

next tuesday afternoon

June 18, 2008

Everyone with an email marketing program and those wanting to begin one search for ways to grow their subscription files. Unfortunately, some email marketers still rely on purchasing permission-based lists as a means to increase their email database. Settling for this type of quick fix rarely results in a stable, viable and cost-effective database.

The saying "Good things come to those who wait" applies to smart email marketing managers who appreciate the logic and process of growing their subscription file organically, over time, with well-developed marketing efforts. The opportunities to grow a healthy subscription database comprising subscribers with true interests in your products, company and messaging are only limited by the time you spend creating and implementing an effective email marketing plan.

Here are four critical elements needed to create a meaningful email marketing plan:

1. Market Your Subscription Button - Don't hide the subscribe. Too many email marketers assume that subscribers know the marketer's site as well as the marketers do, and therefore miss many opportunities to capture new subscribers because the subscription link is "hidden."
2. "Sell" the Subscribe - Subscription landing pages give email marketers the opportunity to sell subscribers on signing up and, more importantly, staying subscribed. The landing page should highlight the benefits that a subscriber will receive for signing up.
3. Promote Subscribing - Don't underestimate all the potential opportunities available for attracting new subscribers. Push customers to join your email marketing efforts via marketing across all mediums: catalog, brochure, packaging inserts, receipts, in-store signage, special-event signage, and broadcast.
4. Empower Your Front Line - Educate your customer-service department on the benefits of email marketing. Your customer service team speaks to your existing and potential customers on a daily basis. The more informed and empowered they are to facilitate the subscription process, the quicker your file will grow.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

Lisa Davis
859.225.2684
Lisa@OneAlliance.com

marketing • brand management • interactive

