

5 Truths About Email Marketing



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*Whether you're a veteran at email marketing or a newbie, it's always a good idea to step back from what you're doing day-to-day and think about your email marketing from your customer's point of view. Doing so here at VerticalResponse helped reveal to us the **5 Truths About Email Marketing**.*

1. It's All About Building Long-Term Relationships

When your customers sign up to receive your email, they are choosing to enter into a relationship with your company because they like something about what you're doing and want to hear more from you. So, think of your email messages as the link to that relationship. The main goal should be **to build long-term relationships** with your email subscribers through email announcements, newsletters, offers and more.



Building relationships using email is actually pretty simple when you keep a few things in mind. To build strong relationships with your subscribers, your recipe for success is to **provide relevant information in a timely manner on a consistent basis**. At VerticalResponse, we recommend mailing to your list at least twice a month to keep your business top of mind for your audience.

If your subscribers know what to expect and when to expect it, they will be a more loyal, active, and engaged customer base. And, when your customer base is engaged, they open, click and purchase to a greater degree than a non-engaged audience, which is good news for your sales.

If you're not sure what your customer base wants to hear, send them a **survey!** Many of our customers have been quite surprised by the responses they get when they ask their email subscriber base what they want to hear about. It can help clarify and define your email marketing strategy.

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2. Email Marketing Will Help You Keep Growing

Sending email is a great way to continue growing your list of subscribers. You can expect to lose some of your subscribers each year, so growing your list – to keep growing your business – is a constant, on-going process. Each time you send an email, include a forward-to-a-friend link. This enables your readers to share your email with someone they think might find it interesting or useful, and you might gain a new subscriber.



Also, make sure you have an email sign-up **form** accessible to anyone who would like to sign up to receive messages from you. Make it as easy as possible for new subscribers to figure out how to sign up for your emails and consider rewarding them with a discount, new sign-up offer or content (i.e., a free guide, like this one!). We recommend placing a sign up **form** on every page of your website, on your blog, on your Facebook Fan Page and anywhere else you can think of. That way you give people every opportunity to sign up to hear from you.

Remember VerticalResponse offers a **FREE email sign up form** you can quickly and easily place on your site, then anyone who signs up using that form, goes right into your VerticalResponse account, ready for you to email. If you don't have it – get it today!

3. Email Marketing & Social Sharing Are the New “It” Couple

Many people still think of Twitter, Facebook and Email as separate marketing channels. According to Marketing Sherpa, only about 30% of businesses have enabled social sharing in their emails! **But many of our most successful customers have found that weaving Facebook and LinkedIn into their email marketing yields the biggest gains with little extra work.**



At VerticalResponse we make it so easy to integrate Twitter and Facebook into your existing email marketing. Use our **Social Sharing feature** to share your emails on Twitter and Facebook and increase the reach of your message to a new audience that might not know about your business. Include “Follow Us” and “Become a Fan” icons in your emails

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to help your subscribers easily connect with your business. This can also be a great way to get new subscribers to join your email marketing list and continue building that long-term relationship we talked about earlier.

Get on board now and get a head start on your competitors by trying our [Social Sharing feature](#) today!

4. Your Email Marketing is a Direct Reflection of Your Company Image

We've all been there, late at night at work finalizing an email newsletter and looking to get it out the door. But wait! Remember that your email marketing is a direct extension of your company's image. Don't rush it. **When you send your email to your subscribers you give your business a voice and an identity that your audience can relate to.** It brings them a personal connection that they may not otherwise have.



When you can connect with your subscribers on this level, **it is proven that they will be more loyal to your business because they feel like they are doing business with a real person and people buy from people, not companies.**

Think about your business and how you want to communicate with your customers. Do you sell to other businesses or to consumers? Decide what you want the “voice” of your business to be and be consistent with it (i.e., is it sassy, casual, professional, formal, etc.). It should reflect your business and speak to them in a way that is inviting and sincere. Be transparent in your communication with your customers – they will appreciate it.

Think about the templates you are using. Are they the best reflection of your company's image? **We have over 500 professional templates** to pick from so you may want to test a new look to freshen up your emails.

Think about the images and pictures you are using as well. Do you have a picture of yourself in your email newsletter? It's a great way to personalize and 'humanize' your emails. Remember, you are marketing to people. And people respond to people. In addition to using a picture of yourself, **we have over 75,000 photo images to choose from.**

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5. Email Marketing — Cost Effective and Efficient

In the current economic environment, marketing and advertising budgets are slim to none for many. Fortunately, email marketing is the single most effective way to market your business on a shoestring budget! Did you know that according to the Direct Marketing Association you can expect to receive a whopping \$42.08 in sales for every \$1 you spend on email marketing in 2010? That's a killer return on your investment!



Even with the tough economy, email marketing is the one type of marketing you **can't afford to skip**. If you pass it up you can be sure someone else is going to try to drum up business by reaching out to your customers. So, **send an email today!**

Need more ideas? Check out the [Best Practices](#) section of our [How to Do Everything](#) site.

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