



# Email **Marketing Guide**

How to Create an Email Newsletter  
that Produces Results

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As marketers, our goal is to get prospects and customers to buy our products instead of those of our competitors – and keep them coming back for more. To make this happen, we need a cost-effective way to communicate with prospects and customers that builds our relationship with them and transforms them into valuable, loyal customers. That's where email marketing fits in.

But how can you take full advantage of the power of email marketing and produce results for your company? SVM E-Business Solutions created this Email Marketing Guide to answer this question and put you on the right path toward email marketing success.

This guide is designed to make email marketing understandable. We will begin by defining what email marketing is, and what it isn't, so you will have a clear understanding of its role in your marketing mix. Then, we will provide a step-by-step approach to defining and implementing an effective email marketing strategy. After completing the steps contained in this guide, you will be well on your way toward creating an email marketing campaign that will help your company nurture relationships with customers and prospects.

Of course, SVM can help you with this process by guiding you through each of the steps for creating a successful email newsletter, as we have done for many top companies. We are here to help you. Just let us know by calling **1-877-SVM-EBIZ (786-3249)**.



## What is Email Marketing

Email marketing is an important component of an integrated online marketing strategy that leverages permission-based electronic communications to nurture relationships with customers and prospects, generate leads and sales and enhance customer retention. Email marketing offers a number of advantages over other marketing methods, such as:

- **Email is cost-effective.** Email is extremely cost-effective when compared to other direct marketing methods. Creation, production and delivery costs for email are much lower than traditional direct mail. And while postage costs are continually rising, email delivery costs are declining.
- **Email can be personalized.** With targeted email, you can speak directly to each customer and prospect, addressing their unique needs and desires. Email allows you to easily segment lists based on interests and personalize content within each message.
- **Email provides timely feedback on results.** You will not have to wait very long to find out if your email campaign is a success. Emails are delivered almost instantaneously and, according to studies, 80% of messages are opened within two days of delivery.
- **Email can help you get more value out of your Website.** You have invested a lot of time and money in your Website. Email can help you boost your return on this investment by driving prospects and customers back to your Website on a regular basis.
- **Email provides a strong return on investment.** When planned and executed effectively, email will inspire your customers and prospects to take action and respond to your offers. When coupled with its cost-effectiveness, email produces a substantial ROI.

### What email marketing should — and shouldn't be.

Email marketing is all about relevance and respect. If you embrace this simple principle and make it the core of your email marketing strategy, you will be successful. Unfortunately, too many companies ignore (or don't understand) this principle leading to the problem we have with unsolicited and unwanted email messages. To avoid having your emails perceived as spam, make sure you have a good understanding of what email marketing should be – and shouldn't be.

#### **Email marketing should be:**

Permission-based  
 Personalized  
 Customer-centric  
 Relevant  
 Predictable  
 Respectful of privacy

#### **Email marketing shouldn't be:**

Unsolicited  
 Broadcasted to everyone  
 Company-centric  
 Deceptive  
 Haphazard  
 Exploitative

### Why You Must Produce an Email Newsletter

Email marketing with a monthly e-newsletter offers you an opportunity to build an ongoing, interactive dialogue with your customers and prospects on a measurable, cost-efficient basis. Not only can an e-newsletter demonstrate value to your customers, but also it can change your customers' perception of your business. By sending timely articles that solve current business problems, you show your customers that you understand them and their needs. This repeatedly reinforces their importance to you and builds their trust in your company.



## Step 1: Define an Effective Email Marketing Strategy

To be successful with email marketing, it is essential for you to develop a sound and comprehensive email marketing strategy. But don't fret; this guide is designed to walk you through this process. This strategy will form the foundation of your campaign and put you on the path to email marketing success. We will begin by thoroughly defining the goals for your email marketing campaign, identifying how email marketing will tie into your overall marketing strategy. Then, we'll define your target audience, identifying their needs and motivations and highlighting how your email newsletter can serve these needs. Next, we'll review your top competitors to gain an understanding of how they are using email marketing. Finally, we will identify specific, quantifiable goals and benchmarks to allow you to measure the success of your email marketing campaign. To begin the process of defining the critical elements of your email marketing strategy, please complete the exercises below.

