



Branch Out Internet Marketing: Writing Successful e-Newsletters

Starting a newsletter is an excellent way to boost your business. Using Branch Out Internet Marketing's pointers, you can get started and make your publication a success.

Newsletters make a difference to businesses. On the combined strength of their newsletter and website, one of our clients was asked to quote for £25k worth of work.

So why not take the plunge and find out what a newsletter can do for your business?

1. It's a great way to **keep in touch** with your clients and contacts and to keep them up to date with developments in your business
2. It's a lot **less time-consuming** than contacting potential clients or customers face to face through networking or trade fairs
3. You could even **win new business!**

But remember, people will only read your newsletters if they are interesting and useful.

1. Use the email 'Subject' to tell the audience what the message is about
2. Make the email content relevant, interesting and useful. Only 23% of emails are read thoroughly so give your audience information that adds value
3. Avoid attachments. They take too much time to open and carry security risks

Starting a Newsletter

1. Choose a length and style of newsletter that you feel you can manage – don't set yourself the challenge of writing a fully researched essay each month or promoting every product you sell. Start simple – you can always build up once you're in the swing of things
2. Set aside time each month to write and prepare for your mailing. Make sure this is well in advance of your deadline. You'll probably need a day initially but you'll find you get quicker once you've written a few.
3. Keep a newsletter in stock – this gives you 'breathing space' if you have a busy month and simply can't manage to write anything that month.
4. Make the writing easy – collect ideas for articles in a folder or put together a schedule of promotions for each season, to give you a starting point each month. You could also share or exchange articles with other newsletter writers, provided the information will interest your audience.

The Old Co-Op, High Street, Hook Norton, Oxfordshire OX15 5NF
Tel: 01608 737653 Email: enquiries@branchout-internetmarketing.com

Registered Company Number: 3827504 VAT Registration: 816 2544 37

5. Choose software that makes your life easier and has a good deliverability record. In 2004, up to 80% of emails sent by the UK's top 10 email providers were blocked (New Media Age, 26.02.04) so look for software which addresses deliverability issues. Choose a system which is easy to use, offers good technical support and offers database management.
6. Build your own mailing lists. Bought in lists invariably perform badly so start with your own database. Ask permission to mail these people and then ask others to join at every opportunity. Promise people that their privacy will be protected and make it easy to unsubscribe so potential recipients are confident that they will not be inundated with junk emails.

Track your newsletter's performance:

1. How many people opened your email
2. Did people pass your message on to others?
3. If your newsletter contained links, how many people clicked on them

If your newsletter is well written and targeted at the right audience, you should see good opening rates and click-throughs. 'Forwards' are the holy grail as these show that your content is so good that your readers want to share it with others.

One survey showed that only 41% of marketers tracked opening rates, click-through rates etc. So, if you **analyse your results** and **ensure your newsletter is interesting to your audience**, you will have the key to making your newsletter a success.

Create a virtuous circle between your newsletter and your website:

1. Use your newsletter to drive traffic to your website – Google likes sites which have lots of visitors
2. Use your newsletter content to update your website – Google also likes sites which have regular content updates



How can Branch Out Internet Marketing help with your newsletters?

Typically Branch Out Internet Marketing undertakes any or all of the following:

- Advise on the choice of software and setting up of the initial newsletter
- Liaise with the web and graphic designers to integrate your newsletter and website effectively
- Write monthly newsletters
- Distribute monthly newsletters and analyse results

We can work with your existing web and graphic designers or recommend suitable suppliers. We will also work with your existing email software provider, subject to a review of the specific system.

To talk to us about your current plans, call **01608 737653** or email: enquiries@branchout-internetmarketing.com and we will be happy to have a **free, no obligations**, discussion about your project.

To receive regular tips and information on ways to improve your e-marketing success, why not sign up for our free monthly newsletter?

www.branchout-internetmarketing.com/newsletter

We will never share your details without your permission and it is quick and easy to unsubscribe.