Building Relationships and Repeat Business with Email

Permission-based email marketing can help grow your small business.
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Why Relationship Email is a Marketing “Must”

Generate leads and repeat business with email communications
It is 15 times less expensive to sell to an existing customer than it is to acquire a new one. And, your own house list can yield response rates of 15%, or higher. That makes your house list one of your most important assets.

Make the most of every visitor and every customer by building your email list, obtaining permission and communicating on an ongoing basis.

The customer relationship vehicle of choice
- Keeps your business in front of your prospects and customers
- Builds loyalty and repeat business
- Quickest and most direct method of communication
- Delivers immediate results
- Measurable and repeatable!

Ideal for new and growing businesses
- Easy – no technical skill required
- Incredibly affordable
- Makes small businesses look more professional
- Helps turn leads into customers by allowing you to build your relationship over time (with small effort and dollars)
- Positions you as an expert – create an informative newsletter and watch your readership grow as your subscribers forward your emails to friends!

“54% of small businesses surveyed rated e-mail as The top online promotion to drive site visitors and customers to their web sites and storefronts.”
Source: DMA Interactive

“69% of US e-mail users have made online purchases as a result of receiving permission e-mail marketing.”
Source: DoubleClick

“Permission-based email is far and away the preferred method of communication for consumers. 78% of consumers rated email as their preferred way to hear from their favorite merchants and businesses.”
Source: DoubleClick
What is Relationship Email Marketing?

Small and new businesses – no website required!

- Send an email to customers and prospects and include a phone number, coupon or offer that they can bring to your place of business.
- Establish yourself as an expert – build a following by publishing an informative newsletter and watch your list grow as your readers forward the newsletter to their friends and associates.
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Grow Your Email List

Collect email addresses and permission everywhere you can!

Make it a part of your routine
Train sales, customer service and other employees to collect email addresses and permission at every point of contact!

- Your website
- A guest book in your office or store
- On customer service, sales or support calls
- On invoices, brochures, customer surveys and feedback forms
- Paid search placements or search engine optimization
- At tradeshows or events

Get and Keep Permission

1. Let your subscribers know what kind of email communications you will send, and how often, when they sign up to receive your emails.
2. Make sure that your emails match what your subscribers agree to receive – whether it is a newsletter, announcement or offer.
3. Remind recipients why they are receiving an email from you.
4. Give your subscribers the ability to edit their preferences and to unsubscribe at any time.
5. Post your privacy policy.
6. Handle unsubscribe requests immediately.

Sample Email Footer

SafeUnsubscribe™
This email was sent to person@domain.com, by Sunset Travel Online.
Update Profile/E-mail Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.
Create Effective Emails - Writing Effective Copy

**Know your audience**
Tailor your message according to your audience and your objective. Know what motivates your recipients and use it to determine how to describe the benefits of your offer.

**Make sure your audience recognizes you**
Your “from” line is very important. Recipients open emails from people and companies they know and respect, so be consistent and use your brand.

**Be concise**
Your subject line should be 30-40 characters including spaces - that’s only 5-8 words total. Your email copy should consist of simple words, short phrases and paragraphs of only 1-3 short sentences.

**Include “Call to Action” links**
Your subscribers can click from your email to “learn more,” “buy now,” “join” etc. Sprinkle your call-to-action links throughout your email so readers can click whenever they are ready.

**Create a sense of urgency**
Limit the offer to a specific time period or to the first 50 customers. Try throwing in a bonus (e.g. “Act now and also receive free shipping, a free estimate or a consultation”) to sweeten the deal.

**Proofread**
Read your email copy aloud. If you stumble over words or phrases, rewrite it. Check your spelling and grammar thoroughly. Errors not only make your email harder to read, they can make your company look unprofessional.
Create Effective Emails - Design for Success

Support your brand
Ensure that your brand is immediately recognizable and consistent in each email. Email is an inexpensive way to build brand awareness and loyalty. Don’t change the look of your newsletters from issue to issue – ensure that they are a consistent reminder of who you are.

Create your image
Each email communication should create a feeling that matches your company’s unique image. If you are a management consultant, your newsletter design should be professional and tailored. If you are a design firm marketing your services, the design of the email should reflect your expertise.

“A picture says a 1000 words”
Support your content with images. A well-placed, quality image can clarify and reinforce your message. If you sell a product or service, it is particularly valuable to include visuals. They will appeal to the “emotion” of a purchase.

Use “white space” effectively
Surround your content with white space. Your layout should be clean and crisp, making your content easy to read. Lengthy copy, too many colors and/or graphics can confuse and frustrate readers.
Measure Your Results - Understanding Metrics

Open Rate
The number of recipients who open your email will depend on the impact of your from line and subject line. Delivery timing also affects your open rate.

Click-through Rates (CTR)
Your click-through rate is an indication of the strength of your offer, or call-to-action. If you publish a newsletter, click-throughs can tell you the level of interest that your subscribers have in each article.

Subscriber Stats
It is critical to monitor your subscriber information. A relevant and professional email will attract new subscribers (through forward to a friend), while a poor or non-relevant email will cause your readers to unsubscribe.

