



goMessage **Guide to eMarketing**

Improve Sales Through Successful Email Marketing

Contents

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Introduction - how to get the most from eMarketing

1 Creating Your Customer Database

- 1.1 Gathering email addresses via your website
- 1.2 Collecting email addresses from customers
- 1.3 Accumulating email addresses from new customers
- 1.4 Assembling email addresses - the direct approach

2 Getting Started - Creating Your Email Promotions

- 2.1 Creating your email promotions
- 2.2 Limited offers
- 2.3 Last minute offers
- 2.4 Email newsletters
- 2.5 Product information & updates
- 2.6 Invitations
- 2.7 Staff newsletters
- 2.8 After sales emails
- 2.9 Personal greetings

3 Tips for Creating Quality Email Campaigns

- 3.1 Banners
- 3.2 Good looking emails



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Introduction - how to get the most from eMarketing

Successful email marketing is more than setting up circulation lists in Outlook and sending a broadcast email to all you contacts asking them to buy something from you. Successful email marketing is a strategic process that can and will:

- Boost your sales
- Decrease your marketing costs
- Generate customer loyalty
- Cut your sales cycle
- Create more referrals
- Save time by automating your marketing

Email marketing is the most instant, flexible and cost efficient marketing tool available in business today. That is why so many businesses are doing it.

This guide has been developed to allow you to take full advantage of the power of goMessage, a leading email marketing, database management system. There is not one 'right way' to do email marketing, but there are superior ways.

There are four steps to develop your email marketing program:

- 1 Create your customer database
- 2 Assemble your template
- 3 Send your email campaigns
- 4 Track your results

This brief guide will provide you with the essential information you need to get started.



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1 Creating Your Customer Database

Your next step in developing your email marketing plan is to implement systems to ensure that your database of contacts is constantly growing in a way that complies with current privacy and anti-spam legislation.

Here is a brief outline of some of the ways you can grow your database:

1.1 Gathering email addresses via your website

Your website can be a profitable source of email addresses from potential customers. You can do this in a number of ways, including email subscription forms, enquiries form, order forms and feedback forms. With goMessage we can give your website developer a code to simply connect your website to your goMessage database.

1.2 Collecting email addresses from customers

New and existing customers are the easiest source of email addresses for your goMessage database. You should never let a customer leave your premises without at least asking for their email address.

1.3 Accumulating email addresses from potential new customers

If you want to build a list of potential customers, you generally have to be a little bit more strategic and be prepared to invest a little money to create your list. As a rule, people will only be willing to give you access to their inbox if there is something in it for them.

1.4 Assembling email addresses - the direct approach

For some businesses, the best way to build your list is to go out and ask for email addresses one at a time. This is particularly true for business-to-business markets. Your emphasis here is on getting permission to send information through via email. This can be done over the phone by yourself or your staff.



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2 Getting Started

Now that you have:

- 1 Activated your goMessage account
- 2 Uploaded all your current customer contact information
- 3 Started collecting contact details from all new customers

You are ready for the next step to design and send you email promotions.

2.1 Creating your email promotions

You are using email as a marketing medium because you want to increase you sales using a low cost, instant communication tool. Unfortunately, so too do a lot of other businesses. Your next challenge is getting through the clutter so that your emails are read by your intended audience.

The single best way to be read is for your customers to want and expect to receive you communications. Different customers will find varying levels of value in your communications and it is up to you to determine what that value is. The following sections will help you identify the best content strategy for delivering the most value to your customers.

Some of the most successful email content includes:

- Information relevant to their needs
- Special offers and discounts
- Information and product developments and new services
- Industry news
- Information specific to your area of expertise
- Examples of work you have done with other clients.

Email marketing will work best for your business if you can offer something to your customer which has value to them, but does not hurt your profitability.

Some examples include:

- Relevant information
- % Discount
- Free gift
- Free trial period
- Buy 2 get 1 free
- Increased/bonus reward points
- Flexible payment terms (e.g. 90 days no repayments interest)



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2.2 Limited Offers

The immediacy of email allows you to get quick responses to your offers. By limiting the offer, you can enhance the speed of the response you get (and reduce the cost to your bottom line):

- Only 10 available
- This week only
- Today only
- Reply in the next 60 minutes

You can also use limiting criteria to help fill off-peak times in your business

- Valid only after 2pm
- Valid only before 11am
- Valid Monday nights only
- Offer available weekends only

2.3 Last Minute Offers

Email is a fantastic tool for disposing of distressed inventory - stock that must sell quickly before it can not ever be sold. You can send an email campaign to a small sub-set of your database with a special last minute offer to clear this old inventory. If you change the group you send this to each time, you will avoid "training" your customers to expect these offers, and to act quickly when they do come through.

2.4 Email Newsletters

Email newsletters are the ideal tool for building and maintaining long-term relationships with your clients. Whereas special offers and promotions are usually designed to drive sales quickly, email newsletters are generally used to build customer loyalty and drive sales over time.

The objective of an email newsletter is to deliver worthwhile content into your customers' inboxes.



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Some examples of worthwhile content include:

- Hints & tips
- Advice columns
- Frequently asked questions
- Technical issues explained in simple terms
- Expert analysis of current issues

2.5 Product Information & Updates

Email is a great way to launch new products and services to a receptive audience, or to inform existing users of new features and upgrades:

- Product updates and upgrades
- New models
- New features
- New services

It is important to the success of your campaign that you stay focused on providing value to the customer, and wherever possible, give them a reason to respond:

- Free test drives
- Introductory offers
- Promotional give-aways
- Discounts

2.6 Invitations

Holding an event? Invite your customers to attend via email, and have them register via an online form. It can be a great way of keeping costs down and attendance up when organizing events such as:

- Product launches
- Seminars & workshops
- Charity & fundraising events
- Open houses
- Test drives
- Social events



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2.7 Staff Newsletters

Remember to communicate with your staff. An email newsletter sent throughout your business, regardless of how big it is, provides you with an ideal way of making sure that everyone is kept up to date on important issues such as:

- Staff events and activities
- Important notices and announcements
- New policies and procedures
- Significant achievements
- Business results

2.8 After sales emails

You can automate some (or possibly all) of your after sales service using goMessage. Your customers would like to know that they are not forgotten once the sale has been made, and a simple email can make a big difference. Some examples of after sales emails include:

- Care and maintenance tips
- "Thank you for your business" emails
- Help and frequently asked questions
- Post purchase satisfaction surveys

2.9 Personal Greetings

goMessage can be used to set up various standard (personalized) emails, which you can send to small segments of your database at appropriate times:

- Christmas greetings
- Easter messages
- Holiday notifications

3 Tips for creating quality email campaigns

3.2 Banners

goMessage will create a banner of your choice at no charge, this acts as an impressive letterhead for your emails.

If you require extra banners it will cost \$90 + GST per banner.

3.3 Good looking emails

Here are some tips to help you make good quality email campaigns

- Use high quality images and graphics
- Create a strong brand image (your banner)
- Do not over crowd with too much content
- Proof read
- Test all web links

goMessage makes it easy to assemble attractive, professional looking newsletters, your customers will look forward to receiving.

