



Do I need an e-newsletter?

By answering the following questions you will begin to understand whether your business would benefit from sending an e-newsletter.

Do your contacts/customers/partners and other stakeholders have an active interest in your business activities?

If they do then an e-newsletter is a good way of regularly keeping them up to date with your business activities. Have you won an award? Do you have new premises? Have you employed new staff? Have you got a special offer? Tell them about it!

Does your business have something to say?

Every business has a background which could be something worth sharing. Maybe you found a gap in the market or perhaps you have years of experience in a particular field, or a key strength that your competitors lack? Sharing your unique selling point (USP) with your contacts and stakeholders will promote your business. Or are there any topics in the media from your business industry? Write about it, your thoughts and comments. The respect you earn could transfer into repeat business.

Have you got a field of expertise?

Do you have a field of expertise? What do you offer your customers? Are you able to share your knowledge or experience with others? If so write about it in an e-newsletter, your customers would be interested in any free advice or knowledge you can bestow on them from your field of expertise.

Do you regularly promote your business offerings?

As a marketing communications tool an e-newsletter is perfect method of telling existing contacts and clients about your new offerings. If you already promote them then why not duplicate it in your newsletter? Existing contacts and customers should be the first to know. An e-newsletter is the perfect vehicle for targeting your existing contacts. The more people you can send your promotions to the better - and what better way than using a low cost tool.

Would you like to showcase good use of your product/service?

If you have customers who have used your product or services with great results why not (with their permission) write a case study or profile on them. Take some photos and include it in your e-newsletter demonstrating to others what is possible and showcasing to stakeholders what has been achieved.

Do you want to grow your customer base?

Of course, everyone does! Word of mouth is a wonderful thing, and even if you send an e-newsletter to ten people there is a good chance one might tell another about it. Include on your e-newsletter an option to forward to a friend or associate. If your content is useful others will be happy to send it on, increasing your chances of reaching new customers.

To conclude...

If you choose to write an e-newsletter then remember its content should always be relevant, interesting and helpful to the recipients, you will then have a greater chance of recipients reading it and remembering your business.

By: Liz Rowe, Editor, B2B Centre 28 July 2007