

More than \$2 billion was spent on email marketing last year, but many business owners still don't understand the impact a successful email campaign can have on their bottom line. Email is now a proven primary direct marketing tool: typical response rates are 5-10%, costs are up to 70% less than direct mail campaigns, and they provide effective measurement and tracking capabilities.

Email marketing may be a new medium, but research shows that it has overtaken the telephone as the primary means of business communication. More than 41% of email users check their mail everyday, and business professionals rely on it as their primary method of staying informed.

[Bring Them On Home...page](#)

How can you use Email to help generate sales? First of all, email is a very effective communications tool that can draw customers to your web site. If you change your web site content weekly, send out a weekly email to clients and prospects to inform them of your latest products/services, news or specials. Visitors should be able to sign-up for email alerts through your site easily. And, if you don't have the time or staff to generate weekly campaigns, hire a knowledgeable, experienced vendor to do it for you! You'd be surprised at how affordable these services are.

[Reorder Reminder](#)

Or, if you sell consumable products, try emailing your customers a "reorder" reminder. Your customers will appreciate it and it will let them know that you are thinking of their needs. And it will most likely increase the number of orders you receive from that customer. Remember, it is seven times less expensive to market to an existing client than to acquire a new one.



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Go "e", Not Postal

Are you currently printing and mailing a newsletter? You can save thousands of dollars on printing and postage by distributing your newsletter via email. And in 2004, postal rates are expected to double! An email newsletter offers several advantages over its print cousin:

- It can be distributed more frequently since costs and production time are less.
- Reader's reaction to your e-newsletter can be tracked by seeing which articles have been read, how many customers opened it and how many clicked through.
- It allows readers to respond to you very easily.
- An inspired e-newsletter can increase brand recognition and sales.

A Good Virus

One of the great advantages of email is that it is inherently viral. That means that if you create an email that is interesting enough, it will be forwarded to others, thereby increasing your prospects with very little effort on your part. Add a button at the bottom of your eNewsletter that easily allows it to be forwarded to a friend or colleague.

Be sure to pick the email correspondence that is right for your company and your customers. Feel free to ask us, if you have any questions.