

Vendor Solutions Group

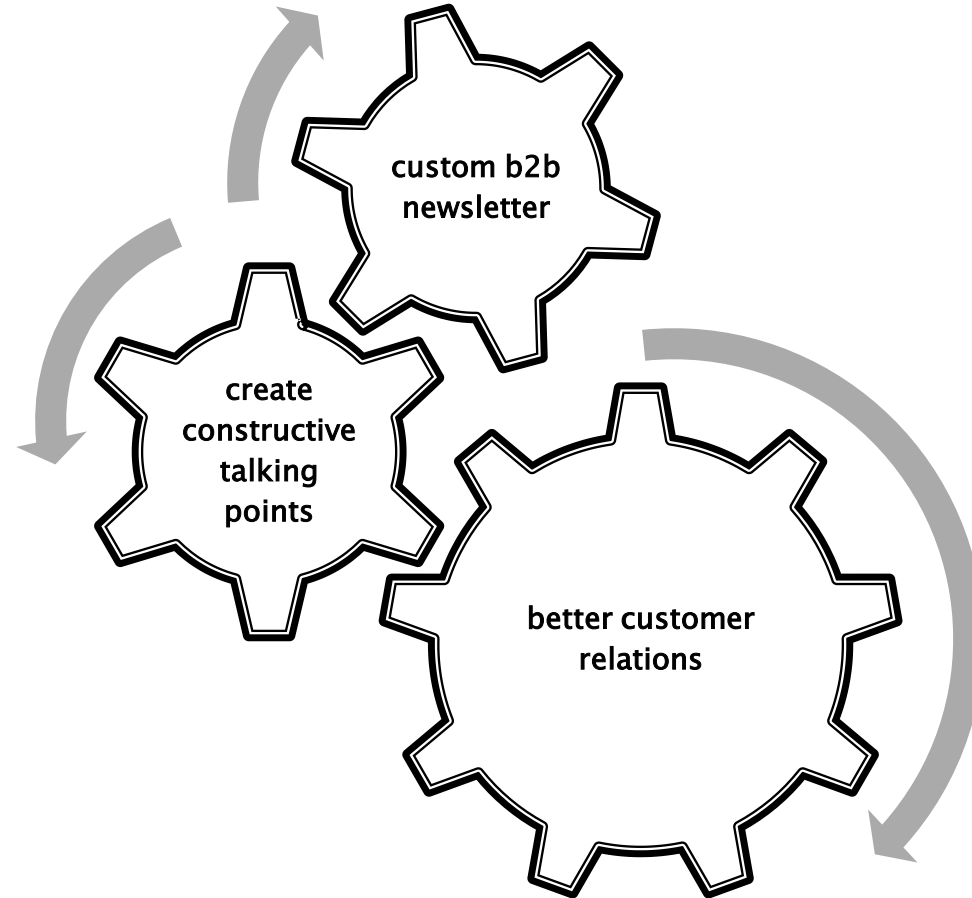
presents



e-streetnews.com

eNewsletters that drive results

gears that drive results



Successful email marketing is more than setting up a distribution list in Outlook and sending a broadcast email to all your contacts asking them to buy something from you.

Successful email marketing is a strategic process that can and will:

- Increase your sales
- Reduce your marketing costs
- Build customer loyalty
- Shorten your sales cycle
- Generate more referrals
- Save time by automating your marketing



There are three steps to developing your email marketing program:

1. Create your customer database
2. Send your email campaigns
3. Track your results



Creating Your Customer Database

Some of the information that may be useful to you includes:

- **Contact information (especially email)**
- Client status (how this customer compares with your other customers)
- Lead source (where your customer first heard about you)
- Demographic information

- Purchase history (what they have bought and when)



1.2 Collecting Email Addresses from Customers

New and existing customers are the easiest source of email addresses for your database.

You should never let a customer leave your place of business without at least asking for their email address.

Depending on the nature of your business, this can either be done at the point of sale, customer visit, or through in store promotions.



Collecting Email Addresses from Potential New Customers

If you want to build a list of potential customers, you generally have to be a little bit more strategic, and be prepared to invest a little money to “create” your list. **As a rule, people will only be willing to give you access to their inbox if there is something in it for them.**

Many options for collecting new contacts exist, from running small in store promotions to large scale advertising (*trade shows*) where entrants go onto your potential customers list.

