

E-marketing Beyond the Web Site

presented by Nancy Passow, Write for You in NJ

You should already be using your web site to showcase your business. Now go the next step and use e-mail and e-letters to connect with your current clients and prospects. Here is a brief overview on using on-line marketing for getting your message out, including some important do's and don'ts.

Why do it?

- ★ Keep in touch with current clients and prospects.
- ★ Generate new leads.
- ★ Publicize upcoming events.
- ★ “The more you give, the more you get.”

Things to Do

- ★ Keep it short and to the point.
- ★ Determine frequency (monthly, bi-monthly, quarterly, special events)
- ★ Content can include news about your company, useful information, special offers (but make sure it's a “soft” sell).
- ★ Develop an e-mail list – sign-up link on web site, collect business cards, etc. (affirmative consent/permission-based; preexisting business relationship)
- ★ Include “please forward to friends or colleagues who might be interested”.
- ★ Include company contact information (see below for other legally required information).

Things Not to Do

- ★ No spam – don't buy e-mail lists.
- ★ No “hard” selling.
- ★ Don't inundate your recipients with e-mails.
- ★ No e-mail address list at beginning – use “bcc”.

How to Do It

- ★ Simple format – e-mail.
- ★ More elaborate using HTML, photos, etc.
- ★ Use a service that provides templates and e-mailing capability.
example: Constant Contact -- <http://www.constantcontact.com>
- ★ Use a freelance writer to provide content.
- ★ Use someone to provide content, structure, and mailing.

CAN-SPAM Act of 2003

Federal anti-spam legislation requires the following in each e-mail:

- ★ a legitimate header
- ★ a valid “From” address
- ★ a straightforward “Subject” line
- ★ an unsubscribe/opt-out link &/or instructions and a physical e-mail address

Nancy Passow, owner of Write for You in NJ, your freelance copywriting and technical writing consultant -- providing brochures, press releases, web site content, newsletters, and training. Nancy's articles have appeared in professional journals (print and on-line), newsletters, and magazines and she has presented workshops throughout the US. She belongs to NJAWBO (Bergen Chapter Board Member), Rockland Business Women's Network, Association for Women in Communications, the Society of Women Engineers, and the Board of Directors of the YWCA of Bergen County.