



3 reasons why every company should be sending e-newsletters

“62% of marketing executives surveyed say that email newsletters are tactics that are a part of their 2009 marketing strategy.” - Datran Media "3rd Annual Marketing & Media Survey Results" (2008)

E-newsletters have been the hype for several years now, and with good reason. I'm sure you have received regular, and in some cases daily, e-newsletters from your favorite brand, store or company. What an easy and cost effective way to regularly communicate with your customers. Throughout this article we are going to explore why every company should be communicating with customers through e-newsletters.

Building Customer Relationships – Out of sight can indeed mean out of mind. Sending weekly, monthly or quarterly e-newsletters to customers with product updates, upcoming events, or any other information that is pertinent to them, will help keep your brand top-of-mind. Not to mention that if your customers have an established relationship with you, you will be the first they come to when they are in need of your product or service.

Cost-effective – Think about what is involved when you send out a direct mail campaign. Typically you have the cost of paper, printing and postage, which can be extremely cost prohibitive. And with the continual rise in postage costs alone, efficiencies are definitely being lost. When sending out an e-newsletter, not only are you being environmentally responsible, email is considerably lower in cost compared to direct mail. And with the addition of social media functions like “share” and “forward to a friend,” your customers can help to find you new prospects at no additional cost to you.

Collecting results – Sending e-newsletters allows you to collect information on what is working with each effort. You can collect information such as who clicked on which link, what day and time, and which links are getting more and less clicks. All of this can help you tailor your future email efforts to the needs of your customers so that you are providing them with the information that is of most importance to them.

Overall, e-newsletters provide your company with an easy, cost-effective way to build relationships with your current customers and prospects and to provide the instant and in-depth results you cannot get doing direct mail.

Beth Conroy

Proximity Marketing, Business Development Manager
phone / 330.220.6100 ext. 244
beth.conroy@proximitymarketing.com
www.proximitymarketing.com



P r o x i m i t y
M a r k e t i n g

Let Proximity Marketing, your emarketing partner, work with you on campaign strategy, design and deployment that will really move the meter on response rates and ROI. Our value is in our ability to help you:

- understand how to get your customers to respond
- alter your message without changing your e-identity
- provide strategy and guidance for all emarketing objectives
- tie together all of your products/services, promotions and social media into a solid emarketing plan