



Bright hints, tips and ideas

Maximise your e- marketing

For many years organisations have traditionally used print collateral to promote its products and services to its target audience, however with the emergence and rapid growth of websites and email over the last 10-15 years, organisations have introduced e-marketing as part of their campaigns.

If you have already implemented e-marketing strategies to your organisation (or if your new to the concept of e-marketing) and need help to maximise them, the below ideas could help.

E-marketing is commonly made up of the following mix:

- Email marketing
- Website
- Microsite
- E-brochures, e-newsletters and e-magazines
- Forums/blogs/social networking
- Web advertising – banners, rich media
- Mobile marketing

Benefits of e-marketing

1. Lower cost
2. Measurable
3. Increase your reach to a larger audience
4. Ability to personalise messages and to target specific segments/markets
5. Greater creativity of campaigns
6. Works well as part of an integrated marketing campaign

Maximise your e-marketing now!

For Websites:

1. If you sell products, can you introduce an internet e-commerce sales channel to sell your organisation via your website?
2. Add a link to subscribe to your newsletter on your website
3. How up to date is the content on your website? This is commonly the first point of contact a potential client will make to find out more about your organisation. Fresh up to date content keeps your company at the forefront.

For e-newsletters

1. If you have an e-newsletter – increase subscriptions by adding a ‘forward to a friend link’ or look for affiliates/contacts to link your e-newsletter to attract a new target audience.
2. Introduce a balance of text and images to the e-newsletter. Encourage headline text which links through to the main article, rather than have the entire article/information within the newsletter.

For e-blasts

1. Increase the frequency of your e-blasts. If you have a specific message to deliver with an immediate call to action, send it out more than once to increase your chances of it being read.
2. If you have a lot of information to deliver to your audience, consider dividing the content up across a series of e-blasts, too much text on an e-blast won't be read.
3. Sharp titles to newsletters and e-blasts will increase your open rates

For other activities

1. Have you adopted social media? Join the rapid trend of businesses and promote your business for FREE – join Linked- in and Twitter and provide regular feeds of information about your business, products and services to the World!
2. Mobile marketing is the next big thing. Can you send short targeted SMS messages out to your customers?
3. How clean is your e-data? Ensure your lists/data are kept up to date
4. Make your e-marketing as interactive to the user/reader as possible; include images and rich media where possible.

Need more bright ideas to help maximise your email marketing?

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