### What are the goals for your email marketing program?

Email marketing can help you achieve a number of strategic marketing goals. What are you trying to accomplish? Think about the goals and objectives for your email marketing efforts. Your email marketing program should be designed to support these goals.

Your email marketing objectives can include some or all of the following goals. Please take some time to identify the goals that make most sense for your business:

- Build trust and credibility in your company
- Change your customers' perception of your business
- Establish yourself or your company as an expert and thought leader for your industry
- Build stronger relationships with existing customers
- Present offers that generate leads or inquiries
- Present offers that generate direct online sales
- Increase repeat visits to your Website
- Improve brand or company awareness
- Increase repeat business from existing customers
- Grow your marketing database by allowing readers to forward messages to colleagues
- Increase attendance at marketing events and trade shows
- Lower communication costs through the use of online resources
- Other (please explain below):

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## Who are you trying to reach with email marketing?

Now that we know why we want to attract more traffic, let's spend some time defining who we are trying to attract. Take a moment to brainstorm about your target audiences. Who are they? What industry or business are they in? What is their role within their company? What are they searching for? By defining your specific audience groups, you will be able to understand and address their unique needs and motivations.

### Audience Group #1:

Name of audience group.

What industry or business are they in?

What is their role within their company?

What product or service categories are they interested in?

What information will they find useful and want to receive?

What offers will they find valuable and want to respond to?

### Audience Group #2:

Name of audience group.

What industry or business are they in?

What is their role within their company?

What product or service categories are they interested in?

What information will they find useful and want to receive?

What offers will they find valuable and want to respond to?

## Audience Group #3:

Name of audience group.

What industry or business are they in?

What is their role within their company?

What product or service categories are they interested in?

What information will they find useful and want to receive?

What offers will they find valuable and want to respond to?

## How are your competitors using email marketing?

Now it's time to get sneaky and find out what your competitors are doing with email marketing. We recommend you create an email address that doesn't identify much about you or your company and subscribe to your competitors' email lists. Then, as you start to receive their email communications, keep track of the following for each competitor:

### Competitor #1:

Name of competitor.

Competitor Website address.

Is the primary focus of their emails promotional (e.g., product announcements, specials, press releases, etc.) or relationship building (e.g. educational email newsletter with best practices and useful business tips)?

How often do they send their email communications?

What do you like about their email marketing efforts? What do you dislike?

How can your email newsletter give your company an edge over this competitor?

## Competitor #2:

Name of competitor.

Competitor Website address.

Is the primary focus of their emails promotional (e.g., product announcements, specials, press releases, etc.) or relationship building (e.g. educational email newsletter with best practices and useful business tips)?

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What do you like about their email marketing efforts? What do you dislike?

How can your email newsletter give your company an edge over this competitor?

## How will you measure email marketing success?

How will you know if your email marketing campaign is a success? Identify specific success measures that will allow you to measure the impact your email marketing campaign will have on your business. The following list can help you get started:

- Growth of your marketing database from new Website subscribers
- Growth of your marketing database from readers forwarding messages to colleagues
- Increase in traffic to your Website from email marketing efforts
- Increase in leads and inquiries from email marketing offers
- Increase in direct online sales from email marketing offers
- Achieve an average email delivery rate of 90% or greater
- Achieve an average email open rate of 40% or greater
- Achieve an average click-through rate on offers of 15% or greater
- Achieve minimal 'unsubscribes' from email lists
- Other success measures (please explain below):

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## Step 2: Build Your List and Gain permission

The key to an effective email newsletter lies in a notion known as “permission marketing.” Your email newsletter should build goodwill with your customers and prospects, not annoy them. Therefore, we will obtain permission from your customers and prospects before adding them to your email marketing mailing list.

