

Web Site Design

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Develop and Promote

Building on Success

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## Advantages to mailing lists

Do you want to cut your marketing budget whilst targeting only people who are interested in your services? A mailing list may be the answer. These are lists of people to whom you can send advertisements about your business.

Anyone who is serious about their business understands the importance of having a continuous flow of leads into the business. It is much easier to make additional sales to people who have already had a positive purchase experience with your company. By maintaining a mailing list and regularly sending out mailings, you can easily increase the number of times a person buys products and services from you.

**Previous methods of passively expecting that someone will contact you to buy something are outdated and no longer works in today's economy.** In place of this is Pro-Active marketing via various methods such as direct mailings, which allows a business owner to contact potential clients anywhere in the country. This is something you can achieve with a business mailing list.

Some of the advantages of mailing lists include:

- **Affordability.** Many types of advertisements are expensive. In comparison, it's fairly cheap to send advertisements out to a group of people on a mailing list.
- **Targeted advertising.** Mailing lists are designed to group together people with similar interests. This type of targeted advertising increases the likelihood that the ads will result in sales.
- **Measurability.** Our email campaigns give you full tracking details, for example who opened it and what links they clicked. This lets you track the response rate (and therefore the success) of your advertising. Other forms of advertising are not so easy to track.

We have covered what should go in newsletters on [Email Marketing](#) from previous issues.

Before creating an email list, you should familiarize yourself with anti-spamming laws and learn how to stay on the right side of them. Moreover, you should do a lot of reading on anti-spam web sites so you can learn good email list etiquette and so you can learn what types of disclaimers and instructions for removal from your list should be at the bottom of all your legitimate, non-spam bulk-mailed email messages.

I recommend that you have a look at:

<http://www.email-marketing-reports.com/canspam/uk/>

Begin educating yourself about the **do's** and **don'ts** of non-spam bulk emailing.

Rather than using a splatter gun approach to marketing why not have a more direct relationship with potential and existing customers? Mailing lists may take time to build, but are much more valuable in the longer term. The better your mailing list is the more value it adds to your business. If you want to sell or franchise your business in the future you have to add this type of value at least one year before hand.

You could grow your business by 10, 20 or 30% just by adopting an effective e-marketing strategy.

Develop and Promote has the best approach to making your marketing work. **We make web sites that get results.** Call us now for a free informal chat about increasing your online marketing.

**Call Darren on 01522 822520**