



Are You Maximising the Potential of Email Marketing?

Too many business owners and managers still haven't appreciated the power of email marketing. The dot com bust caused many to write off the profit potential of the internet – a big mistake. In addition, the irritation that many people choose to feel about spam fails to take into account that email has become an incredibly important form of business communication.

The answer to the spam issue is simple. Make your emails stand out from everyone else by using them to add value to your customers and prospective customers. How?

The key is not to think of email as a selling tool – but as a powerful communication tool. Emails have the power to keep you 'front of mind' especially powerful when there is a long buying cycle involved or where you are trying to harness the power of referrals. Use this communication tool to add real value to your customers' lives and to keep them informed of your activities. Make your emails interesting and relevant – add value and keep it short – nobody has time to wade through realms of information.

Personalise your emails. The technology has advanced so that this can personalization can be done automatically.

Also keep tweaking, enhancing improving your communication – review your click throughs, bounces and open rates. Testing and refining is easy and doesn't cost a fortune. The reporting on email marketing software these days is very sophisticated - you can know how many clicked on which link at what time, who opened your email, who forwarded etc

A starting point to harnessing the power of email marketing is not rocket science. Capture the email address of everyone who comes into contact with your business! I am amazed that so many businesses still do not collect the email addresses of everyone who contacts them. Such a wasted opportunity! Every time a business fails to capture someone's email address they're turning down the opportunity to contact them for free, for weeks, months and years ahead. It's also insane not to offer visitors to your website an easy way of submitting their email address.

Once you have the email addresses – you need to use them! Of the businesses that are good at collecting email addresses, hardly any of them follow up by communicating regularly with their customers and clients in an effective way. You don't just have to use email to sell. You can use email to thank people for their business, make them a special offer, give them a free article or report, send a newsletter, recommend a product or service they may be interested in, ask for referrals, share some news they may be interested in, ask why they've not done business with you...the list is endless.



Building relationships with existing and prospective customers using email is a cost effective marketing tool that when done properly, can add significantly to your bottom line.