We strongly recommend you focus the majority of your efforts on building your own house list, rather than purchasing or renting a list from a publisher or list broker. The following tips will help you build a valuable house list.

### Build your email list online.

Your Website is the best place to grow your email newsletter subscriber base. Leverage the following tips to make the most of this process:

- **Offer your e-newsletter sign up on every page on your Website.** Your email newsletter sign up should be a consistent call to action offered on every page of your Website. It’s the best way to build your house list.
- **Make sure your e-newsletter sign up form is short and simple.** Don’t scare away subscribers by asking for too much information at sign up. The more information you ask for, the fewer people will complete the form. We recommend you just ask for their name and email address.
- **Add a ‘subscribe to our email newsletter’ checkbox on every form on your Website.** Every lead generation form or inquiry form on your Website should include a checkbox allowing people to easily signup for your email list.
- **Allow people to review your great e-newsletter prior to sign up.** An effective way to entice people to subscribe is to let them sample the goods. On your email sign up form, provide a link to prior issues so they can see how valuable your e-newsletter is.
- **Show that you are trustworthy.** Make sure a link with your privacy policy is clearly presented on every sign up form. Make it clear to subscribers that you will not misuse their personal contact information.
- **Offer an incentive at sign up.** You will get more subscribers if you also offer an incentive, such as a whitepaper, ‘how to’ guide or discounts on future purchases, to sign-up for your newsletter.
- **Include a ‘subscribe to our email newsletter’ call to action in your email signature.** Add a brief statement to your personal email signature that describes the benefits of your e-newsletter such as, ‘Subscribe to our e-newsletter for tips on how to grow your business.’
- **Show appreciation and say thank you.** Send a welcome email thanking new subscribers immediately after they sign up. Include a link to your e-newsletter archive for their convenience.
- **Encourage subscribers to ‘forward to a friend.’** Your customers are probably friends with your best prospects. Make it easy for customers to help you build your list.

## Build your email list offline.

Just because we are talking about online marketing don't forget about your offline communications with customers and prospects. Often these interactions are a great opportunity to build your email list.

- **Ask your customers for their email addresses and permission.** Whether it's done over the phone or in person, ask salespeople and customer service people to tell all of your current customers about your email newsletter and ask permission to add them to your list.
- **Promote your email newsletter in all printed marketing materials.** Whether you're producing a brochure, letter or direct mail postcard, always include a line asking the recipient to sign up for your email newsletter.
- **Tout your email newsletter on invoices and packing slips.** Any transactional communications you have with customer is an opportunity to grow your list.
- **Promote your email newsletter on product registration and warranty cards.** Have a check box to let customers sign up to receive your email newsletter.
- **Collect email addresses at trade shows and other events.** As people visit your booth, let them know about the great educational resource you can offer. Just ask for their permission and their business card.
- **Send postcards to customers encouraging them to subscribe.** If you have postal mailing addresses for customers but not email addresses, send a postcard with an invitation to subscribe to your email newsletter.

## Segment your list to tailor content to targeted audience groups.

If your company serves a variety of distinct industries or business types, you should consider segmenting your list into separate groups. This will allow you to send targeted, relevant messages to each of these distinct audience groups. You can do this manually by creating groups within your email subscriber database. Or, you can let your customers do it for you. By providing a variety of segmentation options on your email subscription form, your subscribers will segment themselves during the signup process.

## How to effectively use rented lists.

So far in this section, we've focused mainly on ways to build your house email list. This is because we want you to focus most of your email list building efforts on building your own house list. But what about purchasing or renting a third-party email list from a publisher or list broker? While not recommended as your primary list building method, third-party email lists can work if you follow the following best practices:

- **Rent lists – never buy them.** If someone sells you a list that you can use as often as you wish, it is not permission-based. However, if a publisher or third-party 'rents' you a list that you can use one time through the publisher's broadcast email system, then it may be permission-based.
- **Drive them to your Website so they can join your list.** The primary goal of your rented list email campaign should be to drive recipients to your Website so they can sign up for your email list. Then, you will own these subscribers to use for your future email nurturing campaigns.



