Enhance Your Email Marketing Campaign with e-Newsletters by Janet Taylor

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At the time of writing we are approaching the end of the year, the Christmas and New Year holiday period when businesses may take a short break and reassess their policies and campaigns for the coming year. Email marketing is likely to be a major focus of any companyâ€™s marketing strategy and the end of a month, quarter or year are popular times for sending out e-newsletters.

A regular e-newsletter can be an effective way to develop customer relations at virtually no cost other than the writerâ€™s time. Results from an e-newsletter may not be immediate but over time, provided you publish regularly, they can produce excellent returns, making this one of the most cost-effective components in your marketing strategy. An e-newsletter can help establish you as a leader in your industry or field of expertise. Think of your newsletter as if it were an informational brochure to hand out to clients or prospective clients; the aim should be to inform, educate and possibly entertain, rather than to sell. A stockbroker might provide investment tips, a restaurant could suggest wine pairings, etc. Let your passion for what you do, or create, show through - people will be more inclined to relate to you and remember you.

E-newsletters and bulletins can be used to notify clients about new and updated products, special promotions or exciting new developments in your field. They should generally have a single focus and not be overlong â€“ 250-350 words is an effective length to aim for. Make every effort to ensure that the intended recipients are happy to receive your email marketing missives; it is a good idea to have customers validate their email address to ensure they have â€˜opted inâ€™ to receiving your companyâ€™s messages.

When writing e-newsletters, as with any kind of email marketing, it is important to bear in mind that your intended readers may receive hundreds of emails a day, so persuading them to even bother opening your particular communication means having a really snappy headline and attention-catching preview pane. It is also worth remembering that reading online produces eyestrain much faster than reading print; it is tiring and therefore it is important to make e-newsletters as easy and comfortable to read as possible. Readers can move away from the text with a mouse click - and often will. Including pictures and graphics and breaking up blocks of text with white space to ease eyestrain will help maintain your readersâ€™ interest.

For larger companies, managing an email marketing campaign, with possibly thousands of customers or potential customers, can be time-consuming and may seem like a massive undertaking. Even smaller businesses may need help organizing their email marketing and distribution of e-newsletters to clients.

InSite can help you with all aspects of your email marketing campaign. Their award-winning email marketing software is convenient to use and provides a cost-effective way to manage your marketing campaigns and stay connected with your customers. InSiteâ€™s â€˜Messagesâ€™ software all you to set up lists of contacts, to design and send your e-newsletters, keep track of responses and access real-time feedback anytime, anywhere. You will be able to send hundreds of e-newsletters or bulletins in seconds. The software is mobile compatible and can be utilized on any handheld device, ensuring your customers receive your bulletins wherever they may be.

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