

## Exercise 1: Your E-Marketing Plan

You must have an e-mail marketing plan in place before you start your e-mail marketing. What is your strategy? What are you promoting? How will you convey your message?

Once your e-mail marketing plan is in place, what defines your success to a call to action?

- Is it whenever a recipient opens your e-mail?
  - Is it whenever you log someone from their opened e-mail to a landing webpage at your website?
  - Is it whenever you get an inquiry via phone or e-mail with reference to the e-mail you sent?
  - Is it whenever you land and sign a client?
  - Is it for another reason and if so, what?
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## E-Newsletters

E-Newsletters are one of the most widely-used systems for delivering e-mail marketing campaigns. Reason: They keep your company in front of your targeted audience on a regular basis for a very reasonable cost. It's also about building a relationship with your customer over a period of time. Your helpful articles within your e-newsletter or time saving advice in their e-mail box on a regular basis will help them build trust with your company.



## Steps to a Successful E-Newsletter

1. Deliver content with real value like a feature article on something that targets your market. Other ideas are tips, quizzes, contests, news, industry articles, motivational articles, new ideas, etc.
2. Provide discounts, offers and specials from time to time to only your e-newsletter members.
3. Provide a subscribe/unsubscribe area or a link, usually found at the bottom of the e-newsletter, to modify their e-mail address if they change ISPs.
4. Provide a weekly tip that targets your market.
5. Stray away from too many banner links and advertising areas. Limit these to 1-2 per e-newsletter.
6. Don't make the e-newsletter too long; allow it to be read within 15-20 minutes.
7. On your website, where users can subscribe to your e-newsletter, entice them to sign up by offering a free gift like an e-book on

- “How to Get Organized” or whatever suits your market. Show them a peek copy of the most current issue.
8. Have contests and free draws on occasion.
  9. Do include updates of new products and services you may have.
  10. Keep a tracking system of how many people opened your e-newsletter, how many clicked through to your website, how many trashed your e-newsletter into the trash bin, etc.
  11. Keep your subject line consistent each week or month when you send out the e-newsletter so that people start to remember it when they see it in their inbox and open it up instead of ignoring it.
  12. Use images sparingly as this increases downtime.
  13. Proofread at least 3 times. Better yet, have someone close to you proofread it too. There is nothing worse than grammatical errors.
  14. Keep the structure, look and feel of your e-newsletter consistent in each issue so readers can jump to the areas they love reading the most.
  15. Have an archive of back issues with a link to them at the bottom of your e-newsletter. This also helps in adding content to your website for better search engine optimization practices.
  16. If the e-newsletter has a few different topics in it, make sure you have a hyperlinked, short but sweet, table of contents at the top.
  17. Establish an editorial guru personality which will add credibility to your expertness and features you present in your newsletter.
  18. Send your e-newsletter out the same time every week or month or whenever you send it. Keep it consistent so they can expect your e-newsletter on a regular basis.
  19. Be professional in your writing yet personal too. Don't get stuck up on technical babble that no one knows what you are talking about yet in the same breath don't use simple slang language either.
  20. Encourage your readers to forward your e-newsletter to a friend.
  21. Make the e-newsletter scannable. Users read differently on the web by scanning for headers and topic titles of interest.
  22. Let your personality shine through. Readers are more likely to become loyal and trust you if you just be your ole honest self!

23. Keep it fresh and new each issue. Your readers won't waste time reading something they already know, so make it news they can use. Know your reader and write articles that interest them and their businesses.
24. Invite your readers to contribute to your e-newsletter. Nothing makes people happier than seeing themselves in print or hearing about themselves. Maybe have a "business profile" each month.
25. Always test the e-newsletter once before you send out by sending to yourself first.

E-Newsletters can take up half your day per month preparing and e-mailing off but the return can be enormous so do consider it. A good e-newsletter that is well targeted to its market and informative to its readers can increase your credibility as a Virtual Assistant. It can make you stand out from the crowd as someone who knows her stuff and loves to share it with her network of loyal subscribers. This loyal subscriber list will, overtime, bring you new clients. YES! More money in your pocket for a small amount of marketing time and expense!



## Exercise 2: Composing Your E-Newsletter

Located on CD-ROM: Templates/E-Newsletter.doc

## E-mail Signatures

Signature files are one of the most valuable (free) and powerful online marketing strategies, yet few ever use them. So many times I've received e-mails from businesses that just reply with:

Sincerely,  
John Smith

How do I contact this person by phone right now? Or how can I research her business and read more about her service offerings? I can't!

This is a free opportunity to market yourself so ALWAYS have a signature on all your online correspondence!

Here is my current signature that I put at the bottom of every e-mail I send:

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