## Step 3: Create Compelling E-Newsletter Content

The big challenge in distributing an email newsletter is generating content that will motivate prospects and customers to open, read, and respond. E-newsletters that simply provide a recap of the latest products and news from your company will be read only by your most loyal customers. To reach out and influence all potential buyers, you need to provide useful, objective information that can help your prospects and customers do a better job. Once you get in the habit of providing valuable information that fits your company's business, you will find it easy to unobtrusively slip in a sales message that will be likely to catch your prospects and customers in a very receptive frame of mind.

### Find a great writer and editor.

Your company should have a great writer and a great editor for your email newsletter. Your writer is responsible for creating compelling, customer-focused articles and content for your email newsletter. Your editor is responsible for reviewing and editing content, managing production and distribution, and ensuring the “voice” of your e-newsletter is maintained issue after issue.

- **Find an expert.** Is your company president a talented writer? His or her insights into hot topics or emerging trends in your industry can serve as the expert voice for your e-newsletter. Or, perhaps you have another thought leader in your company that can create your e-newsletter content. Even if this expert is not a talented writer, he or she can work with a talented copywriter to craft and polish a compelling e-newsletter article.
- **Find an editor.** Your editor is responsible for your email newsletter campaign as a product. He or she is responsible for reviewing and editing e-newsletter articles, ensuring that the “voice” of your company rings clear in each issue. In addition, this person is responsible for managing the production and distribution of your e-newsletter. Finally, your editor should monitor the results of each e-newsletter to measure the success and gain actionable insights to influence the success of future email newsletters. This role can be filled by a member of your team, or an online marketing agency can help you in this capacity.

### Come up with a catchy name for your e-newsletter.

Your email newsletter needs a creative and memorable name that will get the reader's attention, fit with the content your business will offer and sets your e-newsletter apart. Conduct a brainstorming session and come up with a number of catchy names. Present them to your team members, employees and best customers to help select the best name for your newsletter.

### Write relevant, customer-focused articles.

Your email newsletter is not for you – it's for your customers. You need to focus less on your company and more on the issues and ideas your customers are interested in. I like articles that focus on “how to” tips, best practices and actionable strategies. To help get you started, the following are examples of useful e-newsletter content:

- **Problems and solutions.** Identify common problems that your readers might face and provide ideas on how to solve them.
- **Technological developments.** Inform your readers on how they can take advantage of recent technological developments to improve their operations and be more effective.
- **Lists and statistics.** Provide actionable lists and statistics with titles that begin like “Seven steps to...” or “The top five ways to...” or “The top ten tips for...”
- **Industry news and trends.** Write about new developments in your industry that your readers can take advantage of. Make sure to highlight why they are important for your readers’ businesses.
- **Case studies.** Write case studies of how others have improved their operations. Make sure to include details that readers can learn from and success measures so your readers can gauge the results achieved from these actions.

## Focus on one core idea per issue.

Many companies pack way too much content in each issue of their email newsletter. Interestingly enough, these are normally the same companies that feel they cannot keep up with the creation of a monthly e-newsletter. Focus on one idea per issue and resist the urge to explain your entire field of expertise in each e-newsletter. You’ll have more content to choose from for your next issue and your readers will find your newsletter easier to read.

