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Navigate More Website Activity Through Email Newsletters To Visitors

By Anton Cheranov

When you own a business website, you may find it helpful to have a weekly or monthly newsletter

full of useful information about your products. Newsletters can be a great way to navigate more website activity your way. Emailing weekly or monthly newsletters can be the best way to update or remind past visitors of your services or products. Extending special offers in those newsletters can generate more website traffic, purchases of services or products and possible referrals from the visitor's friends and family. Customers and prospective customers are the backbone of your business. Without customers, you would have no business. Businesses know this and they know how important it is to maintain communication with their customers in order to build a stronger relationship. Good communication and strong relationships generate loyal customers that will keep coming back to you for more.

Email newsletters are a form of email marketing. This is a great marketing tool for small businesses to operate productive websites. It is a matter of communicating with your target audience. For example, Jane has visited your website looking for a birthday gift for her husband and she decides to opt-in and sign up for your business newsletter. Even if Jane decides not to make a purchase at that time, in a week or a month when she receives your newsletter with a special offer or discount, she may be encouraged to return to your site to make a purchase. If she is satisfied with her purchase, she may become a loyal customer and refer your services or products to her friends and family.

Why send newsletters via email instead of through the postal service? Customers prefer receiving emailed newsletters over regular postal mail because it is fast and convenient. In addition, there is never that extra piece of mail that ends up clogging your mailbox. Businesses like sending newsletters via email because it is easy, fast, and more affordable than regular postal mail. It is also less paper and ink used, and no postage or printing costs. Emailed newsletters are simply more economical and no trees have to die.

When building your website, it is best to offer the opt-in newsletter as a way to maintain communication with visitors and customers through the information they provide. You can also provide special discounts or promotions to encourage visitors to sign up for your website's newsletter. Offering appealing incentives in the subject line of your emailed newsletters will encourage the recipient to read

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your newsletter right away instead of sending it straight to the trash bin. This type of marketing will help you to navigate more website activity and boost sales of services and products, not to mention all the recognition your website will receive.

Writing compelling newsletters can help build trust and win the loyalty of your target audience. By sending newsletters on a weekly, bi-weekly, or monthly basis, you can remind the recipients of your services how they can benefit from your business and why they need your service or product. This is also a great way to encourage them to buy your services or products with limited time offers, special discounts or extra bonuses. It would also be a good idea to include simple how-to's in your newsletter. Many people enjoy reading how-to's and learning how to do something new.

You can easily navigate more website activity through sending emailed newsletters to visitors. Newsletters are a great promotional way to build a stronger and better business through your website and for gaining loyal customers.

For those entrepreneurs who are skilled enough to create a newsletter on their own, this can be a very rewarding challenge. Moreover, it is a challenge that can bring you more website traffic and generate more customers that will eventually create more purchases. Alternatively, you can choose from many reputable businesses that specialize in creating email-able newsletters for you. Many small businesses find themselves too busy to keep up with the demands of creating newsletters and if it is in your budget, you may consider hiring the professionals to take care of it for you. It takes a load off you, but you still get a great newsletter. This way you can focus on promoting your website and in all areas of customer satisfaction.

Here's the Ultimate Solution to Falling Email Response Rates, Wasted Email Marketing Efforts and ALL Your Email Nightmares, Problems, Weaknesses and Shortcomings. Direct2Client Frees You from Email Publishing SLAVERY! Check Out:

<http://www.thedirect2client.com>

3 Money-Making Reasons to Display Your Newsletter on Your Website

By Roger C. Parker

Seeing is believing. Unless your website visitors can experience your newsletter and appreciate its value, they're unlikely to join your opt-in, email list. By posting your newsletter on your website, you encourage more visitors to subscribe and you drive more profitable traffic to your website each month.

– Growing your opt-in email list is one of your most important goals. Your success depends on encouraging a high percentage of website visitors to provide their email addresses and permission to contact them for free via email. Most websites expect visitors to opt-in to email lists without first providing an opportunity for visitors to 'test drive' the newsletter. This is like wearing a blindfold when shopping for a car! Thumbnails, reduced size images of newsletters, are not the answer. Visitors are not able to read the value of its information before signing up. As a result, only a small portion of

website visitors subscribe and – of those that do - many quickly unsubscribe.

– Your second biggest goal is to monetize your educational One–Page Newsletter by generating immediate sales. For the first time, you can display your newsletter in the context of other text and graphic elements on a web page. Next to your newsletter, for example, you can display links to promotional coupons or links to special offers described on other pages of your website. This is important because fewer and fewer firms are distributing formatted newsletters as email attachments. Instead, they are driving traffic to their website each month by sending short emails announcing the page on their website where they have posted the latest issue. You can now easily convert this traffic into sales!

– The third money–making reason for displaying your newsletter on your website is higher readership. More visitors to your website will likely read your newsletter because they don't have to first download it. This leads to more sign–ups. The more attractive and informative your newsletter, the more likely visitors will sign–up to receive it. You can prove the consistent high value of your newsletter by adding descriptive links to earlier issues.

Although Acrobat Reader PDF format is ideal for distributing newsletters with typography and formatting intact, it is not useful for previewing newsletters.

Macromedia's Contribute 2 is a software program that incorporates Flash Paper technology. With Contribute 2, you can easily add a readable, zoomable and printable version of your formatted newsletter to a page of your website.

This means that visitors to your website, without doing anything else, can immediately read and print your newsletter. The newsletter on your website will be an exact replica of the original.

Flash Paper versions of your newsletters complement Acrobat versions of the copies you print on your office printer. For the first time, you can combine the credibility and constant visibility of educational newsletters with sales created by free, targeted promotional messages.

Roger C. Parker is the \$32,000,000 author with over 1.6 million copies in print. Do you make these marketing and design mistakes? Find out at

www.gmarketing–design.com

3 Money–Making Reasons to Display Your Newsletter on Your Website

What's Standing Between You and More Sales?

Are You An Internet Marketing Success Story?

How To Make Your Website User Friendly

Affiliate Marketing And Promotional Materials

AX Gold's Website Guardian

Ezine Filter and Format software

The Antioxidant Benefits Of Coffee
News Letter Genie Pro
AX Gold Web Security Kit



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