

Sizzling Newsletters!

Your latest newsletter is drafted and ready to be e-mailed to your subscribers. You hit the “Send” button and stand by for a reaction only to discover that your ‘open’ rate is very, very low. For every 400 subscribers, only 7 have opened it and who knows if they’ve read it or not! And no-one visited your website as a result. These newsletters certainly aren’t working for you? But don’t give up just yet because here are few tips that could help you get a much better response from your newsletters.

Interest Your Readers

You can obtain an 80% ‘open’ rate, but to do this, you’ve got to interest your subscribers right from the word go. Here are a few things to consider:

1. Getting Through?

Not sure if your newsletter is cruising through cyberspace and making it all the way to your subscribers? Contact your Internet Service Provider and let them check to see that there are no problems in this area.

2. Creative Thinking

You need to spend some time on your subject line. This is crucial. Use some creative thinking and come up with a subject line that’s different, that’s arresting and fills your subscriber with curiosity. You need to encourage them to open your newsletter. Subject lines like, “July Issue #8?” just aren’t going to do the trick.... Your audience will hit the delete button before you can say, “BORING!” Your subscribers’ must be left feeling they have to open your mail and read on further.

3. Useful Advice

Although your newsletter is a means to promote your products or services, that’s not all you should be using for. It’s a perfect way to offer your readers sound advice, interesting articles and helpful tips. While you’re at it, invite your subscribers to respond to a particular question or topic and see how many do. Add value to your newsletter. For instance, if you sell corporate gifts, include some tips or advice on building client relationships and corporate gift giving.

4. Personalize

Personalize your mailing lists. Try and target your products to particular subscribers – they may be corporate gift buyers, individuals, groups, clubs etc. It’s a good idea to make them feel that your newsletter is aimed at them exclusively.

Ideal Example

Amazon.com is a great example of how to do this. They personalize information based on their customers' wants and needs. They know what each and every customer is looking for and when they last visited their website. They record every item purchased and in this way build up a record of customer preferences. They can then offer them products and content that meets with their approval.

You too can apply the same thinking to your newsletters. Ask your subscribers what topics they're interested in... what advice or helpful tips they'd like you to include. In this way, you'll make them feel so special they'll feel obliged to open and read your newsletters time after time.

Content Is Tops

Most people today are busy and in a hurry and don't have the time to read lengthy, boring newsletters. Here's a 3 terrific content tips:

1. Get Interesting

Give your readers interesting news. You can point them to a link to an upcoming tradeshow at which you will be an exhibitor or proudly tell them about a recent press release or even shout about an event that your company will be sponsoring.

2. Articles

It's a good idea to include an article about one of your products or services. Focus on helping or assisting your subscribers. Keep adding to these and over time build a library. You can also provide your subscribers with a link so that they can access these articles easily.

3. Satisfaction Guaranteed

Customer testimonials are still one of the strongest marketing tools around. Quote an example of a client who's had great results from using your products or services. Subscribers will respond well to this kind of information. At the same time, your company will gain added credibility. Once again, provide a link for additional product or service customer testimonials.

Final Word... or Two

Finally, remember to keep your articles between 600-800 words and section them into easy-to-read blocks each with bold headlines. Your subscribers will then be able to skim quickly through the content and pause at places of interest.

By following these few steps your newsletters should generate more interest but more importantly they should now be opened and read by many more of your subscribers.