## Have a conversation with your readers.

When you write your articles, take a conversational tone in your copy. Don’t feel you are writing your articles for hundreds or thousands of subscribers. The reality is that one person will be reading your newsletter at a time. Have a conversation with each reader by writing the way you talk – in a direct and friendly manner. Your readers will find it much more appealing than if you write in a formal manner. In fact, I feel you can break a lot of the rules you were taught about writing. Below please find some tips for writing in a conversational tone:

- **It’s OK to use contractions.** Your high school English teacher may not agree with me, but feel free to use contractions in your articles. Most people use contractions when they speak, so it’s a natural way to grab your readers.
- **Feel free to use “And” and “But” at the beginning of sentences.** Again, in our real-life conversations, we use these words at the beginning of sentences all the time. Use them in your articles and you will sound more authentic.
- **Keep your sentences short and to the point.** Don’t ramble on. Conversational sentences should be no more than 10 to 15 words – the shorter the better. And, make sure your thoughts flow together.
- **End sentences with prepositions.** I feel it is fine to end a sentence with a preposition if it resembles everyday language. But make sure you don’t do it sentence after sentence.
- **Speak to the reader.** Dale Carnegie once said “a person’s name is to that person the sweetest and most important sound in any language.” When writing using a conversational tone, the words “you” and “your” work just as well.

- **Avoid jargon, buzzwords and internal company-speak.** Don't assume that your reader has an understanding of jargon or industry terminology. Use simple terms assuming your readers know nothing about the subject.
- **Read your articles out loud.** While you're writing your articles, and definitely after you're finished, read it out loud. Does it sound natural – just as if you were speaking with someone? If not, go back and polish the rough edges.

## Make a call to action.

Even though the focus of your email newsletter is to educate prospects and customers, this is a great opportunity to present them with relevant offers to generate leads and sales or encourage repeat Website visits.

- **Remember the e-newsletter 80-20 rule.** I like to see email newsletters be 80% educational and 20% promotional. The majority of the email newsletter content is useful educational information, while the sidebar is presenting your readers with an attractive offer that is relevant to the article content.
- **Make sure your offer is relevant.** I know we mentioned relevancy in the previous bullet point, but it is important to repeat this idea again. Your offer must be relevant on a number of levels to be effective. It should be relevant to the reader's interests, as well as relevant to the focus of your article content.

## Keep your articles short and scannable.

Your articles need to be short and sweet. The best e-newsletter articles are between 500 and 750 words of text. Also, people scan information online before they read it in detail. With email newsletters, you have about 5 seconds to convince someone your email is worth reading before they delete it. Make your e-newsletters easy to scan by breaking up the text in your articles into manageable chunks. Use bullet points and bolded headers to make it easy for your readers to scan and absorb your message.

## Keep an article idea list.

You never know when an article idea or topic is going to pop into your head. Keep a running list of article ideas that can be easily referenced. This can be an extremely useful resource to refer to each time you need to write an article.

## Establish an editorial Calendar.

Take a cue from the publishing industry and establish an editorial calendar. Plan ahead and keep a running calendar of topics to be included in upcoming email newsletters. In addition to making the article writing process more manageable, it will allow you to plan your topics around major events or the seasonality of your business.



## Step 4: Design & Deliver Your Email Newsletter

At this point, you have great content to send out to your readers. Now, we need to make sure to create a compelling design for your email newsletter that will be sure to be opened by your readers. From email newsletter design best practices, to tips on how and when to send your messages, this section will make sure your email newsletter is a winner.

### Design your e-newsletter for success.

Complement your great articles and content with a compelling e-newsletter design that will make your readers take notice. The following tips will help you design your email newsletter for success:

