

Email Marketing

Email Marketing is an excellent way to continue communicating with clients, customers, potential customers and constituents. With an email blast, you can show off your products, tell them about sales, inform them about some of the projects you've been working on, or just communicate helpful information about your field of expertise.Database

A good place to start your email blast is your current database. As you meet people you can add them to your list. It's a good idea to ask permission to send them your newsletter.

The next place to gather names for an email blast is on your web site. If you don't have a sign-up form already, we can help you place one on your site. Once a visitor signs up, they will automatically be put into a database for the next time you want to send out a blast. With this system, they can also unsubscribe from your newsletter. This way you won't have to add and subtract people from your list by hand.

If you have a third-party list, most legitimate email services will not allow you to send them out without expressed permission from the recipient. One way to use third-party lists legitimately is to send out an invitation to join your list with a great offer. You may get up to 25 percent of the recipients to join your list. We have found that the people who actually sign up for your list end up buying more than the greater majority of people who did not sign up. And you won't get banned by Internet Service Providers, which could affect your daily email service if you are tagged as a spammer.
Email Blast Content

We can help you develop content for your email blast campaign. We have talented copywriters who can help you put together great content. These are some things you can put in your email:

- What's going on in your industry
- Specials and sales your company might be offering
- Contests
- Events
- Perspective on news events
- Essays on topics that would interest your visitors Format

You can send your emails as HTML (looks like a Web page) or text (doesn't have graphics).

We can design your HTML email blast with various graphics and formats. We can even make it look like your web site with hot links to different pages on your site. This type of email often receives higher results and is more trackable.Tracking

We will give you reports about how well your marketing went. Our report will tell you:

- How many people received the email
- How many people opened the email
- How many of the emails were bad
- How many times your various links were clicked on
- We can also tell you who clicked on what link. By knowing this, you can follow up with a coupon or an invitation targeted toward the page they clicked on. Options Suite121 Web Design Offers:Planning

We can help you plan out your email blast strategy so that it will be most effective. We can help you determine the content, frequency of sending, and your offerings.Writing

We can work with you to come up with concise, well-written content for your email. We have professional editors who will check the content of the email for typos, misspellings and clarity.Design

We can help design the HTML email to look nice and move your audience to action.Database

We have resources to help clean up your database. We will remove duplicates, update addresses, and format it in such a way to make it more productive.

Call us today at 970.396.5109, and we will get started on helping you reach your audience with highly effective and cost-effective emails. Or you can fill out a Contact Form.