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Feature Article : Publishing an Email Newsletter - Getting Started

Despite the rise and rise in popularity of social networking, there is definitely still a place for email newsletters and email marketing. This is because, although blogging and Twitter especially have received a lot of press lately, the actual number of business owners actively engaged in writing and responding online is quite small. The more internet savvy are doing both!

Email newsletters is too big a topic to cover in just one article so we'll be returning to it in future articles. For today, the focus is getting started with your own Email Newsletter, or Ezine as it's also called.

Why do you need an Email Newsletter?

It's a great way to stay in touch with people you have met while out networking, with past & present clients, and with contacts you hope will become clients in the future.

Email Newsletters are a very cost effective marketing tool, especially when compared to the cost of printing and posting out a paper newsletter.

Each issue you write is an opportunity to make your readers aware of how well you know your stuff, and remind them about your products or services!

You will also have a list to send occasional purely promotional messages to.

Choosing a Provider

While most of us start off using an Email package like Outlook, it quickly becomes unwieldy. Added to that you don't know how many are actually getting through, let alone being opened. And if your list grows too big, you may run into problems with your Email ISP who could think you are a spammer!

There are many providers, with different offerings and at different price points. Think about the future growth of your business and your list - rather like buying children's clothes a size too large so they have room to grow into them! Make sure your provider can grow with your Email newsletter needs.

The following are all reputable providers for you to consider, according to your situation. All are web-based so there is no software to download.

Verticalresponse.com (basic, pay as you go, easy to use, good for small lists)

constantcontact.com (very popular, easy to use, pay by list size)

newzapp.com (annual fee, personalised template, good for small - medium lists)

mailermailer.com (monthly fee based on number of messages sent, a bit more technical in places)

sign-up.to (monthly fee based on list size, includes mobile marketing)

getresponse.com (payment options, based on generous list size, includes autoresponder* facility)

aweber.com (monthly fee based on list size, includes autoresponder*)

infusionsoft.com and 1shoppingcart.com Both are all-in-one shopping carts as well as list managers and autoreponders. For the more established, true 'internet



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businesses' selling products from their website. Additional features reflected in the price.

* **Autoresponders** allow you to send a series of pre-written messages to your subscribers. We'll be writing more about this function in future issues.

A lot of web designers and hosting companies will also provide you with a template, look after your list and provide you with stats. The downside of having everything under the same 'roof' is the possible future difficulty in extracting yourself from the relationship, or if they should stop trading.

Next month we'll look at how to structure your Email Newsletter and what to write about!

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(Disclaimer: we are not responsible for the results of your choice, it is up to you to do your own due diligence!)

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