- **Use a familiar “From” address.** Make sure your “From” address will be recognizable to your readers. It’s an important place people scan when deciding what messages to read.
- **Write a compelling subject line.** Create a subject line that readers will understand and recognize quickly. In addition, try to keep it within 20 to 25 characters to make sure it is readable in email preview lists.
- **Leverage a simple HTML email design.** Don’t go crazy with your email newsletter design leveraging complex graphics and HTML code. Simplicity is the key to make sure it is displayable in all email client software. Create a compelling, yet simple, design that complements your Website using basic HTML code. Your template should be 600 to 700 pixels wide. In addition, text-only messages should be sent for readers that are using text-only email clients.
- **Design for the preview pane.** Most email client software, like Outlook, allows readers to preview messages before officially opening them. Make sure your most compelling content will show up within the top 400-500 pixels of your message.
- **Make sure your articles are scannable.** As mentioned in the previous step, people scan information online before they read it in detail. Make your e-newsletters easy to scan by breaking articles into short paragraphs and use bullet points and bolded headers.
- **Get a spam checkup.** Before sending each message, give it a spam checkup to look for red flags in your content and design that may trigger anti-spam software to block it. It’s better to find out now, before it’s too late.
- **Test before sending.** In addition to the spam checkup, make sure you test your messages in a variety of email clients to make sure everything is working properly. Set up a number of test email addresses and use different software with each.

### Send your newsletter monthly.

You should send your email newsletter on a monthly basis. If you send your e-newsletter out less frequently, it will not be often enough to establish a relationship with your readers. If you send it out more frequently than monthly, you may risk bothering your readers. In my experience, a monthly educational email newsletter will get the nurturing job done. Also, make sure you send it out roughly the same time each month. You want your readers to know when to expect your e-newsletter.

## Determine the best day to send your message.

There have been many studies performed to determine the best day and time to send an email message. At first, Mondays and Fridays were considered the worst days to send email and the middle of the week was preferred. Then, a new set of studies reversed this thinking entirely. Unfortunately, there is no perfect day and time to send that applies to everyone. Every business is different and you need to determine the best day and time to reach your target audience. Test sending your e-newsletter on different days and look at your open rates and click-through rates. This is the most effective way to determine your best day to send.

## Comply with the spam laws.

Since spam, or unsolicited and unwanted email, has become a major problem, a number of countries have passed anti-spam legislation that email marketers must comply with. I recommend you visit the Federal Trade Commission Website ([www.ftc.gov](http://www.ftc.gov)) to familiarize yourself with the United States laws. Below please find a quick overview of a few key elements you need to be aware of:

- **Gain permission.** You must receive the explicit permission from your email newsletter recipients prior to adding them to your list.
- **Let them unsubscribe.** You must make it easy for your readers to unsubscribe from your list.
- **Don't be deceptive.** I know you would never do this, but just to be thorough on the topic, make sure you do not include any false or misleading information in your email message.
- **Provide contact information.** In every message, provide your complete contact information including company name, address, phone number and email address. Make sure it is easy for readers to get in contact with you.
- **Don't share your email list.** You should never share or sell your email list to a third-party. Don't violate the trust of your readers.

## Use an email marketing campaign management system.

An email marketing campaign management system will help you automate the entire process of building your lists, designing and delivering your messages and measuring the success of your campaign. You have a number of options available depending on your needs:

- **Lower-end systems provide great base-level capabilities at an affordable price.** At this end of the range, I recommend you take a look at Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)) and VerticalResponse ([www.verticalresponse.com](http://www.verticalresponse.com)). Both services are leaders in this space and provide great base-level capabilities for your email newsletter at an affordable price point.
- **Higher-end systems provide more advanced capabilities.** If you require more advanced capabilities, like dynamic content, automated trigger emails, advanced reporting, etc., there are a number of capable higher-end packages to take a look at. At this end of the range, I recommend you take a look at ExactTarget ([www.exacttarget.com](http://www.exacttarget.com)), Bronto ([www.bronto.com](http://www.bronto.com)) and Lyris ([www.lyris.com](http://www.lyris.com)).
- **An online marketing agency can provide a turn-key solution.** The above-mentioned systems are self-service tools you can work with. In addition, a capable online marketing agency can manage this process for you, as well as provide a turn-key solution for your entire e-newsletter campaign.



## Step 5: Measure Success

As with all marketing activities, you must measure success to see how well you performed in the past, as well as identify actionable strategies to improve your results in the future. Below please find a few suggestions for measuring the success of your email newsletter campaign.

