



UNIVERSITY of HOUSTON
SMALL BUSINESS DEVELOPMENT CENTER

Search Engine Marketing How Newsletters Help In Your Marketing Efforts.

Presented by:

Jay Mock & Dick Myers

Class begins at 7:00 pm with a review of information about current developments in Internet Marketing, followed by presentation of the topic of the evening, ending at 9:00 pm.

(Materials used in the class presentation will be available for download from http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm)

How Newsletters Help In Your Marketing Efforts.

1. Keep In Touch With Your Customers, new content, products, specials, discounts etc...
2. Kill Many Birds with One Stone (adding value added content to your site, Increase internal linking, page impressions, website volume, and time spent on site.)
3. Viral Nature of Newsletters
4. Ranking on terms you do not rank on.

How Newsletters Help...

1. Define your audience.

- a) Get Involved with Your Target audience, then find out where they are going online for information. E.g. which sites, newsgroups and discussions boards (Forums) are the most popular. That's where you're going to spend time to post articles and contribute your expertise. This technique alone will greatly build your traffic as well as your name. You'd be amazed at how many businesses still define their audience as "everyone needs my product". Not true. Contrary to popular business myth, the Internet is not a mainstream medium. It is niche. That's why Internet communities are so prevalent. Communities are usually quite passionate about their interests.

How Newsletters Help...

- a) Find your community and become an authority to them.
- b) Newsletters are one of the most important components for you to drive traffic to your website and build your online business. Your online customers will eventually become your offline customers if they trust the information you regularly send them. Put simply, a newsletter is your way of helping people (GIVING BACK TO YOUR COMMUNITY). If you help people online, eventually they will buy from you. A great technique to attract visitors to your site and subscribe to your list is by visiting newsgroups or discussion boards that relate to your area of expertise. Contribute to the discussion by posting solutions to problems. You can also mention "We have put together more in-depth advice on xxx. Feel free to visit our website. You'll find loads of free information and resources."

How Newsletters Help...

- a) Answering Phone Calls & Email questions without expecting something in return.
- b) Leveraging Content (Monetize Content). Your website and newsletter content is the information that is your leverage.



How Newsletters Help...

3. Create your mailing list. (Obtaining Email Addresses)
4. Produce your newsletter. Email newsletters are good because you can include 'hot links' that will open a webpage. Make sure you include the `http://` and almost all email software will understand it to be an internet address, make it 'clickable', then open the page in your internet browser.
5. Formatting. Do not send email newsletter with HTML files or Flash animated graphics. less than 2% of all email users today can view HTML (Use Plain Text)
6. Start your newsletter with an index of topics you are covering. Then link them directly to that section of the article using anchored links.



How Newsletters Help...

7. Make sure you have auto-responders in place and make it easy for customers to unsubscribe your recipients automatically. (You will always lose a few. Don't take it personally. Make it easy for people to unsubscribe your list).
8. Never SPAM. Spamming is the practice of sending information to people who didn't actually ask for it. It has been an accepted practice in the offline direct marketing world but for some reason has become a really sensitive issue online. Don't even try it. You could find yourself switched off by your ISP. They will not hesitate for fear of being listed world wide as a SPAM server.



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How Newsletters Help...

9. Get your newsletter published by 3rd parties
(network with other newsletters)
10. Use other authors content.