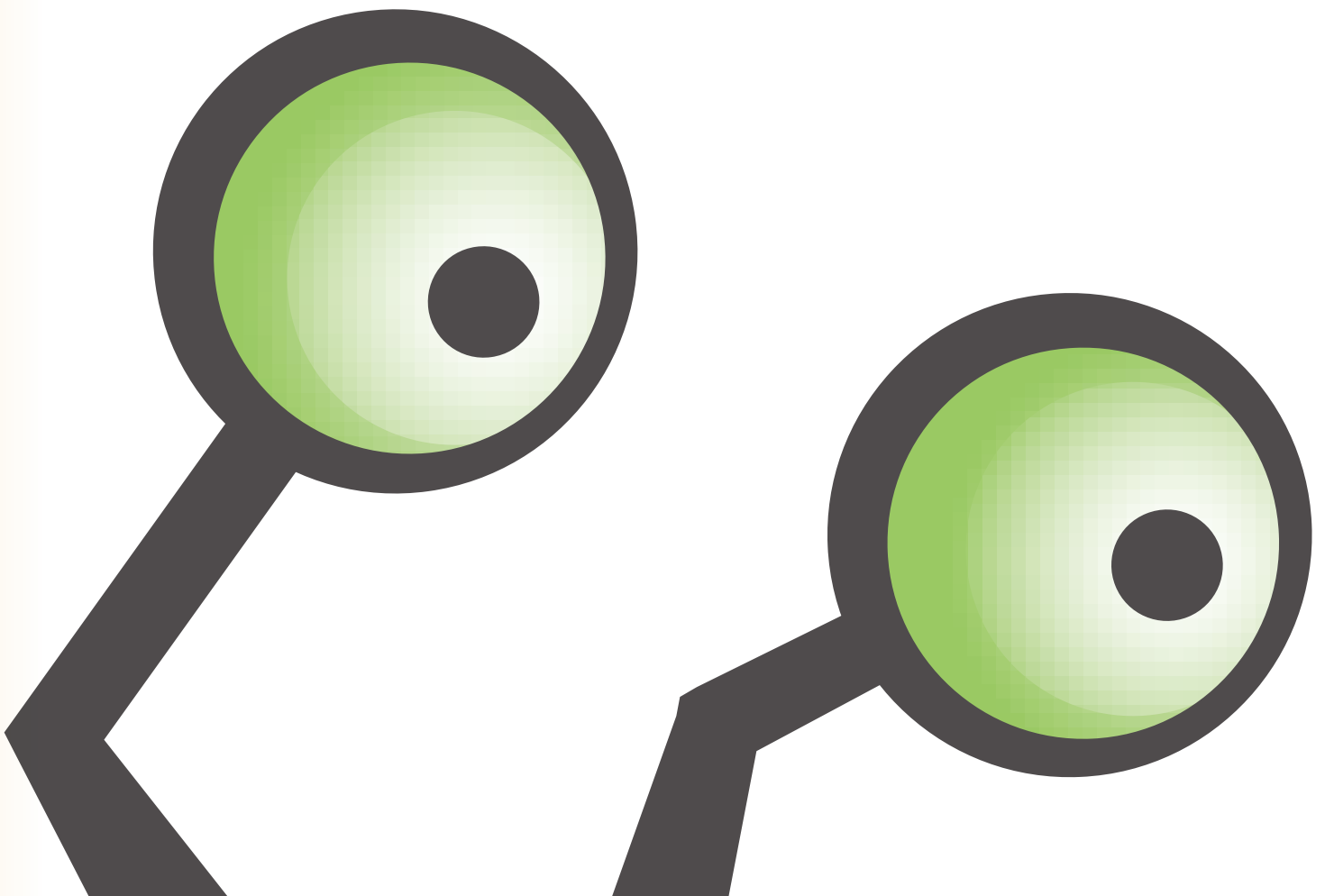


## Why publish an e-newsletter?

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We all know by now that it is significantly less expensive to sell to an existing customer (repeat business) than to acquire a new one. Some say 15% less expensive, others 5% less expensive. Bottom line: it is less expensive.

