

HTML NEWSLETTER GUIDELINES



KEEPING IN TOUCH WITH CURRENT & POTENTIAL CLIENTS IS OFTEN VITAL TO CONTINUED BUSINESS SUCCESS. AN HTML NEWSLETTER IS A QUICK & FAIRLY EASY WAY OF KEEPING CONNECTED. THE FOLLOWING INFORMATION OUTLINES SOME DIFFERENT METHODS AND PROS (+) & CONS (-) OF PRODUCING AN HTML NEWSLETTER.

THERE ARE THREE MAIN WAYS EMAIL MARKETING CAN BE USED:

To enhance the relationship with a current or previous customers and to encourage customer loyalty and repeat business

Sending e-mails with the purpose of acquiring new customers or convincing current customers to purchase something immediately

Adding advertisements to e-mails sent by other companies to their customers

EMAIL MARKETING CAN BE SENT VIA THREE METHODS:

1. From your current email address.
2. From a specialised mass emailing program.
3. From a specialised online email marketing service.

EACH HAS ADVANTAGES AND DISADVANTAGES:

1. FROM YOUR CURRENT EMAIL ADDRESS:

- + you directly mail people from your own computer, creating a personalised touch
- + it is free to send
- its not easy send personalised emails to large numbers of clients
- you need to know what you are doing, its possible to make mistakes (for instance, send everyone an incorrectly formatted letter or send all your clients everyone else's email addresses by mistake
- its not easy to track who has opened and read your email, and even clicked on the links inside your email

2. FROM A SPECIALISED MASS EMAILING PROGRAM:

- + its designed to do the job, and can do it in an extremely fast and efficient way
- + the program can be relatively inexpensive or even free open source programs can be used
- + its easy to personalise each letter using a database or list (i.e. "Dear *firstname*, thank you for purchasing *product name*")
- its somewhat technical to use, and mistakes can be made (i.e. incorrectly configuring things, sending the email to the wrong database list)
- its not easy to track who has opened and read your email, and even clicked on the links inside your email
- it runs from a specific computer address, so if it gets reported as a spamming address it might get blocked by some clients
- there are often policies of the internet service provider about not allowing mass emailing

3. FROM A SPECIALISED ONLINE EMAIL MARKETING SERVICE

- + these email services are for large ongoing online marketing
- + usually you would purchase a "block" of online emails you can send, say 5000 or 10,000
- some require specialised internet programming skills to set up email templates for use in their system, or they can provide specialists who can create your templates for a fee
- emails can often be personalised for each client (i.e. "Dear *firstname*, thank you for purchasing *product name*")
- + once the template emails are set up it is not that difficult to change the content and send it again for a weekly email
- + they usually provide advanced tracking facilities, so its fairly easy to see who has received, read and clicked on links in your email, and how many email addresses are not valid
- + their servers are designed to do this and its easy to send huge numbers of emails

Creating HTML emails is a specialised skill, there are many mail clients out there and even different versions can render the mail differently, from Outlook, Apple Mail, GMail, Yahoo, Hotmail, Lotus etc. **Therefore it is important to construct these emails carefully and tested in various mail clients.**

IT IS IMPORTANT TO FOLLOW THE LAWS IN REGARD TO EMAILS:

Essentially, you need an **email address owner's permission** before you can send them a commercial email. If you don't have this permission, then the recipients of your mail may well regard your message as spam; unsolicited commercial (bulk) email. If you are accused of sending spam, then you may find your email accounts closed down, your website shut off, and your reputation in tatters. In some parts of the world, you may even be breaking the law.

You also must have your **"valid physical postal address"** and also provide an **easy opt-out** (unsubscribe) method.

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