### Measure the success of each newsletter.

When using an email marketing campaign management system, you will have access to great reports that will allow you to track the key metrics to measure the success of each e-newsletter. Below please find a summary of the key statistics to track for each newsletter:

- **Delivery Rate.** This metric tells us whether or not your email is actually making its way to the intended recipient's inbox. If your delivery rate is not 90% to 95% you probably have some bad addresses on your list.
- **Open rate.** This statistic will let you know how many people opened your message. For a successful message your open rate should exceed 35% of your subscribers.
- **Click-through rate.** This metric tells you, for your readers that opened your message, what percentage clicked on your email to visit your Website. Depending on the offer, your desired click-through rate will vary; however, a click-through rate above 10% is generally considered a success.
- **Forward rate.** This statistic will tell you the percentage of readers that forwarded your message to a friend or colleague. If you get any forwards your message was a success.
- **Unsubscribe rate.** This is the percentage of people that unsubscribed or opted out of receiving future communications. This percentage should be as close to zero as possible, but anything below 2% to 3% should be fine.

In addition to looking at these statistics after each email message, I recommend you compare the statistics of each email newsletter issue to determine the content and offers that your readers are responding to. You can use this information to improve your future e-newsletter issues.

### Ask for reader feedback.

One of the best ways to find out if your e-newsletter is a success is to receive reader feedback. For your email newsletter to be a success, your readers must consider it a useful and valuable resource. By asking them for feedback, you will be able to know what's working and not working so you can fine-tune and improve your content. The following tips will help you receive this valuable information:

- **Ask for feedback.** Don't assume that your readers will take it upon themselves to reach out to you. Invite them to submit feedback and ideas in every issue.
- **Make it easy to submit feedback.** Make sure your e-newsletter is set up so readers can simply hit "reply" to submit comments or click on an active email link in the body of your e-newsletter.
- **Survey your readers.** From time to time, conduct an online survey of your readers to request ideas and feedback. This will allow people to anonymously provide their ideas and comments.



## Measure the success of your Website.

One of the goals of your email newsletter campaign should be to generate repeat visits to your Website. You want to make sure you can track these visits to see what Web content your readers are interested in, as well as what calls to action in our messages are generating the most leads and sales. In addition, you should track what sections of your Website are generating most of your new subscribers. Web analytic reports will help you track this information.

Web analytic reports are available for virtually every Website. If you have a Website hosting account, you most likely have access to these reports. If you don't, or if the reports are too confusing, I strongly recommend you implement the Google Analytics product (<http://analytics.google.com>). Google Analytics does a fantastic job of making Web statistics easy to understand – and it's free! No matter what Web analytics package you use, these are the important stats to keep track of to measure the success of your Website.



## Step 6: Take Action

This guide defines a proven approach to creating an email newsletter that will produce results. By considering the steps and best practices detailed in this guide, you have now taken the crucial first step toward achieving your online marketing goals.

Now its time to take action to profit from these principles. Assemble a team of talented writers and online marketing strategists to bring your email marketing strategy to life.

We hope this Email Marketing Guide has helped to simplify the process of attracting profitable traffic to your Website. The principles detailed in this guide are based on SVM's over ten years of experience creating effective online marketing strategies that produce measurable business results for our clients.

For further professional assistance with your email marketing strategy and to sign up to receive our email newsletter, **E-Business Insight**, please contact SVM at **1-877-786-3249** or **info@svmsolutions.com**.

**SVM E-Business Solutions** is a full service Web solution provider focused on delivering measurable business results for B-to-B marketers. Founded in 1995, SVM helps companies leverage the Web to generate leads, drive revenues, control costs and strengthen relationships with customers.

Since 1995, the **SVM** team has worked with a wide variety of industrial companies, ranging from Fortune 500 companies to small family-owned businesses, to help them leverage online marketing to achieve bottom-line results.

**SVM** can be reached on the Web at **www.svmsolutions.com** or by calling **1-877-786-3249**.