We all know that building relationships with each one of our customers and keeping in contact with them is important –it will render repeat business and customer loyalty, so we invest a great deal of money and effort to maintain that contact through postcards, direct mailings, print ads.

In this electronic age, however, email has become the most pervasive and fastest growing means of connection and communication between individuals and organizations. Marketers have recently adopted email as a powerful tool –not only for building relationships with and getting repeat business from existing customers, but also to fan out towards potential customers through forwarding of our e-mailings from current customers to those in their entourage.

An e-newsletter –one that is published in electronic format and distributed via email– is an extremely valuable tool of this age, as it:

- Provides a means for direct communication with our customers and for contacting prospects
- Facilitates dialogue with and feed-back from our customers
- Strengthens the relationship with our customers
- Magnifies our marketing efforts
- Increases lead generation and cross-selling
- Allows for immediate tracking and measuring of our marketing efforts

When we decide to engage in email marketing, we begin by building a ‘house list’ of our current customers. This ‘house list’, where we record the information we collect directly from our customers through our interaction with them, will eventually become an extremely valuable asset. It includes our customers’ information –names, addresses, email addresses, personal preferences and interests– as well as their permission to send our promotions or services to them via email. The ‘house list’ also allows us to keep in touch with them through conventional tools –print post cards, coupons, sales offers and maybe telemarketing campaigns.

Persevere and grow:

Perhaps one of the most important successes of a quality e-newsletter is to maintain its periodicity. Customers, prospects and others must come to expect its delivery on a certain date and time.

A quality e-newsletter with dependable periodicity will certainly keep our customers, prospects and associates fully aware of our business, products and brands, thus contributing greater lead generation and cross selling.

A quality e-newsletter with dependable periodicity will contribute to nurture and strengthen the relationship between our company and our customers. It provides us with the opportunity to give a unique value to that relationship, one that would be difficult for competitors to match.



A trustworthy email service provider (ESP) such as eMailBrain can manage our mailing lists, provide us with customizable templates for e-marketing materials, distribute our email messages-and e newsletters, and provide us with the reports we need to evaluate the effectiveness of our campaigns.

Time is money (use it wisely)

A quality e-newsletter can save us a lot of money, and also gives us the freedom to concentrate on the actual business part of our business. Once we have built our 'house list' and set up our eMail Brain list management and email and newsletter distribution features, sending out our e-newsletter (or any message, announcement or advisory) is a piece of cake. We have immediate, measurable, electronic access to our customers, prospects and associates at very little cost, a modest investment in time and with huge benefits attached.

Redundant? Good!

We already have a website and also print a newsletter and other marketing materials... We ask ourselves: Do we really need an e-newsletter? Then we remember two bits we have learned in the process of becoming business people: that it takes six to seven contacts to turn a prospect into a client and that: "...the medium is the message and the message is the message".

So no, an e-newsletter won't compete with our other marketing efforts –it will complete them. So yes, if we want to increase our business, we do need an e-newsletter.

Track, measure and cash...

One of the advantages of e-based marketing efforts is that we can instantly track them and measure their effectiveness.

We can know right away how many and who opened our e-newsletter; how many and which clicked through; which links were the most effective, etc. Therefore, an e-newsletter is not only a quite inexpensive marketing tool, but also one that will allow us to measure, evaluate, validate and/or correct our strategies immediately, in real time.

Mutual awareness and loyalty

Our e-newsletter is also an excellent means to nurture our relationships with our customers. Hence, it becomes a unique tool to easily and affordably enhance and differentiate our brand, create brand awareness and achieve customer loyalty and retention.

When we know our customers' preferences and interests, we can alert, inform and educate them through our e-newsletter on those of our products and services that are a fit for them. We can also lead our customers and any prospects to visit our website, where they will find more detailed information on any items. Then we can expect that visitors will ultimately choose to purchase one or several of our products or services to satisfy a want or a need –directly from our website.

Try it, it's easy!

EmailBrain provides us with numerous customizable templates that allow us to easily design unique, perfectly branded e-newsletters (in HTML). We can choose the layout we prefer and easily add the content, logos, images and fonts that characterize our company. So, don't delay: try it! EmailBrain will assist you every step of the way.