

Marketing Matters



Create a Buzz with a Newsletter

When you place an advert, people will look at it if they're interested in the subject, but it will bypass many. A newsletter, on the other hand, is a powerful tool and goes right to the heart of your business, reaching all your customers. You know your customers are interested in what you do as they have bought your products or used your services. A newsletter will not only keep your customers informed about what's going on in your business, but you can include special offers and highlight some of your products.



Newsletter Goals

What do you want your newsletter to achieve? Is it to send traffic to your website or online shop or create a buzz for a new product or service perhaps? Knowing your goals will help you create more effective content. For example, if you want to send more traffic to your website, you could include an excerpt from an article that will generate interest in your products, then direct readers to the full article on your website...or, you could just send an introductory paragraph from the newsletter, but keep the full newsletter on your website. Similarly, if you want to generate interest in a new product or service, you could give a taster in the newsletter, but point them to your website or online shop for more details...then customers see all your products or services.



Grab the Attention of your Reader

Whether you decide to send out your newsletter online or in print, monthly or quarterly, it's important that the content is relevant and timely. For example, I worked on a newsletter for a garden centre...as well as including news on new stock and special offers, I also included hints and tips on jobs that needed doing each month in the garden. I also ran a series of articles on how

to plan the garden for the year – this ran over a number of months, so encouraged customers to look forward to the next issue... it kept their interest. If a newsletter doesn't keep the interest of customers, they will either hit the 'delete' button or unsubscribe.

A good headline is important too... on average, 8 out of 10 people will read a headline, but only 2 out of 10 will read the rest, so you need something eye catching.

Include good images in your newsletter. People are often drawn to something because of the pictures... this is why social media sites like Pinterest are so popular.

Finally, always proofread your newsletter. It's crucial that there are no spelling mistakes, that your grammar is good and that the newsletter is easy to read.

Do you send a newsletter to your customers? If you do, I'd love to hear your thoughts on how useful they are.

Until next time.....

Image courtesy of Stuart Miles at FreeDigitalPhotos.net

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See advert on P.50