



**FRESH**  
eyes

## WORTH ASKING Email Marketing

### **Should I consider professional email marketing for my business?**

Professional email marketing is a cost effective way to contact prospects and existing customers allowing you to improve your bottom line. Professional email marketing can strengthen business relationships, build customer loyalty and deliver measurable results. It's worth considering.

### **Is there a downside to shooting off emails to everyone in my address book?**

If you do a so-so job on emails, because you're short on time or knowledge, readers will think you do a so-so job on everything else. Unprofessional email marketing can turn happy customers into unhappy non-customers and ruin your professional reputation. Poorly worded email content or incomplete disclaimers on specials can generate significant expense. Further, sending unprofessional emails could land your IP address on blacklists and cause future emails to be blocked by filters.

### **What can I do to increase the chances of my emails actually being delivered, opened and read?**

- Consider hiring Fresh Eyes Business Services to teach you about email marketing or to handle your email marketing campaigns.
- Only mail to legitimate contacts who would expect an email from you. Bounce backs and spam reports will cause future emails to be blocked. Continuously build your email list and keep it clean.
- Provide value to the reader every time and choose a delivery time that works for your audience.
- Establish and keep a reasonable schedule.
- If advertising a "special", *make it special* or the reader will never open another email from you.
- Use a clear and consistent FROM name that is recognizable to the reader.
- Include "opt out", "add us to your address book" and "forward to a friend" options.
- Use short and informative subject lines, avoid long paragraphs and personalize when possible.
- Avoid ALL CAPS, \$ signs, multiple exclamation points!!! and words that alert content-based spam filters.
- Use a service that allows you to track results, test options and send both HTML and plain text versions.
- Segment lists when possible to improve ability to target content for better results.
- If sending email to @hotmail.com or @msn.com addresses you must be Sender ID compliant, visit <http://anti-spamtools.org> for information.

### **How does one build a permission based email list?**

- Input email addresses of current customers, one year is the general rule of thumb.
- Input email addresses of current business partners.
- Collect email addresses in your place of business or at point of sale.
- Collect email addresses at trade shows, expos and networking events.
- Add a sign-up form on your web site, include only the information and segments you will use.
- Send postcards to current mailing list encouraging recipient to sign up.
- Include sign up instructions in all publications, sales receipts, surveys, articles and press releases.
- Do NOT blindly upload third party lists such as chamber members.
- Do NOT harvest emails from web sites.

*Sue Kinch, president of Fresh Eyes Business Services, helps small business owners move their businesses forward by providing objective input, affordable services and encouragement.*

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