

Email Newsletter

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Submitted to : Prof. Dr. Eduard Heindl

Submitted by : Tejinder Singh

Declaration

I hereby declare that this term paper is my own work. The sources that are used as references are mentioned at the end of the paper according to numbers that I used.

Table of Content

1. Introduction	4
2. Why publish an Email Newsletter ?.....	4
3. How to build a successful Email Newsletter ?.....	5
4. How to build a huge list for Email Marketing ?.....	7
5. How to clean an Email Newsletter list ?.....	8
6. How to publish your own free Newsletter ?.....	9
7. How to make money from selling Newsletter ?.....	9
8. What are the disadvantages of Email Newsletter ?.....	10
9. Case Study.....	10
10. Conclusion.....	11
11. References.....	12

1. Introduction

An email newsletter is a message that is sent out to subscribers typically on a regular interval. Email newsletters may be sent daily, weekly, bi-weekly, monthly, or even annually. The content of email newsletters varies with each edition.

Obviously, when compared to traditional direct mail, the expense of e-mail messages is low due to the high cost of print, postage and other production factors.

E-mail marketers have to invest in copywriting, content, design or list development, and still come out with a project that costs less than a typical direct mail and yielding potentially greater results.

2. Why publish an Email Newsletter?

It is very cost effective and profitable to grow your business by increasing revenue from existing customers. If you have got business relationships, you have got an extremely valuable asset.

- An E-Newsletter increases lead generation and cross selling. As your newsletter arrives after fix interval, it highlights your full range of products and services.
- An E-Newsletter increases customer lifetime value. Competitors can match your prices, products and even the look. What they can't buy are your relationships. Every newsletter that you send serves the connection between your company and your customers.
- An E-Newsletter provides a low cost, Instantaneous Channel For Sending Messages. Your database of email addresses gives you instant access to your customers and prospects. Once the machine is set up, in addition to sending an E-Newsletter, you can send alerts, advisories and messages as frequently as you wish.
- An E-Newsletter increases your existing marketing efforts. Your E-Newsletter does not compete with your web site, print newsletter or existing marketing materials. It creates a steady focus that ties your other marketing efforts together.
- An E-Newsletter provides instant, measurable results. Advertising, sponsorships, and many other traditional marketing tactics offer few options for measuring the return on your investment. E-based tactics on the other hand, are instantly track able. With each E-Newsletter you send, you'll know how many people opened it; how many links were clicked on; who clicked on which links; and more.

Customer retention is the best objective of e-mail marketing. We can use E-mail newsletter to acquire new customers. However, it is most effective and cheap to stay in touch with already purchasers, or who know something about your product or service

from other communications and may be interested in knowing more, especially when the time is right for them to buy.

Without Customer retention, your company's profitability will be impossible to sustain. Everyone knows the cost of customer acquisition is high. Profitability comes with customers who buy a second, third and fourth time, and better yet, provide references and testimonials that send other new customers your way. Customer retention is a key indicator of the health of your business, and e-mail provides an effective tool to maintain and improve it.

It builds a relationship with your audience. With a relationship comes credibility, with credibility comes trust, and with trust, when the time is right, a sale. One of the rules we live by is that people buy from people they trust. And you can't establish trust without establishing a relationship first.

3. How to build a successful Email Newsletter ?

3.1. Define your goals for the Newsletter

What do you want to achieve with this email newsletter? Is it about:

- driving traffic to your blog?
- developing community among your readers?
- building a list to 'sell' to?
- reinforcing your brand?
- making money from advertising sold in the newsletter?
- Something else?

When we subscribe to a different newsletters it becomes quite evident that everyone is taking quite different approaches. For example Chris Brogan's is much more about providing his subscribers with lots of new original content (it is well worth subscribing to if you're into social media). He explores a theme each week.

So work hard on defining what you want to achieve with your newsletter. It can have many goals but keep your primary goal as the main focus.

3.2. Communicate what your Newsletter is about to potential subscribers

When we subscribe to a newsletter on the subscription page it said that it gave weekly, bi-weekly, monthly. However we receive more times as they said.

There's nothing wrong with promoting affiliate products in a newsletter but if you promote it as having original content - provide it. If your newsletter is going to be largely updates from your blog and a way for readers to stay in touch with that don't hide that

fact. It is better to get fewer subscribers who are expecting what you'll deliver than having people subscribe to find out that you've tricked them into joining your list.

3.3. Establish a voice and have consistency

There are no real 'rules' how to write a newsletter. In the same way that you can write almost any style in a newsletter.

Do not chop and change it too much. As with a blog - readers come to expect a certain type of communication from you and so when you change things up a lot it can take away from what you might have already built up in terms of connection with readers.

This doesn't mean you can experiment and/or evolve your voice over time but it does mean that you should try to have some sort of consistency in what you present to readers. This extends to the design and flow of your newsletter also.

3.4. Build value

In the same way that people will not stay subscribed to your blogs RSS feed if it doesn't provide value to them in some way - people won't stay subscribed to your newsletter if it isn't meeting a need that they have.

