



E-mail Marketing: Beyond the Basics

Marketing your business can be more confusing than ever. Almost nothing seems to work really well anymore, and conventional methods are often too expensive for the results they bring. It's very difficult to continue spending advertising dollars when returns are low, but not doing anything is a sure walk to a slow death. Consumers have become numb to the

hundreds of messages sent to them by mail, newspaper, TV, and radio. Even if they wanted your service, chances are they wouldn't be paying attention because these conventional methods have become much too overloaded.

So what works today? The greatest

chance for a favorable response comes when a business delivers a message to someone who actually *wants* to hear that particular message and has the desire and financial ability to act on it.

This is why an e-mail marketing program can be effective. Why? Because when it's built correctly, it consists of a group of contacts who want to hear your message and are highly likely to respond to it. In fact, they want to hear your message so much that they actually asked you to send it to them!

Who are these great individuals? Your current clients and others who have an interest in what you produce. They want to hear more about what

you do, and they want a stronger relationship with your company. At least they are open to it—if you can create something for them they consider beneficial, worthwhile, and interesting.

Simple, right? Well, not really. Creating something that will produce results is never easy. E-mail marketing has to be a dynamic that's always growing. It must constantly evolve to engage your clients. It must be worth their while to open a message and read it.

It must be clearly beneficial to them. They must get something from each and every message, and your messages had better be interesting or they just won't read them. Each message must strengthen your relationship with everyone who invests his or her time with it or that message will be a total waste of time. It will just become another thing in the inbox, and ultimately you will get the death notice—an “unsubscribe” reply.

So what components make an e-mail program stimulating? The answer is many things. The most basic are clarity of message, being easy to read, and consistency. Your message must be clear because people don't have the time to figure out what you're trying to say. Don't give them more than two or three messages in an e-mail and have just one central theme or purpose for each one. Make it easy to read by making sure it's already in the body of the e-mail when it hits the recipient's mailbox. Most people won't take the time to wait for an attachment to open. Also create a mail format that is inviting to look at, uncluttered, and personal in nature. Make the tone of the message feel as though you are talking to just one person, not to the

“E-mail marketing must constantly evolve to engage your clients. It must be worth their while to open a message and read it.”



THIS ISSUE: A Picture Is Worth 1000 Words Contest | Tips | New Blog Entries

Hello Friend,

How does **\$25 off** your next framing project sound? How about **\$50 off**? This month we are hosting a contest called, "A Picture Is Worth A Thousand Words".

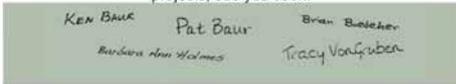
Just e-mail us the project you'd like to frame and tell us a little bit about it. (E-mail address below). For each project you enter, you will receive \$25 off that project!

Then, we will select one lucky person at the end of July who will win a \$50 gift card towards custom framing. So be creative, tell us what you want framed & why. (Use One Coupon Per Project)



Send your name, project & story to the below e-mail address: fcgvalpo@verizon.net

As always, we look forward to sharing the story behind your projects, see you soon!



Have a Question about Color & Art?

Give us a call or e-mail us:

219-477-1700
fcgvalpo@verizon.net



219 Broadway Chesterton IN 46304 74 W Lincolnway Valparaiso, IN 46383 103 N. Main St Crown Point IN 46307
(219) 926-6000 (219) 477-1700 (219) 663-9225

[Click Here To Unsubscribe](#)

hundreds who subscribe. Finally, consistency fosters familiarity. Be consistent in the frequency you send your messages, the type of content in them, and the layout of the message. Be easy to recognize.

