



## Quick Tips

### 6 Affordable and Easy Email Marketing Tips That Are Vital For Small Business

Full article:

<http://www.marketingforowners.com/6-affordable-and-easy-email-marketing-tips-that-are-vital-for-small-business/>

#### 1. Make Your Subscription Form Eye-Catching

- ⊕ Offer it in more than one place
  - At the end of each article
  - Prominently at the top of the sidebar
- ⊕ Use eye-catching color and an appealing pitch

#### 2. Effective wording

- ⊕ Offer prospects something of value
  - Exclusive deals
  - Coupon codes
  - Special offers
  - Be the first (to learn about new products, to receive sale pricing, etc.)
- ⊕ Present your newsletter/email list as an exclusive club
  - Anyone can join but the content is delivered exclusively to subscribers
- ⊕ Your invitation to subscribe should be 1-2 sentences max

#### 3. Promise You Won't Spam Them

- ⊕ How often will you email them? Daily? Weekly? Monthly? Make it clear
- ⊕ Commit to not sharing or selling email addresses
- ⊕ Include a privacy policy (see [freeprivacypolicy.com](http://freeprivacypolicy.com))
- ⊕ Require new subscribers to confirm their subscription
- ⊕ Always include the option to unsubscribe



## 4. Two Basic Types Of Emails:

### ⊕ Promotional emails:

- Succinct
- Designed to bring the subscriber to the site as quickly as possible
- Include a special deal or announcement
- Are sent out as needed

### ⊕ Newsletters:

- Include valuable information (focus is on high quality content)
- Longer and generally more visual than promotional emails
- May include multiple links
- May include promotional information
- Sent on a regular schedule (usually weekly or monthly)

## 5. Choosing Your Strategy

### ⊕ Promotional emails are best when you:

- Have frequent special offers
- Sell a product or service with a loyal following
- Can afford to send exclusive discounts to subscribers
- Frequently release new products or update often

### ⊕ Newsletters are best when you:

- Can create (or can hire people to create) strong content
- Have information to release on a weekly or monthly basis
- Your primary product or service involves information
- Free coupons and gifts

### ⊕ Avoid offering a free gift that will be delivered immediately on subscription (such as a coupon for a free item)

- **Reward regular customers and loyal subscribers** by sending such a gift after they've placed an order (or three) or on their birthday

## 6. Email marketing tools

### ⊕ MailChimp

### ⊕ Aweber