



5 TOP TIPS FOR EFFECTIVE eNEWSLETTERS

Email newsletters are great customer retention tools – they’re cheap, fast and measurable and can be a really effective way to grow your business.

They allow you to keep in contact with your contacts in a soft touch, value added way which is especially useful when you want to stay ‘front of mind’ and have a long buying cycle.

Here are our top 5 tips to help ensure that your email newsletters deliver the results you want.

- 1. Add value through your content;** make it relevant and interesting for the people reading it. Focus on what is important to the reader rather than selling your service or product. Use you rather me in the content.
- 2. Adopt the right tone;** write for an audience of one; and make it somebody you like and respect. Then you won’t be tempted to cut corners by using jargon.
- 3. Use a trusted delivery system** that actively works to reduce spam and increase deliverability of your emails. Also continually test and refine elements of your emails to improve your ‘opens’ and ‘click throughs’.
- 4. Try the affinity route to reach new customers,** that is have your email introduced by someone they already receive emails from – such as a business ezine to which they subscribe.
- 5. Test, measure, and refine;** keep on reviewing your eNewsletter content to ensure it stays fresh, interesting and up-to-date. People get bored quickly so keep evolving your offering.

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