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Get Going With Email Marketing And Keep More Customers

By Chris Swemba

It's Never too Early: We often talk with companies who aspire to reach many of the same goals

we've achieved with email – regular communications, and enhanced relationships. Amazingly, many of these companies are considerably larger than us – but yet object on the grounds that they 'aren't ready.' Baloney! Email marketing is incredibly easy to get started – and in our opinion it is most effective when it is done with a philosophy of simplicity

Frequent Contact is Key: Email marketing does not work as well for a one-time quick hit marketing strategy. Email allows you to build a regular, ongoing dialogue with your best clients and prospects. And that becomes self-selecting – those who most wish to do business with you will appreciate the regular communications. Those who do not can opt-out. It truly is a win-win.

Be Regular: One of the real keys to success is how frequently (or not) you communicate. We occasionally provide special alerts, but generally, for us, once a month is plenty often to communicate. I firmly believe – and our results have confirmed – that regular but respectful communication is optimal.

Content is King: Ultimately, for professional service firms like ours it is ideas that build relationships – and ideas are driven and supported by content. We strongly recommend the creation of a regular communications vehicle – whether an e-Newsletter or other vehicle. It has worked for us and it works for a number of our clients.

Be Brief: We also have found that it is critical to keep the content out of the newsletter. While this may seem to be a contradiction to the previous point, it is not. You should let people know about your ideas, but not force them down their throats. Use the newsletter to point to your content (on your site or elsewhere) but don't try to cram it all in. It shouldn't take someone 10 minutes to decide if your newsletter is worth a read. An overly long, dense, hard-to-read newsletter simply wastes people's time. In addition, by keeping the content external, you can use click through analytics to see who is really interested in what content – and tailor your follow-up appropriately.

Keep it Entertaining. We're shocked by the number of dry, boring newsletters that clog our inboxes. We subscribe to many newsletters to keep up on our competitors, but we usually only read those that

keep us entertained. Try adding a bit of humor if possible.

Don't Hard-Sell. The flip side of the coin is when we see companies who feel as though they need to close business in every sentence. Email marketing is about relationship building, and it is something you're doing for the long-term – not a quick revenue hit. Even for consumer-oriented retailers, this fact still holds true– customer relationships are profitable when they are long-term, so your marketing efforts need to be oriented that way.

Chris Swemba is the founder and CEO of Kinetica Media, an internet marketing company that develops and implements affordable internet marketing and website design services. Please visit

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for more information on our website design, logo design, email marketing and search engine marketing services.

Boost Sales With An Email Bonus!

By A.T.Rendon

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If you are doing business online then you must have an email contact list.

It is absolutely essential that you be able to email your list of subscribers, customers, hot prospects or general permission based list of non-customers with information about whatever product or service that it is that you are involved with.

Email, after all, is the foundation for communication on the Internet.

Whether you have your own established list of email addresses to contact or if you use one of the 1000's of online safe email lists to get your message out, you can boost your sales response by using a simple yet valuable email tool; an email announcement.

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An email announcement is essentially an 'Alert' or bonus email.

You can provide your established customers an email alert about timely information on product releases or new services being offered, even before your non-customers find out about it from you or someone else.

This gives your established customers preference.

But you can use the same technique with total strangers, like those from a safe list that you recently joined, by wording your email to show that it is a "Special Announcement".

All of us allow our attention

to be captured when we see an email alert of this nature.

Whether or not our attention is retained by that email has less to do with the actual wording of the alert than with the subject matter and whether it holds any interest for us personally.

But the important thing to remember, is that the 'Alert' itself can capture the attention of your potential audience just long enough for them to decide if it is of interest for them.

Capturing the attention of your target market will always **BOOST YOUR SALES!**



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