

Newsletters



Customers. They're kind of crucial really.

And so is building a relationship with them. Businesses that can do this with their clients are far more likely to generate customer loyalty and repeat business. It's also the cheaper option to trying to generate new leads.

But how best to do this?

Email newsletters (or email marketing) is one area where you can really stand out from the crowd. People guard their email inboxes closely these days, but with their permission to send them a newsletter, you have a great opportunity to build a unique relationship. This can build a steady stream of leads.

A newsletter will:

- Create a more personal and intimate connection with your clients.
- Keep you in front of your target market.
- Ensure people don't forget you.
- Help generate customer loyalty.
- Allow you to display your expertise on a deeper level.

Remember, your newsletter list could possibly be one of your company's biggest assets.

What software is available to do this?

The market is pretty much awash with software for creating and sending newsletters; maybe a sign that this sort of marketing is something that every company should be doing.

There are no real one-size-fits all solutions when it comes to email marketing. The best company for you will depend on the size of list, size of budget and whether marketing automation is required. Shop around.

For small lists of around 2,500 - MailChimp, ActiveCampaign, GetResponse, ConvertKit, AWeber and ConstantContact are just a few of the companies out there.

For larger and more advanced marketing lists of around 10,000 - ActiveCampaign, GetResponse, Drip, ONTRAPORT, and Infusionsoft are all possibilities.

The following page will show you an example for a suggested newsletter layout.



Technophobia prevents Brits from future proofing homes

New research announced today reveals that despite a massive 73% of people interested in future proofing their homes with smart technology, only 5% are currently planning to install it in 2016.

[Read more...](#)



Back to school

The start of a new school year is a milestone in itself. But it can mark other milestones too.

[Read more...](#)



O2 Recycle

We're pleased to announce that we've just passed the 2 million recycled devices landmark.

[Read more...](#)

