

Small Business News & Notes

Email Marketing Tips For Small Business

(NAPSA)—Despite the uncertain economy, there are still vast opportunities for small business growth. With the right tools and a little know-how, small businesses can thrive over the coming months.


Constant Contact, Inc., a provider of email marketing and online survey tools, offers its top five email marketing tips for small businesses to improve communications, boost customer loyalty and attract new and repeat business.

1. Define your objectives. Your goals for an email campaign should determine your content. The most effective email strategies are those that offer value to your subscribers: either in the form of educational content or promotions. To drive sales, a promotional campaign is the best format. To create brand recognition and reinforce your expertise in your industry, educational newsletters are the way to go.

2. Build a quality list. A quality, permission-based email list is a vital component of any email marketing campaign. Ask customers and prospects for permission to add them to your list at every touchpoint. And while permission is vital, it's equally important to maintain a clean list. Take the time to correct bad email addresses and remove old ones.

3. Listen to your customers. Easy-to-use online surveys allow businesses to ask specific questions about customers' preferences, interests and satisfaction, arming business owners with valuable information they can use to improve their products and ser-

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vices to best meet the needs of their customers.

4. Send only relevant and targeted communications. Find out about customers' specific interests when they sign up. Then, send only relevant content to those subscribers. Your customers will appreciate the extra effort and customization.

5. Reinforce your brand. To ensure recognition of your brand, it's important to reinforce it in all email communications. Use a recognizable name in the "from" line of your emails and use it every time. Similarly, be sure to include your company name, logo and a consistent design and color scheme in every email.

Email marketing is an easy, effective and affordable method for communicating with your loyal customers. By implementing these five simple tips, you'll not only improve the success of your email marketing campaigns, you'll reap the benefits of those results—stronger relationships, loyal customers, repeat business and referrals—for many months to come.

To learn more about how email marketing can help your business thrive, or to sign up for a free 60-day trial of Constant Contact, visit www.constantcontact.com.