



Monthly Marketing Tip

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Marketing a framing business is much different than marketing a commodity business. Studies show that only 4% of the population uses custom framing. That means that traditional mass marketing methods fail because most people are not interested in our message. But there are many effective ways to market a picture framing company if you pick the correct channels and are consistent.

How to Grow an Email Subscriber List

Subscribers are customers and prospects who want to keep in touch with your business. The more subscribers you have, the greater your chances of building a loyal customer base. But small business owners seem reluctant to ask or encourage customers to join their mailing list. Why? Because they fear being rejected and anticipate that others will consider it “junk” mail. As long as you view asking someone to join your list as a “favor”, you will be reluctant to ask.

The first thing you need to know about growing a list is to make your product (what you send out) valuable. If you view it as something your customers will benefit from receiving, you will *want* them to have it - you will be doing them a favor! Your new *Instant Marketing Program* will give your subscribers interesting and beneficial information, and as you grow this program you can add more details about your shop. Now that you have communication benefiting your existing subscribers, here are a few ways to get new subscribers:

- 1. MAKE IT EASY TO SIGN UP:** Ask every customer if they are on your mailing list when they pick up their projects. If not, tell them why they should be, the benefits they get, and offer to sign them up. *Don't ask them to do it* - add their email address yourself once you get their permission. Make sure that *every page* of your website has a place to subscribe.
- 2. BRIBE THEM:** Offer to take \$5 off their project if they sign up for your mailing list. Again, do it for them.
- 3. ASK:** You have many customer email addresses, but they may have been given to you for reasons other than subscribing to a newsletter. Email those customers and ask if they would like to join your newsletter program. Be sure to include all the benefits they will get by being a part of it.
- 4. HAVE A CONTEST:** Set goals and make it company fun. See who can get the most permission-based signups in one month.

Growing your email subscriber list is vital to building an effective marketing program. Once you view it as something valuable for your customers, it becomes easy to do.