This 'value' and meeting of 'needs' can take on many forms. It could be writing original content, giving insider information that they don't get from anywhere. The key is to watch how users interact with the different parts of your newsletter and listening to their feedback. When you do this you'll soon see what they find useful and what they don't.

3.5. Scan able content

It is important to have scan able content in almost every online medium including blogging - but when it comes to email I find it even more important.

If you're using HTML emails you can do this with color, images, bolding, italics, lists, headings etc - but if you're using Plain text emails you need to get a little more creative. Consider using symbols and characters, CAPS for headings, line breaks etc to draw the eye down the page.

Again - track different techniques and layouts to see what works best.

3.6. Track results

Depending upon the newsletter tool that you use to publish your emails you should have access to be able to track how people are engaging with your newsletter. Aweber gives a large variety of stats but so do many other quality newsletter tools. Some tools give

more advanced reports than others but most will at least allow you to track how many people open your newsletters (this can help you to experiment with subject lines) and what links are being clicked on by how many people in your posts.

Paying attention to what links get clicked is a fascinating and productive thing to do. It not only helps you to work out how to write an effective newsletter (and how to improve it) but it gives you incredible insight into what topics your readers are interested in reading more about and what types of language they respond to.

3.7. Subject lines and opening lines matter

What we put at the top of your newsletter will almost always get will get clicked more, the affiliate campaigns that you have at the top will convert better, the content that you have first will get read more. It's the same concept as placing content 'above the fold' on a web page - what's up top gets the most eyeballs! higher 'conversion' than what you put at the bottom. The links you have in your opening paragraph

3.8. Use a reliable newsletter service

Emails wouldn't go out on time and the newsletters that were getting through to those who had subscribed was fewer and fewer every week.

Switching to Aweber saw drastic improvements in how many of my emails were being delivered (and I mean drastic). The 'cost' of using a free service may not have been monetary (well not directly) - but it was significant because it meant that I was missing out of connecting with thousands of readers each week.

3.9. Use Double Opt in newsletter service

It is very useful to start a newsletter with Double Opt in techniques to get permission from subscribers. In this technique person needs to subscribe and then confirm that subscription from an email. You can also add people to your newsletter list without Double Opt or buying lists of email addresses. Having double opt in systems does decrease your actual subscriber numbers and causes some headaches - but it is important.

4. How to build a huge list for Email Marketing?

If you have a list of email addresses its very beneficial for your email marketing. You can send those people email newsletter regarding your products, services, special offers and other stuff. It can help to expand your business.

- 4.1. The easiest and fastest way is to buy a ready mailing list on the Internet and start broadcasting your bulk emails to it. But purchasing an email list classified as spammer. People won't accept this way, they just report as

spam. It won't bring success to your email marketing, because they don't know, who you are.

- 4.2. The first step is to provide a free report that will get the attention of users. Report on ways to make money is the best idea for traffic exchanges, since most surfers are entrepreneurs themselves. Make your offer short and to the point. Also, make it very easy to sign up for your offer, asking for just a name and email address is the best idea.
- 4.3. Once you build your list, deliver the free report and then wait a week to deliver your free newsletter. It is in this free newsletter that you will have the opportunity to promote your product or affiliate products or services.
- 4.4. Do not try to promote anything in the initial free report. This will usually backfire and cause the subscriber to ignore your future mailings, or opt-out all together.
- 4.5. Use free plr content to create your free newsletters, as you did the free report, doing this will assure that you never run out of new and useful information.

5. How to clean an Email marketing Newsletter list ?

As we know email marketing is very effective advertising and communication medium. After making a list of email addresses we should maintain it. Take a moment to scan your list for the following problems and improve your campaign's deliverability.

- 5.1. Remove all email addresses repeatedly appearing on your "bounce" list. Addresses that fall into your bounce folder have rejected your email as spam. In this case, the recipient must manually accept your address for inbox clearance. If this is not done after 2-3 mailings, you may wish to consider removing the address to prevent spam reporting.
- 5.2. Send out re-subscribe notices. Refresh recipients' interest in your email messages by requiring that they re-subscribe yearly. This step will minimize wasted list growth charges on uninterested subscribers (most email management companies charge users more as their lists grow).
- 5.3. Email addresses that are not complete should be removed regularly (a few times a year, if possible) to minimize management costs.
- 5.4. Make a special group of regular readers. After some time, as you begin to see a pattern of regular readers, you may don't send outs to less interested recipients and make special subscription/gift/trial offers to your better prospects. Again, this may minimize costs, as your management company

may charge per campaign/message. This step also ensures that more loyal readers are recognized and appreciated.

- 5.5. Check your "Unsubscribe" link often! Perhaps one of the most overlooked steps in email marketing management, keeping a clean list starts with giving the recipient the option to unsubscribe with ease at all times. Also, keep a physical address and/or phone number on the bottom of each message mailed to ensure that any reader having problems contacting your company has alternative means of communication.

