

Three Easy Steps To Grow Your Organization

(NAPSA)—Running a small business or organization presents many challenges, including how to find the time and money to create successful marketing campaigns. The right marketing mix can help build strong relationships with current customers, clients or members—who are also your most valuable prospects. One of the easiest, effective, and most affordable marketing communication tools available to small businesses and organizations today is email marketing.

The first step in developing a successful email marketing campaign is to find a quality service that's the right fit. A reputable service provider will provide list management services (opt-in, unsubscribe, etc.), professional-looking email templates that are easy to use, mailing and reporting functions, and the right reputation to ensure that your email is delivered to your recipients.

Using a third-party service is affordable and will ensure a professional look to your email newsletter. For example, more than 130,000 small businesses and organizations turn to Constant Contact to deliver quality email newsletters to their key audiences. The company offers creative and seasonal templates, affordable monthly plans and a 60-day free trial to try out the product. To learn more, go to www.constantcontact.com.

Many small businesses and organizations across many different industries are thriving with email marketing. From increased repeat sales to stronger customer relationships, the benefits are numerous. They include:

- Launching new programs;
- Inspiring members; and
- Staying connected.



Emails can be a great way to build customer relationships.

Whether you're a restaurateur, travel agent or a religious organization, starting an active dialogue with your network can be as simple as one, two, three. Here are a few steps to help you get started:

1. Build a list of people interested in hearing from you. Collect email addresses and request permission to send emails at every point of contact with your current and prospective customers, clients and members, both online and offline.

2. Decide what you want to communicate. Make your email campaigns useful, relevant, and interesting. It's important to send personalized communications that address your audience's concerns and needs without being too sales oriented. This will position you as a source of information and, quite possibly, an expert.

3. Determine when you want to communicate. Look at your organization's calendar to decide what information to communicate and when. Developing a regular schedule will keep customers anticipating your emails.

For more advice on how to grow your business or organization using email marketing, go to www.constantcontact.com/learn-ing-center.