

HOW TO USE YOUR EMAIL LIST SUCCESSFULLY!

So you've managed to build up a client list of email addresses - what are you going to do with it?

Just pumping out adverts and repeat copy isn't going to cut it. I would suggest you try these five tried and tested techniques.

- 1** Let's Make a Deal! Everyone loves a bargain so select some special deals for your clients and let them know about them. Discounts, three for two deals, vouchers and free gifts all work well. Also consider something that is not available on your normal website to make them feel especially prized.
- 2** Hint hint! Your customers have problems and issues that they want solutions to. That's your job. Let them know that you can solve everything for them and they will love you for it. Vary the type of content you send as well; blog posts, videos and audio interviews are good examples.
- 3** Every Picture Tells a Story! There is no getting away from it – fantastic visual images scores over written content every time. For example, I recently used a picture of a plug in a dangerously burnt and worn state for a client when advertising their maintenance services. In my opinion the image got the point across on its own.
- 4** Just for You! Exclusive content is another winner and can take many forms. It could be a questionnaire, possibly with a prize draw. Videos showing your products or services in action or testimonials from satisfied customers are always effective. Never overlook newsletters – email saves on printing and postage, of course, and you'll need interesting content.
- 5** Forthcoming Events! Emails are ideal for alerting people to upcoming events. A bookshop might want to advertise a signing session by an author, for instance. You can also tell people about new products and release dates.

01452 534860

www.dynamicsalesolutions.co.uk



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