

Email Newsletters - Why You Should (Perhaps) Not Use Them

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Ok, you have done all the right things . . .

- * You have gotten a ton of traffic to your site through using your favorite marketing methodologies.
- * You have a capture page set up to collect the email addresses from those who wish to receive your information.
- * You have an opt-in list that is verified.
- * You provide good quality content; information your potential customer or client can actually use, not just a bunch of sales pitches.
- * Most importantly you understand that people only do business with others they trust. The **newsletter** helps build that trust and converts your potential clients into real clients.

But the numbers are not as high as you hoped. What could be the problem?

The problem could be the **newsletter** itself.

We are taught that the above set of steps is THE way to build a client base using the Internet. This is all true and if you are a real, diligent and completely above-board business-person, this WILL work. But there is a way to improve upon your efforts . . .

The Web Based Email Newsletter

The Web Based Newsletter is not a new concept. In this format, rather than send your weekly or monthly tips by email, you direct your potential client to your site to read your **newsletter** located THERE instead. Why do this?

BRANDING

First and foremost, in any marketing campaign is your brand. Your brand must be at the forefront of every message you deliver. Ask McDonalds. Ask Nike. See? You just saw golden arches and little curved line in your mind's eye, did you not? Or perhaps, if you are an auditory style, you heard the words 'Just Do It'. Your branding statement is key. Hopefully 'Joe's Transmission' will be at the forefront of everyone's consciousness in the years to come. But it won't be unless you control and manage your brand effectively.

CONSISTENCY

For a brand to function, it must be absolutely consistent. You cannot change your brand from month to month. Even the color schemes you use are a part of that brand. The logo. The fonts. The pictures you use. All of it must be absolutely consistent, for you are attempting to make an IMPRESSION, conscious or otherwise, and then REINFORCING that impression over and over, until familiarity breeds trust. Changing from month to month or year to year simply illustrates uncertainty on your part.

Two Types of Email Newsletters

The first style of email **newsletter** is text only based. We use these because they are read by any browser without appearing jumbled. What is there on our screen appears on the client's screen. We can rely on this. If you have ever hit a website that appears to be jumbled up or missing pieces here and there, it is very frustrating. This is because the webmaster is using modern tools that are beyond the capabilities of YOUR browser.

Frustrating. We blame it on them, for our precious old favorite browser could not be the problem! So, as business people we use text-based email newsletters to assure ourselves that ALL our potential clients get a consistent message.

The problem is that the text based **email newsletter** is just plain ugly. That is not good.

Some of us then switch over to using those fancy and pretty html based **newsletters**. They look great. On OUR screen. But it is an unfortunate fact that they might not look so pretty on the receivers screen. This is because most of our potential clients (and their respective servers) block graphics in an attempt to keep viruses at bay. What you are sending out is a picture perfect **newsletter**. What they most likely receive is a bunch of little boxes full of funny words where the pictures should be. This is not good either.

If your potential prospect has images blocked, the whole effect is lost; as a matter of fact, this can create the opposite effect, as your potential clients may come to think that YOU don't know what you are doing.

There is a far better way.

Enter The Web Based Newsletter

The web based newsletter resides on your site. You send a text email informing your clients that the **newsletter** is now available, with a link to the correct page. Why do this?

BRANDING

Your site (hopefully) is already well branded. The logos are there. The pictures are there. The same fonts. These never change. The potential client has been here before. They are familiar with your site. Your **newsletter** looks exactly like your site, because it IS your site. Which brings us to . . .

CONSISTENCY

All the elements you wish to convey to your potential client are already in place. I think I've said enough about this, so I will cover just one more point.

IN THE STORE

If your client is reading a text based email newsletter, they are (in their own minds) at home or at work. If they are reading a web based **newsletter** they are, for all practical purposes, IN YOUR STORE OR OFFICE.

They see the brand. They see the pictures. They see the fonts and colors. But, most importantly, there are 'Contact Us' or 'Buy Now' buttons all over the place.

If they are 'at home' while reading the **newsletter**, they must click to your site to get to your information or buy button. Maybe they are pressed for time or have urgent matters to attend to this morning. That being the case, taking the time and trouble to 'go to' your site creates subconscious resistance, as they do not know how long it will take to read further or sign up. In addition, they have but one link from which to choose.

If they are already (in their own minds) IN THE STORE, it is VERY easy to click the 'Buy Now' button located just to the left or right. No resistance. This is hedonics in action. OK. CLICK. DONE

In addition, rather than being faced with a single choice link, they now have ALL the links available with a quick click. You provide your client with a perfectly phrased benefit. You HOPE your client is now thinking "What is the cost?" so you provide a link to your cost page. But, in reality, the client may not care about the cost yet. He or she may be thinking "How does it work?" or "Who actually uses this?" or "How can I be certain this is true?"

It is far better to put all the links right in front of the client. The only effective way to do this is to use a web based newsletter.

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