6. How to publish your own free Newsletter for Email Marketing?

If you'd like to start a newsletter to for email marketing campaigns, learn how to do it free!

- 6.1. Starting a newsletter online is actually very easy. You only need a free Feedblitz account to get started. Just go to www.feedblitz.com and register.
- 6.2. Once you are registered. You can begin to build your campaign(s). Here, you can manage individual subscriptions and subscribers to your newsletter. You can schedule when mailing are sent and how often.
- 6.3. It's very easy with feedblitz. You manage the entire process from their site. You can even write each newsletter on their easy to use templates or upload an existing document. You will be given a simple html code to use for collecting subscribers.
- 6.4. Once you start building a great list, this is the perfect way to build sales through email marketing! However, you will need great content for each newsletter you send out.

7. How to make money from selling Newsletter ?

If you observe the company that delivers the daily paper, you will know that the newspaper publisher hires reporters, writers and other staff. Publisher has to invest in heavy machines and tons of papers.

So how does the newspaper company make money? It is obvious that selling a copy of papers at 2,00 Euro would not able to fund the operations. The publisher earn money by selling advertising spaces in the newspaper.

You can earn money by selling advertising spaces. You have already seen advertisements in newsletter. It's the same things as newspaper.

If you have a large mailing list, then you can earn more money. It should contains 1,000 email addresses or beyond.

In this manner, you turn every issue you send out to your subscribers in to a profit pulling device. As there is virtually no end to the stream of advertisers as products, services and businesses.

E-Newsletter	Price	Capacity	Attachments
1 to 1500	0,039 EUR	100 kb	No
1501 to 4500	0,029 EUR	100 kb	NO
4501 to 14000	0,026 EUR	100 kb	No
14001 to 44000	0,023 EUR	100 kb	No
44001 to 144000	0,019 EUR	100 kb	NO
Per receiver extra	0,005 EUR	100 kb	Yes

8. What are the disadvantages of Email Newsletter?

Email advertising has a number of advantages. However, there are many factors that can make email advertising inefficient and even offensive to potential customers. For some companies, the disadvantages of email advertising can mean that the advertising message is lost to many of the targeted customers.

- 8.1. The biggest disadvantage of email marketing is spam. Computer users are getting lot of spam per day, so they don't want to share their email addresses to get email adverting.
- 8.2. The fear of spam has also encouraged the use of spam filters, many of which will send legal email marketing messages into a spam folder.
- 8.3. Getting a list of email addresses with help of double opt takes time. It can take years to get thousands of subscribers who are willing to receive the email messages.
- 8.4. Once a list is built and the message is sent to a large number of potential customers, there is no guarantee that the message will be read. Many customers delete sales emails without reading them.

9. Case Study

Penske Indianapolis sells Honda and Chevrolet vehicles. Penske Honda, the largest Honda dealership in the tri-state area spanning Indiana, Ohio, and Michigan. 50% of the

regional market and sells a combined total of more than 400 new and pre-owned vehicles per month. Penske Chevrolet consistently ranks in the top three dealerships by closing deals on 250-350 vehicles each month.

Penske Indianapolis' success is based on a strong commitment and to consistently ensuring the highest levels of customer service and satisfaction. Penske Indianapolis has used print direct mail to stay in touch with customers and prospects, but these communications were expensive and difficult to track, making it nearly impossible to measure the effectiveness of each campaign. More recently, the dealerships started sending e-mail blasts for routine messages.

After getting information about e-newsletters , at industry conferences, and through conversations with colleagues, Haynes (Director of Business Development) selected Loyalty Driver from IMN. IMN Loyalty Driver is a customized e-newsletter service designed specifically for auto dealerships that want to engage in effective, affordable online communications with customers.

Detailed readership analytics let dealers know how many subscribers read each article, how long they spent reading, who clicked through to the web site, who called the dealership, and more. As a result, it's easy to track and compare the effectiveness of each issue and make continuous improvements to the e-newsletter over time.

In October 2005, Penske Indianapolis sent out its first Loyalty Driver e-newsletter. In the first month after the initial send, more than 90 customers used the dedicated call tracking number at the top of the e-newsletter to make inquiries or to schedule sales and service appointments. The second e-newsletter contained an article on a Chevrolet Red Tag sale, along with a button readers could click to schedule a test drive a new Chevy. Within an hour of sending out that issue, the dealership had scheduled 15 test drives.

The success of the e-newsletter has also allowed Penske Indianapolis to cut back on costly direct mail by about 75%. By limiting printed direct mail almost exclusively to those customers who don't have e-mail addresses, the dealership is enjoying significant savings.

10. Conclusion

To wrap up, we can say that email newsletter plays an important role for the Organization in order to increase revenue by advertising. If we compare Email Newsletter with other media, it is more convenient to delete it, rather than throw it anywhere. We have to click on unsubscribe if we don't want to get it in future. Moreover it's cheap and less time consuming as compare to other advertising media.

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