end of the month.

Another suggestion is about the length of the newsletter. I've seen some newsletters that were straight copy, no photos, no graphics, and when printed out stretched on for 7 pages. That's a lot of work on the part of the author and a lot of reading on the part of the subscriber. Just as you are having a difficult time reading this far on this e-newsletter, so your subscribers will find it difficult to read the whole thing. The media has trained us not to read long articles at a single sitting, or watch a full hour's worth of TV without 20 minutes of advertising breaks. So take your cue from the media.

List teasers about the different articles, and keep the articles on a web site. Your email should then include links to the articles so you can track those who choose to use that link. That may sound like a lot of extra work but you get the following as a result:

1. You will know who actually reads your articles.
2. You will have a much shorter email which will be much easier for the subscriber to handle.
3. In choosing one article over another your subscribers will be telling you what they are interested in. Responding to it is called "customer-centric marketing." And that's where all marketing is going as technology advances to make it possible.

That's my tidbit for this week!

In my next e-newsletter I'll be talking about the importance of personalizing your email (which I think is absolutely mandatory), and a definition of what email is and isn't. Like most things; from its definition comes its use and purpose. It will all fall in place.

Thank you for reading my newsletter. Send me any questions or comments you may have. I'm always interested in your thoughts and opinions.

Sincerely,
Ray Higgins
ray@cybermailmarketing.com
303-619-3987