

**10 steps**  
**to ensure your emails**  
**reach your customers**  
**and get results!**



Identifying effective solutions for all your marketing needs

# Today's essential Marketing report

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## Today's essential Marketing report

### INTRODUCTION

## **10 steps to ensure your emails reach your customers and get results!**

**Do you wonder how you can keep in touch with your customers without hassling them and spending a lot of money?**

**Newsletters are a great way to maintain contact with your current customers as well as attracting new customers.**

*Cost effective*

*Low maintenance*

*Measurable*

*Beneficial when written correctly*

**What could you not like about newsletters or email blasts?**

*This report aims to give you food for thought on your own newsletter or email campaign. There are 10 key steps to consider and follow to ensure your email is the success it should be....*

**Read on....**

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## TOP TIPS

### **1. Get to know and understand the benefits of a business newsletter?**

*Knowing the capabilities of the tool and knowing your own objectives will help you achieve your goals, whether it is to raise awareness or to grow your database*

### **2. Ask yourself who is your Audience and what is your Budget?**

*Is this an internal email for staff or external to customers? The tone and content should reflect the audience. The budget you have will help decide if you will go with a printed newsletter or email? Will you use an external copy writer?*

### **3. Think about the Layout and Format you/your customers would like?**

*Consistency is the way forward. Include your branding. Include long and short articles. Images and photos are always interesting to use.*

### **4. What will you write about, the Content?**

*Will you include event announcements or invites? Perhaps include news, staff changes, new products. Include promotions and offers, anything that is newsworthy.*

### **5. Work out your Headlines and Subject lines and Personalisation**

*Your headline should grab attention and make an impression. It should state a benefit and answer a problem.*

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### **6. How to avoid the newsletter being junked?**

*There are many tips to use and pitfalls to avoid. Most importantly is to ensure you are included in the recipient's address book. Always have a clear subject line and clear to/from details.*

### **7. Consider how frequently to send out your newsletter?**

*Weekly, daily or monthly? Consider your audience and your resources. Don't bombard people yet don't leave it too long between communications.*

### **8. Opt in and Opt out – knowing the law?**

*Make sure you stay on the right side of the law and treat your data and customers with the care they deserve. Always give the option to unsubscribe!*

### **9. Mailing data – the options**

*Do you buy in lists? Do you use your own data? Make sure your database is up to date and that it contains all the relevant fields needed for a successful marketing campaign.*

### **10. How to send your newsletter out and how to monitor the results?**

*Do you use basic email or an online based software tool? Will you want to monitor the results of your emails and what will you do with these results?*

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## **BENEFITS**

Reach out to your customers and make sure they know where you are, what you sell and why they should buy from you?

Increase your bottom line profit through effective yet simple communications

Get in touch with new leads and existing customers at the press of a button

Plus they are low cost, measurable and regular

Plus many more ...

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## CALL TO ACTION

Hopefully this report has wet your appetite and got you thinking about how to implement your own newsletter or email blast to boost your profits and to see a return on investment.

### What Next?

Email me or call me to discuss your newsletter or email campaigns

Or

Visit the website for details on the NEW packages recently launched –  
[www.pinpointmarketingconsultancy.co.uk](http://www.pinpointmarketingconsultancy.co.uk)



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**Nicole Martin**  
**Pinpoint Marketing Consultancy Ltd**

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## SAMPLE



ISSUE 20 March '10

*Pinpointing the latest news, views and updates relevant to you and your business!*

With Spring just around the corner, we hope, do you have a spring in your marketing step? Does your database need to come out of hibernation and prepare itself for the months ahead? Read this month's newsletter for useful tips on managing and maximizing your data.

A handwritten signature in black ink that reads 'NM 27/3'.

**Nicole Martin**  
Managing Director



### **Your Database**

Do you keep records of your customers?  
Do you review this information and data to use it in an effective way e.g. what do people buy and how often?

Could you use this information to send targeted and tailored email campaigns or promotional offers?

This is often referred to as CRM - customer relationship management.

### **Data Protection**

Note - a very important issue to be aware of regarding databases is how you store the data.

Keep it safe, keep it updated, keep it accurate and so