For some businesses, the best way to build your list is to go out and ask for email addresses one at a time.

This is particularly true for business-to-business (B2B) markets. Your emphasis here is on getting permission to send information through via email.

This can be done over the phone (either by yourself, sales staff, a professional telemarketer, or in person).



Creating Your Email Promotions

The single best way to be read is for your customers to want and expect to receive your communications. Different customers will find varying levels of value in your communications and it is up to you to determine what that value is. **email maniac** will help you identify the best content strategy for delivering the most value to your customers.

Some of the most successful email content includes:

- Relevant information to their needs
- Special offers and discounts
- Information about product developments and new services
- Industry news
- Specific Information to your area of expertise
- Case studies and examples of work you have done with other clients



Email marketing will work best for your business if you can offer something to your customers which has value to them, but does not hurt your profitability.

Some examples include:

- Relevant information
- % Discount
- Free gift with purchase
- Buy 2 get 1 free (or other variation)
- Free/discount upgrade
- Free/discount audit or needs analysis
- Free reports and services



Email Newsletters

Email newsletters are the ideal tool for building and maintaining long-term relationships with your clients. Whereas special offers and promotions are usually designed to drive sales quickly, email newsletters are **generally used to build customer loyalty and drive sales over time.**

The objective of an email newsletter is to deliver worthwhile content into your customers' inboxes.

Some examples of worthwhile content include:

- Case studies
- Hints & tips
- Advice columns
- Frequently asked questions, Technical issues explained in simple terms



Product Updates & Information

Email is a great way to launch new products and services to a receptive audience, or to inform existing users of new features and upgrades:

- Product updates and upgrades
- New models
- New features
- New services

It is important to the success of your campaign that you stay focused on providing value to the customer, and wherever possible, give them a reason to respond:



Quality Email Campaigns

Cutting through the clutter of email is a challenging task, and one that can only be achieved by sending high quality, relevant, and valuable emails to your distribution list.

In short, you have to make your contacts want to respond to your current email, and want to receive your next one.

Here are some steps **email maniac** takes to ensure your emails are as effective as possible:

- Provide content that is relevant and valuable to your customers
- Include links to all relevant sections of your website for more information
- Be specific, offer real solutions not generalizations



Relevant Campaigns

Making your campaigns relevant is important for two reasons:

1. It will increase your response rate
2. It will increase the life-span of your email list by reducing your unsubscribe

Some things to consider when planning your campaigns:

- What's in it for the customer (benefit, offer, information)
- Is this useful for every customer, or specific customers?
- What's new?



Make it Personal Make it Sell

Bulk email can look like junk mail, or it can **look like a personal message from you to your customer**. It depends on how you use it.

Sell that is the whole point, isn't it? Even your relationship building emails should have an element of sell to them. This does not mean you should bombard your loyal customers with gimmicks and free steak knives. It means you should never be afraid to ask them to do business with you again, and you should do so confidently.



SUM IT UP !!

e-streetnews will

- design and build your monthly enewsletter
- personalize your enewsletter
- send your enewsletter to your target database
- we will maintain your database with customer control functions
- we will provide statistics on delivery and actions



SUM IT UP !!!

Your benefit would also include.....

- additional point of customer contact
(think about that hard to convert customer}
- economical way to build value and loyalty
- create talking points
- maximize your sales cycle and generate referrals
- the bottom line is increased sales

Ask us about microsites

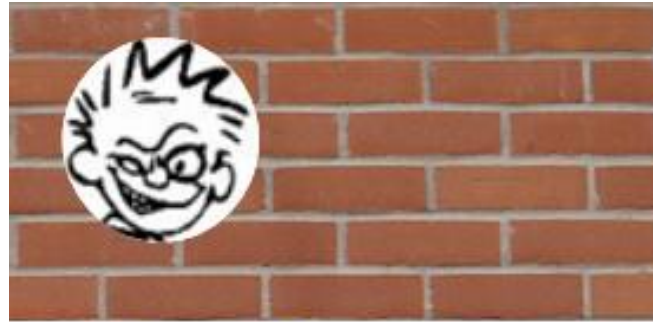
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