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The power of newsletter marketing

How to keep your business at the top of your customer's stack

Have you been looking for a single marketing tool that will fulfill all of the following functions?

- Regularly, non-intrusively sending a stream of advertising material to your ongoing customers
- Continuously attracting new customers based on word of mouth and information sharing
- Emphasizing (or creating) the preeminence of your business in the marketplace

If so, your business needs a free newsletter to place you above your competition and keep you there.

Two reasons a newsletter program is so effective

- It projects an image of your product or service as a current industry standard.
- It gives customers an ongoing reason to contact you that is renewed and refreshed with every issue.

Industry experts agree that a well-run free newsletter campaign can be an

effective replacement for much more costly methods of paid advertising.

Why you should freely offer valuable information

With so many businesses charging subscription fees for their web sites and newsletters, does that mean your material will be seen as less valuable if it's given freely?

Absolutely not! In direct marketing, a *premium* is defined as "something of value that is offered as an incentive."

Their free subscription to your newsletter is the premium that will convert those that have a passing interest in your product or service (such as visitors to your web site) into first-time and eventually loyal customers.

Permission marketing is a powerful technique

When people give you their email address to receive your newsletter, they are giving you *permission* to describe what your business can do for them.

Every time you send this potential customer your newsletter, you confirm in their mind that *you* are the one that can solve their problems.

(You will find that this holds true as well with any long-term direct marketing effort, whether by mail, over the Internet, or via the telephone.)

This newsletter is a free service of CoTangent:

<http://cotangent.com>

[CLICK TO SUBSCRIBE](#)

Avoid the tendency to advertise: the presentation of your newsletter accomplishes this function already

Each issue can stand on its own as a valuable marketing tool



Robert Phair is a marketing designer and consultant with fifteen years of experience providing businesses with innovative strategies for success.

The contents of your newsletter

You don't have to give away all of your trade secrets to demonstrate your expertise in a way that informs and entertains your future customer. You can get started with the following process:

- 1) Begin with general topics that are directly related to your business. Avoid the tendency to advertise: simply focusing on your knowledge of your market will give you credibility and inspire your customer's trust.
- 2) Think of questions your customer is likely to ask and write as if you are answering them. This will keep the customers on your list always eagerly anticipating your next issue.

The format of your new newsletter: PDF vs. HTML

The HTML format is most commonly used for online "news-sheet" publications that often lack distinctiveness in the eyes of a discriminating customer.

The PDF format has some compelling advantages, especially the following:

Freedom of content: Publishing a PDF attachment helps avoid interference from anti-spam filters by providing an extra "envelope" resistant to intrusion.

Freedom of design: With your newsletter design expressed in PDF, you will have not only complete control over what your customers will see but also a guarantee of a high-quality rendition in print. You'll avoid

having to rely upon a web browser's interpretation.

Distribute your newsletter

When someone signs up for your newsletter, you are assured that they are in your target market due to their expressed interest. This distinguishes them so fully from your casual web site visitor that they should be treated with the utmost respect.

When you're ready to attach your PDF newsletter to an email message, take this as an opportunity to warmly and productively encourage this relationship with a *personal* greeting.

In this text message, always include *links* to the best and newest features of your business as described on your web site, including any special offers.

This is also the place to *date* your newsletter, rather than in the issue itself, so that each issue can stand on its own as a valuable marketing tool. This way, you will still be able to market your old newsletters even as the newer issues are released.

Post old issues to your web site if you wish, or include them in promotions. Don't ever throw them away!

How to get started

Contact CoTangent today to create a plan for your newsletter campaign and for resources to develop your comprehensive marketing strategy.

rphair@cotangent.com
www.cotangent.com
