e - newsletter link

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Related Categories: Response, Marketing, Links

Keep in Touch with your Customers!

OK, so you've built a website for your business. You've got all the information, images, keywords, products, services, unique selling points, special offers etc., etc, on your pages to both attract customers and to encourage them to get in touch or even better make a purchase from you there and then. Well done, pat yourself on the back and sit back and enjoy the benefits of your work. But is that really it? Is your work all done? Well that depends on how much response you want from customers, whether they're new customers or clients who have already bought something from you.

Staying pro-active with your website will of course maximize that response.

The best way to look at this is by thinking of your website as one of your team, a dedicated member of staff or even your business partner. You're working together and aiming for the same goal. Your website is working extremely hard for you by racing around the internet and making sure that anyone looking for products or services like yours knows about you!

Your website is responsible for marketing your business, bringing potential customers to your door and showing them what you do and why they should be your customer! So your website needs all the latest information about your business.

Keep your website up to date with new products, services and offers!

Make sure that your website has all the information it needs to answer people's questions and encourage a positive response. There is also another way to encourage maximum response from potential customers and visitors to your website.

Newsletters

Newsletters keep you touch with existing and potential customers. When customers sign up to receive a newsletter, they are inviting you to keep them informed about new products, services, special offers and special events etc! By requesting your newsletter, they have also eliminated any Spam restrictions or barriers, which means you can contact them by email whenever you like! Keeping in touch with customers like this will make sure they think of YOU the next time they need the kind of products or services you offer.

Log into your control panel, go to step 3 and open one of your primary pages in your editor. In a fairly prominent place on your page, enter a line such as "Subscribe to our Newsletter ".
Highlight this line of text and click the yellow "Insert Link" icon – choose Email and in the next window you will see 3 fields. Complete these fields as shown below:

1) E-Mail Address – In this box, type in your companies email address
2) Message Subject – In this box type in the following: "Subscribe to the (your Company name) Newsletter"
3) Message Body – In main email content area, pre-type any necessary information and instructions to your customers, leaving places for them to enter their contact details. For instance:

"Yes I would like to receive your newsletter"
My details are:
Name:
Email:

Please enter your details above. Thank you!

Visitors simply have to add their details and click send. Simple!

Keep a record of each subscription you receive and add their names and email addresses to a contacts list on your email program. Then, on a regular basis if possible, send your "newsletter group" an inviting News email with a hyperlink direct to your website.

Creating Your Newsletter.

Keep Newsletters Short and Punchy and always include a link direct to your website. The link could take people to your home page or a particular page promoting your special offer or even a particular product or group of products within your shopping basket.

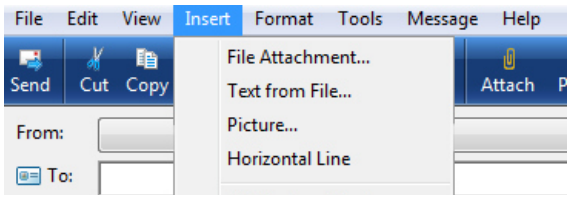
Alternatively, you could produce your newsletter on a page within your website and simply email your customers a link to that page with a short, catchy teaser inviting them to "click here to find out more about our amazing news!"

To create the link to your website within an email, first LOG OUT of your control panel and go to the relevant website page or product(s) you want to link to. You need to be looking at the page live, as your customers see them, NOT as you would see them from within your control panel.

In the address bar at the top of your browser, you'll see the full address of that particular page or product, which will look something this:
e.g. page address: http://www.yourdomain.co.uk/info2.cfm?info_id=*****
e.g. product address: http://www.yourdomain.co.uk/prod2.cfm?product=*****

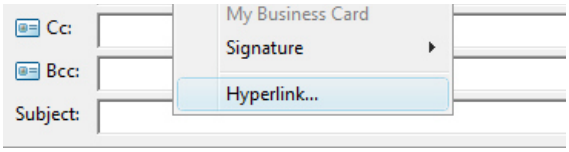
Highlight and copy (rightclick > copy or Ctrl C) the full address, as this is the address for your hyperlink. In the email to your customers, you can actually type whatever text you want for the link that they'll click but you're going to attach a hyperlink to the address of your page / product to that text.

To create the link within your email.



Somewhere prominent within your email, type something like: "Click Here to find out

more about our amazing news!”



Highlight this text (or you could just highlight the words “Click Here”), then on the main email toolbar, click “Insert” > “Hyperlink”. In the window, which will open up, paste (rightclick > paste or Ctrl V) the link address, which you copied earlier and click OK.

If you want to test it before you send it out properly, send the email to yourself first.