

# Small Business News & Notes

## Tips On Using Email Marketing Effectively

(NAPSA)—Many retailers have found that, in times of economic uncertainty, email marketing can be an excellent way to reach potential customers.

There are many reasons why email marketing has proven to be a successful sales tactic for retailers. A few are:

- Email marketing offers practical, cost-effective and results-driven solutions that enable retailers to promote merchandise and hot sales.

- The ability to segment a list enables a business to target its email marketing campaigns by key demographics, including age, buying patterns and location.

- Email marketing allows for campaign optimization and increased efficiencies by testing the effectiveness of an email distribution mid-campaign and making corrections as needed.

Campaigner®, a popular email marketing service that offers segmenting and a user-friendly interface, suggests the following tips to retailers who would like to try email marketing but don't know where to begin:

- Target your customers. A good email service can segment your list by past purchases to match your subject line and product links to what the customer wants to buy.

- Segment your lists. Segmenting a customer list based on typical order size can help you create targeted emails for low, average and high spenders.

Using these sublists can help you personalize offers for each group with the right incentives to entice potential customers to fill their carts a bit fuller this year.



**A process called segmenting allows a business to target its e-mail marketing campaigns using information such as age range, buying patterns and location.**

- Make geography an asset. If you're near a college campus, sort your list by state or zip code to identify customers who are out of the area. For example, by segmenting the list, you can target students with "move-in" specials for dorm room essentials and parents for hotels and restaurants.

- Connect with your customers. Identify the most loyal customers and personalize campaigns to make them aware of your latest offers. For example, you can include a loyalty promotion, like free shipping or presale notices.

- Keep it simple. Skip the need to learn layout and photo manipulation software by using a service like Campaigner that offers a complete, user-friendly interface and good back-end reporting.

Keep in mind, these tips can work throughout the year. Done correctly, email marketing allows you to become (and remain) visible to customers and prospects with highly targeted messages, at a minimal cost, that deliver measurable results.

To learn more, visit [www.campaigner.com](http://www.campaigner.com).