Bounced Emails
Email delivery is critical to your success. You should monitor your bounces and eliminate the non-existent addresses. If you can, try to obtain the new addresses of customers whose addresses are no longer valid.

Email Delivery
Many ISPs and companies use SPAM filtering or blocking software. It is key to monitor which emails are not being delivered because they are being blocked. You may need to work with your email service provider, and potentially your subscriber, to remedy this.

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<th>Bounces</th>
<th>Opens</th>
<th>Clicks</th>
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<td>61.0% (7502)</td>
<td>32.6% (4010)</td>
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<td>26.6% (1998)</td>
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<tr>
<td>---</td>
<td>10.3%</td>
<td>37.0%</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

“60% of consumers say the “From” line most often determines whether they open an email or delete it.”
Source: DoubleClick

Bounce Category
- Non-existent address
- Undeliverable
- Mailbox Full
- Vacation/Auto Reply
- Blocked (more info)
- Other
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Email Marketing Done Right - Use an Email Marketing Service

An email marketing service includes the following:

Building your list
- Subscribe/unsubscribe tracking
- List management and hosting
- Customizable site visitor sign-up
- Forward to a friend option to grow “viral” leads
- Customer information database

Creation & delivery of eye-catching (and effective) emails
- Variety of customizable templates
- Easy-to-use letter creation
- Automatic HTML and text creation
- Time of day delivery option
- Automatic HTML or text delivery
- Customization flexibility

Measuring your results
- Number sent/bounced
- Opens reporting
- Click-through reporting
- Forward to a friend reporting

Why Use an Email Marketing Service?
- Eliminates email marketing pitfalls
- Ensures your email is delivered
- Delivers emails in the right format
- Provides professional templates
- Tracks results
- Manages your list
- Includes a failsafe unsubscribe link
- Ensures that your company email domain is not blacklisted

Try email marketing before you buy, with Constant Contact® the leading email marketing service for your small business or association.
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How It Works

Build your email database
- Add a “Join my List” tag to your site to collect site visitor addresses and more
- Easily import names from in-house lists
- Forward to a friend
- No website required
- Permission-based – Not SPAM

Customized Sign up Form
- Add an unlimited number of interest categories
- Collect demographic data
- Tailor your mailings by interest category and send your customers only what they ask for
- View subscribers and their interests

Create your campaign with our easy-to-use-wizard
- Ready-to-use templates are easily customized
- Select your targeted audience and delivery date
- Customize your message in the text boxes provided
- Personalize each email with first and/or last name
- Easily add product images and links
- Automatic formatting and delivery
- Add optional “Forward to a Friend” in every email
- Built in “help” and quick access to Customer Support

Track your Results
- Easily manage bounced emails
- Track your subscriber count
- Find out how many subscribers opened your emails
- See which customers clicked on each link
- Learn which emails result in the most visits to your site
- Compare your results with other small businesses
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Small Business Examples

**Emitations.com**

“Orders pour in within 24 hours after I send my newsletters. I would recommend using Constant Contact to any small business owner.”

Au-Co Mai, CEO

**Eastman Productions**

“The HTML templates are easy-to-use as are all the extra features. Constant Contact provides ultimate control and ease of operation.”

Judi Eastman, Owner

**TimeShareValues.com**

“Sales of our timeshare properties have increased 125%, and sales of our program on self-marketing properties via the Internet have tripled since we started using Constant Contact.”

Mike & Antonette Manoske, Owners

**Boston Public Library Foundation**

“Email is one thing, but a nicely packaged, attractive and easy-to-read email that is customized with the look of the Foundation attracts our audience and makes recipients want to read it”

P.A. d’Arbeloff, Exec. Director

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About the Example:

- **Emitations.com**: The example showcases how Constant Contact helped a small business owner increase orders and find new customers by sending newsletters. The use of easy-to-use HTML templates provided ultimate control and ease of operation.

- **TimeShareValues.com**: This example highlights the impact of using Constant Contact on sales. The increase in sales demonstrates how effective email marketing can be for businesses, especially those in the timeshare industry.

- **Boston Public Library Foundation**: This example emphasizes the importance of a well-packaged and personalized email. The library foundation saw an increase in reader interest and engagement with their emails, which helped attract more visitors to their events and programs.
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Links to Email Marketing Resources and More!

Access a wide variety of Email Marketing Resources at:
http://www.constantcontact.com/email-marketing-resources

Available Resources Include:

Email Marketing Hints & Tips Newsletter
- Browse through more than 40 informative articles by Constant Contact’s own Email Marketing Diva™! Learn everything you need to know about email marketing, from building your list, to subject lines to testing, troubleshooting and more!

Email Marketing 101®
- A FREE on-demand presentation from Constant Contact!
- 22-minute flash presentation educating you on the fundamentals of email marketing.

Constant Contact® Getting Started Tutorials
- A series of on-demand tutorials that will assist you in getting up and running with Constant Contact.

Free White Papers (like this one):
- Top 25 Email Marketing Terms You Should Know
- 10 Tips on Getting and Keeping Permission
- Top 10 Reasons to use an Email Marketing Service
- Keep Your Customers with Email
- Why You Need an E-Newsletter for Your Company
- Building Relationships with Email Marketing

Sign up to receive Email Marketing Hints & Tips every three weeks!