



INSIDE EDGE

YOUR MONTHLY REPORT ON THE LATEST INTERNET MARKETING TRENDS

July 2014

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Email Marketing Still Matters

Don't Sleep On Your Inbox

Recently, Jason Hirschhorn, a man with serious digital savvy, [raised \\$2.25 million in seed funding](#) to turn his popular email newsletter into a company. That's right, he built and then pitched a successful business idea based on linking to great content other people created. The vehicle that drives those links (and essentially the business)? Email. Marketing.

Whether you're actively ignoring email as a marketing channel (because you think it doesn't work) or it's just one of those things you "haven't gotten around to", we have a few suggestions. Change your mind and/or find the time. Quickly. It takes time to build lists and concoct the perfect email recipes, but it's going to pay dividends well into the future, so the sooner you start, the better.

Think about it: we all use email. Most of us use it daily and some of us use it all day long. Email is at the core of our digital experiences. While it might seem like email is old and out of style, that's only due to the rapid growth and popularity of social media. It's understandable that the flair and panache of Facebook, Twitter and LinkedIn are more intriguing than tired old email. But at the end of the day, you have to go with what works. And for many businesses, the simplicity of email marketing has become little more than a missed opportunity.

Hirschhorn, somebody who would know, [summed email marketing up perfectly when he said](#): "It's a great place to get in front of people who are interested in what you have to say. Email is a 40-year-old technology that is not going away for very good reasons — it's the cockroach of the Internet."

Embrace The Newsletter

If email isn't going anywhere and everybody is using it, why aren't you? It's a question that deserves an honest answer. "It's too hard," "I don't know how" and "it costs too much," might have been legitimate answers a few years ago - but now they're just excuses. The fact is there are tools and services that allow you to get an email newsletter up and running in no time; and if you really need help with strategy and set-up, [a WSI](#)

[expert would be happy to help](#). After all, doesn't remaining connected to potential customers who have asked you to send them information on topics they're interested in sound like a good, long-term idea?

How To Optimize Your Email Marketing Campaigns

Tips For Creating The Perfect Newsletter

Not sure where to begin with email marketing? Start with these simple concepts to get used to your audience and you'll gain momentum before you know it:

- **Keep It Simple:** this one is twofold. Keep it simple with your message and your process. Make it as easy as possible for users to subscribe to your list (and don't be afraid to ask them often, either). You should also keep your content fairly straightforward, especially when you're starting out. Deliver what you know will work and begin expanding and experimenting once you've established your newsletter's value.
- **Get Creative:** if there's one area of your email campaigns that can make all the difference in the world, it's your headlines. Test and agonize over every headline you write. Practice headlines for emails you haven't even written yet. Getting good at delivering emails with creative headlines is extremely valuable to your campaigns.
- **Build Trust:** sending an email does not guarantee that your message is read. When it comes to getting your list to actually read your emails, trust is vital. People are much more likely to read emails that they a) have asked for and b) are expecting. Asking for proper consent and sticking to a schedule are great ways to build trust with your email audience.

We've only touched on the basics of creating a sustained and engaging email marketing campaign for your business. For further information and guidance on your email marketing campaigns and strategy, [get in touch with a local WSI Consultant today!](#)