

Newsletters: How to use one with your business

Marketing by my definition, is "getting someone with a need to know, like and trust you". Therefore all our marketing efforts should support one of those causes.

Newsletters represent independent and niche viewpoints and can help create product evangelists by building a bond with your product users. One of the reasons many newsletters work is that people read them-no small feat when one considers the typical mail volume at most businesses.

You want customers to know as much about your products and services and your firm as they possibly can? Newsletters are the best place to announce company-wide events, such as holiday parties, ski trips, picnics, raffles, etc. Newsletters are great advertising means, and efficient reminders. They can be used for nurturing or interest capturing tools as supplements to other marketing efforts.

If you use an online newsletter, it will simultaneously: 1. contact customers with news and valuable information, 2. provide new leads, 3. position you as the local market expert and 4. nurture leads until they are ready to buy E-newsletter marketing is very cheap and has proven to be very successful for those who do it right.

What kind of content goes in your newsletter, really depends on what your objective is. If you take the time to create useful content your list and readership will grow year after year. It is important to point out that your content should be targeted to your ideal prospects' preferences and reading style. One of the best ways to determine their style and preferences is to ask them. In fact, some newsletters will include a fair percentage of content derived from reader feedback.

There are a few options for content generation. The first and least expensive is to write it yourself. If you are not a prolific writer or don't have the time, consider hiring a ghost writer. Another insider tip is to interview a subject matter expert and use the transcripts to create an article. You can also do a 'how to' article that explains in detail how to do something.

How often you send out your newsletter really depends on the amount of time you can commit to its creation and the type of newsletter you want to publish. If you have a very research intensive 'how to' or expert interview type, then once or twice a month would be sufficient. But if you have a very short "weekly tips" style newsletter then once a week is appropriate. Use your judgment and be sure you are delivering value in the eyes of the client. Don't email bomb them.

Designing for users who scan rather than read is essential for a newsletter's survival. Just as a magazine has a certain look that appeals to its subscribers, so must your e-mail newsletter. Make sure your newsletter design is easy on the eyes--use highly contrasting colors to avoid having the colors blur together.

About the Author

Download your copy of Jeff Paro's excellent free report [7 Steps to Marketing Success](#) Get a totally unique version of this article from our [article submission service](#)

Source: <http://www.alphacsi.net>