



Los Angeles Regional Network

OCTOBER 2010
ER POINT PRESENTATION AND THE GOVERNMENT RFP BY TOMORROW WHEN WE'RE SO SHORT STAFFED? WHO'S GOING TO
DIDN'T WORK OUT? DO I BUY A BUILDING OR CONTINUE PAYING A BLOOD-THIRSTY LANDLORD WHO'S TAKING OVER ENOUGH
WE GET BIGGER ACCOUNTS? HOW DO WE KEEP FROM GETTING TOO BIG TOO FAST? HOW DO WE GENERATE MORE PROFIT
A NEW EMPLOYEE OR UPGRADE OUR EQUIPMENT? DO WE GET A LOAN, LAY PEOPLE OFF, OR CLOSE OUR DOORS? HOW I
CONOMY? HOW DO WE MANAGE OUR DEPENDENT CONTRACTORS? HOW DO WE MANAGE OUR DEPENDENT CONTRACTORS?
ORDER BY 4 P.M. NEXT FRIDAY AND WE CAN'T GET ANYONE ON THE PHONE TO CONFIRM SHIPMENT. IT'S 4:30, THE PRINT
LOGS AND THEY NEED TO SHIP BY 5 TODAY. WHY DOES THE RECEPTIONIST ALWAYS CALL IN SICK ON FRIDAYS AND MONDA
R POINT PRESENTATION AND THE GOVERNMENT RFP BY TOMORROW WHEN WE'RE SO SHORT STAFFED? WHO'S GOING TO

10 Tips for Successful E-mail Marketing

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Are you harnessing of the power of e-mail marketing? Despite the proliferation of social media, e-mail is still one of the most effective ways to connect with customers and build trust. Try these 10 steps to make e-mail marketing work for you.

- 1. Collect e-mail addresses.** Make it easy for customers to opt-in to your e-mails. A brick-and-mortar business can have sign-up forms at checkout or mail them with invoices. Put a form on your website that makes signup easy. Offer a discount, free information or other incentive to encourage signups.
- 2. Tell customers what to expect.** Post your privacy policy on your website. When customers subscribe, e-mail a welcome telling them how often they will hear from you (monthly? weekly?) and how to unsubscribe.
- 3. Craft compelling subject lines.** The subject line gets customers to open the e-mail...or not. The best subject lines are short, to the point and clearly convey the benefit to the recipient. Avoid exclamation points and all-capital letters — these amateur moves will get your message marked as junk mail.
- 4. Make it attractive.** The design of your e-mails should be consistent with your company's website and your other marketing materials. Use your logo, color, photos and graphics to enhance visual appeal.
- 5. Proofread.** E-mail marketing messages riddled with spelling and grammar errors reflect poorly on your business. Carefully proofread e-mails, paying special attention to figures, discounts and prices. If proofreading isn't your strong suit, enlist someone else.
- 6. Be responsive.** Your e-mail marketing campaign may prompt queries or questions from customers. People expect prompt responses to e-mails, so answer right away or your e-mails could do more harm than good.
- 7. Create an e-newsletter.** A monthly e-newsletter including useful tips, news about your business, stories about customers, and special offers from your business is a great way to connect with customers.
- 8. Get help.** Many Web hosting companies offer e-mail marketing packages. If you use the same company that hosts your website, it's easy to have your e-mails share the look and feel of your site. Or, try Constant Contact (www.constantcontact.com), a popular service that provides templates and other tools to simplify e-mail marketing.
- 9. Analyze results.** Look for an e-mail marketing service that provides analytics tools. Use analytics to assess the effectiveness of your e-mail marketing campaigns and adjust them for better results.
- 10. Keep it legal.** Many legal regulations govern e-mail marketing. For example, you must include an opt-out link and a physical business address in each e-mail; process unsubscribe requests within 10 days; and avoid deceptive subject lines. A good e-mail marketing service will help you follow the rules of the CAN-SPAM Act, but the final responsibility is yours.

By Rieva Lesonsky

Rieva Lesonsky is founder and President of GrowBiz Media, a content and consulting company that helps entrepreneurs start and grow their businesses. Before launching her business, she was Editorial Director of Entrepreneur Magazine. Follow Rieva at [Twitter.com/Rieva](https://twitter.com/Rieva) and visit SmallBizDaily.com to sign up for her free TrendCast reports.



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