

Email Marketing: Cost Effective Marketing for the Financial Crisis

In these financially trying times it's the loyal customers that help small businesses stay afloat, and the referrals that these loyal customers can bring. Email marketing is a perfect way to connect with your customers, grow your current customer spend, encourage referrals and keep in touch with potential clients. It is also low cost, and highly effective, perfect for small businesses and you can get started straight away.

Cost Effectiveness in the Financial Crisis

Traditional methods of marketing both online and offline can cost thousands of dollars to implement and maintain. Businesses suffering from the financial crisis may not be able to afford these services. Email marketing is one of the least expensive forms of marketing and yields high results. Generally, there is a start up fee and then you only pay for the emails you send out.

What Do I Write and How Do I Do It?

You can write whatever you want! Make sure that it's relevant to your audience, that the content is fresh, interesting and of a promotional nature. Including competitions or specials is a great idea, hot topic features, new product launches or you can invite businesses that you are aligned with to contribute to your email content.

Most email marketing software is web-based, so all you have to do is figure out what you're going to write. Email marketing is very time efficient so you can spend your working hours on other important tasks.

How Do I Know If People Are Reading My Emails?

It's easy! Most email marketing systems have automatic reporting, so once you've sent your email you can instantly check the progress of it. The reports can tell you things like how many people opened an email, clicked on a link or how many people forwarded the email on. This is great for seeing what emails have been effective so you can figure out the best email marketing strategies for your business.

Here's some tips to get you started with email marketing:

- **Connect with your customers** – offer advice and tips on your industry, so that people feel they are getting “value” from the email. Then relate to how you can assist them within this.
- **Make it personal** – either through personalisation or segmentation of your emails, or by incorporating the “personality” of your business into the email. This helps “humanise” your communication and establish the rapport with your customers.
- **Gain permission to send to your subscribers** – not only is it important for compliancy (see <http://www.bangonline.com.au/news/12/email-marketing-what-you-need-to-know-about-subscriber-permission> further details), but also for customer relationships. We all know how annoying it is to receive emails from people we haven't agreed to receive them from.
- **Design** – incorporate design and images within your email to really gain impact. Be careful with attachments, as this can cause your email to be blocked.



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- **Manage your subscriber list** – again, for compliancy reasons, its vital that you manage your unsubscribe and bounce lists effectively. This can be an administration nightmare through traditional email systems such as outlook, so we recommend using a web based email system.

The above is just the tip of the ice berg on the big world of email marketing, so it is recommend getting the best advice on what will work for you and your business. Contact **Bang! Online Marketing** for a free email marketing consultation.

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