

## **What does a mailing list do for you?**

As you may perceptibly know, an e-zine (electronic newsletter distributed by email) is an excellent tool to use to distribute important information to your web site guests and clients. Email marketing with e-zines:

1. Establishes trust between your and your clients - Publishing an e-zine helps to establish you as a reputable business dealer and over time inspire trust.
2. Brings web visitors back - When someone signs up for your e-zine, the mailing itself will serve as a reminder to revisit again and again, eventually turning your e-zine subscribers into paying customers.
3. Establishes You as an Expert - By publishing an electronic newsletter and writing your own articles, subscribers will come to see you as an expert in your field
4. Builds Brand Loyalty - The familiarity they feel from reading your electronic newsletter will reinforce brand loyalty to your site, turning many of your current subscribers into future customers.
5. Keeps Current & Potential Customers Up-to-Date on New Products & Services Pricing may change, you may add new sections of interest to your web sites, etc. Your electronic publications allow you to share this important information with current and potential customers keeping them up to date and possibly bringing them back for a new sale. Nothing is worse than having a client tell you he went to one of your competitors because he didn't know you offered that same service or product
6. Builds Relationships and Allows You to Build Opt-In Email Marketing List- Relationship marketing is important on the Web, and publishing your own electronic newsletter will help you do just that. The truth is, most people would rather spend money with someone they like than someone they don't know.
7. Keeps Your Web Site Fresh in Visitors' Minds.- This technique of "reminding" someone about your site is important; it really helps to keep a constant flow of traffic returning to your web site.

Most companies find the need to advertise in the yellow pages and other places in addition to having a company Web Site. You may have found most types of traditional advertising is difficult to measure – did you ever wonder how effective your adverting really is?. With email marketing, however, there are specific reports and information available to you that can easily measure your marketing efforts. Success of an e-zine campaign can be measured using the number of emails sent and seeing the number of



emails opened, email bounces, unsubscribes and click throughs. You can tell who opened your email, which links in your email motivate the most clicks, who forward your email to someone else and a hundred other reports produced as needed. All this useful information can be used to send highly targeted campaigns to individuals most likely to respond to your offers.

How can this help you? With email marketing using e-zines, your business has an opportunity to reach out to customers and prospects, increasing customer retention in ways that were not possible a few short years ago. Whether you do it yourself or use Dundee Internet Services, Inc or email marketing should be a big part of your customer relationships efforts.