Here are some other keys to a successful e-mail program:

1. Get lots of subscribers. This is a key to getting response. Attempt to sign up every client you have. Confide in old clients that direct mail has become too expensive and that joining your new e-mail program will ensure they continue to get notice of sales and gallery events. Give them something for becoming a member. Make this new form of marketing appear to be very special. Let it have some real benefits of value like free delivery to new members or a discount on certain types of service. Combine the subscription with a rewards club membership. Do whatever is possible to get as many of your clients as possible to provide their e-mail addresses.
2. Tie the program to your website in every way possible. Give readers reasons to go to your site by referring to follow-up tips and information they can get there. Have them visit the site to get a printable coupon they can use on their next visit to your gallery. Have fun contests where they "search" for hidden pictures or information in your site and then win something when they do. The more often your site is used, the more readers become familiar with your company and your services, talents, and team. This strengthens the relationship they have with you. This also means that you must have an interesting and interactive website, too. The message is that all parts of this marketing approach must be in place to support one another if you want it to be successful.
3. Pay attention to the subject line. It must be compelling enough to be noticed, but overdoing it runs the risk of having it directed to junk mail. Something as simple as an exclamation point in the subject line will often cause this to happen.
4. Try to build interaction. Don't just rely on sales and discounts to draw subscribers. Develop a format that promotes interaction by allowing clients to voice their opinions and preferences on designs and styles that relate to home interiors. Promote feedback and input. A great way to do this is to

add a link to your website blog where readers can learn more about the personalities on your team and make comments. Encourage them to make comments, and play up those comments as an important part of your blog. You can also make use of their comments in your promotions. By giving your customers a chance to talk about themselves and the things they like, you will be building relationships with clients that will build a deep loyalty. Incorporate pictures and stories about clients and their projects in your e-mails to build even stronger relationships.

5. Monitor the program. Like every marketing program, you have to understand its effectiveness. You can do this in several ways. First, if you offer a coupon or discount to readers, track their use and total the dollars they brought in. Try to limit the discount to e-mail readers only—don't post signs in the gallery about the discount. Instead, create some urgency for reading the e-mails, such as allowing readers to get in on special sales. Another way to monitor the program is to use a program that records how many of the e-mail you sent were

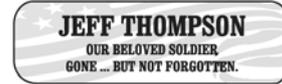
actually opened before they were deleted. This gives you good feedback into how your message is being perceived. In addition, whenever subscribers opt out, you can ask them for the reasons why they're canceling. This can also give you some valuable insights.

E-mail marketing is a fantastic marketing tool. It talks directly to those who want to hear what you have to say. It comes directly to the desk of that person, and it arrives almost instantly. If you learn to offer clear messages in a consistent manner that have value and create interesting interaction, you have the opportunity to create a very effective marketing method. Now is the perfect time to create an e-mail marketing program. There are many good clients out there who want to hear from you. ■

Ken Baur is president of Framing Concepts Gallery, a national award-winning company with three locations serving Northwestern Indiana, and a corporate division serving the business and design industry of Indiana and Chicago. Framing Concepts is in its fifth year in business.

CUSTOM NAMEPLATES

Your Source For
Rotary, Laser or Dye Sublimated Plates

 <p>Rick Elliott Employee of the Year</p> <p>Laser Engraved Logos</p> <p>Blake & Maria Heid May 30, 1987</p>	 <p>JEFF THOMPSON OUR BELOVED SOLDIER GONE ... BUT NOT FORGOTTEN.</p> <p>Full Color Dye Sublimated Plates</p> <p>From the Estate of THOMAS JEFFERSON</p>
--	---

Etched Elegance Email: etchedelegance@cebridge.net
Phone 913-557-6848 Fax 913-294-2298

ORDER YOUR DISPLAY TODAY

www.
StretcherBar
.net

Free Samples!



Milled
in the USA
by
Linen Liners, Inc.

1-800-742-2876
www.linenliners.com

Remington laminations Incorporated



Worldwide Suppliers of
Drymount Tissue, Release Papers, Heat
Press Supplies, Mounting & Laminating
Films, and Laminating Equipment

THE ULTIMATE BOND & PROTECTION FOR YOUR GRAPHIC OUTPUT

**10% OFF ALL WEB
ORDERS
Plus Free Shipping.**

Use code SHIPFREEPLUS @
checkout. Valid on web orders only.

Tel: 877.317.1716 • Fax: 888.563.6565
www.remingtonlaminations.com