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Step up Your Marketing With an Effective *E-mail Campaign*

Summary: Now is the time to step-up your marketing strategy through an effective e-newsletter campaign. Email campaigns are one of the most cost-effective marketing tools that can increase brand awareness and get people interested in your services. Email campaigns have become a modern day marketing tool. Although you might think that because everyone is already sending them, your emails will get lost in the clutter. However, if you clearly understand why email newsletters are popular, you'll be more likely to get on the bandwagon. Below are ten reasons why email campaigns can help your business.

The first step in generating sales is generating interest in your products and services. Since we've become a virtual society, people rely on the Internet to learn more. That's where you come in. You can educate potential customers about the benefits you offer them by providing an interesting and informative website. Your first challenge however, is to get people to your site. Below are 5 tips to drive traffic to your website.

1. Large reach/high impact: One of the greatest advantages of the Internet is the widespread reach you'll obtain with the touch of a button. However, in order to maximize your reach, you must assemble your contact list (a.k.a. database). As you build your list, keep in mind Spam laws. Don't purchase lists that have nothing to do with you or your company. Your lists need to have some connection to you. To grow your list, add a "Tell a Friend" button so that unrelated people can opt in.

2. Custom messaging: You can easily segregate your database into specific groups, such as existing customers and new customers. This will enable you to send specific messages to select people. You can also create specific newsletters based on customer feedback, such as requests to learn about Green technology or home automation. As you get to know your target market, it becomes easier to determine and send them information they are interested in.

3. Two-way communication: Email marketing creates an opportunity for two-way communication between you and your customer. Make it easy for them to respond and you'll gain valuable feedback. Increased communication creates loyalty and trust, which in turn becomes a sale. Let people know you are open to their comments and when possible, make changes to accommodate their suggestions. Listening to your customers and building trustworthy relationships is the best way to create brand loyalty.

4. Cost-effective: Email marketing typically costs less than other traditional forms of marketing. Electronic newsletters eliminate printing and postage fees, making it more affordable to communicate with new and existing customers. Generally speaking, the biggest cost associated with email campaigns is content development. You understand the services you offer, however it takes time to develop content and put it into an effective message. In addition, it's likely that you are unfamiliar with the logistics of creating an email campaign. Your time is better spent working with customers, thus outsourcing your email campaign to an experienced professional will save time and prove beneficial.

5. High response rate: When using an opt-in email campaign, you are likely to get a high response rate because you are communicating with people who have expressed an interest in your business. To get started, simply create a 'Sign-up for our newsletter button' and add it to all of your marketing tools. Require your sales force to collect names of potential customers who would like to hear from you.

6. Easy to track: There are a number of reports you can track following delivery of your email campaign, such as 'click throughs' to your website, who downloaded a file, who unsubscribed and more. This information not only helps you measure feedback and results immediately - especially when compared to traditional marketing activities - it helps you identify hot leads.

7. Speed/immediacy: Email is much faster than most other forms of communication in terms of delivery. In less than a minute, you can easily transfer information from your computer to potential customers. The main issue again, is developing content and building lists. The quicker you can create these items, the sooner you can send your campaign.

8. Follow up to other marketing tactics: Follow up to other marketing tactics: Email newsletters enable you to follow up on other forms of marketing, such as direct mail. For example, the first place that someone is likely to go to after reading your ad, is your website. From there you can create a valuable downloadable file that they can receive if they register by entering their email address.

9. Constant communication: Email campaigns create a fast and easy way to communicate with your customers on a frequent basis. This keeps your company at the forefront of your client's mind. One thing to be mindful of is to send emails in moderation so that you do not become a nuisance.

10. Environmentally friendly: Going Green has become a popular trend in every industry and market. Email marketing allows you to show your commitment to environmentally-friendly marketing strategies. There is no reason why you cannot mention that you've gone Green in your marketing campaign, especially if that is one service you promote.

In Conclusion...

Just like anything you do, you must apply effort when building an effective electronic marketing campaign. When done properly, your results will yield high rewards and profitable returns. You only need one sale to justify the expense of an email campaign. Be a savvy marketer and take advantage of the opportunities the Internet has to offer.

Eclipse Marketing creates professionally designed turnkey electronic newsletters exclusively for the audio/video and security industries, both residential and commercial markets. All newsletters come complete with text, photos and layout. Each newsletter is modified for every company. Each company's contact information, logo and logo colors are integrated throughout their newsletter. Complete customization is also available, and template changes can be made over time. All newsletters are affordably priced, high quality and easy to acquire. Multiple designs are available.

To learn more about affordable marketing tools available, visit www.eclipsemarketing.NET

This article is provided courtesy of Leslie Stevens, President of Eclipse Marketing, a full-service marketing and public relations firm. Stevens has 15 years experience providing marketing strategies, tools and material to electronic systems dealers, integrators, manufacturers and distributors in the residential and commercial audio/video and security industries.

Eclipse Marketing provides Marketing Tools and material to CEDIA, InfoComm, PARA, TechHome and HiddenWires. These cost-effective marketing tools and material are designed to enable system contractors to increase sales by promoting their business on a professional level.

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