

## Why you need an Email Marketing Service

Email marketing is one of the most powerful tools available for communicating and developing relationships.

However, your standard email account is not designed for e-mail marketing and can even undermine your marketing efforts.

The great news is that there are inexpensive web-based email marketing services which enable you to avoid typical mistakes and get the most from your efforts.

**Here are some reasons for using an experienced e-mail marketer and top email marketing benefits which wouldn't be achieved by utilising your standard email account:**

- **Legitimate Services**

Many email accounts and most ISPs limit the number of emails you can send at any one time. They also guard against bulk mailing as this is often thought of as being spam.

- **Professional Mailing Practices**

If you use Outlook or similar, mistakes can happen such as exposing your entire list in the "to" line thereby violating confidentiality and creating exposure .

In addition, failure to include unsubscribe instructions, an unsubscribe link or physical mailing address is now a legal requirement. A web-based service provides auto unsubscribe links which are effective immediately.

- **List Hosting & Management**

The marketing service used by Email Newsletters Plus hosts your email lists and auto performs critical management functions. These include sign up options for new subscribers, and the ability to unsubscribe with one click. Both of these are critical to

I HAVE NO IDEA  
HOW OUR  
NEWSLETTER  
WORKED BUT I  
HAVE RECEIVED SO  
MUCH POSITIVE  
FEEDBACK WHICH  
HAS RESULTED IN  
MANY MORE  
ENQUIRIES – I  
COULDN'T HAVE  
DONE IT WITHOUT  
YOU – THANK YOU  
SO MUCH!

successful email marketing.

- **Technical Support**

Bounces are also managed which would not normally happen using a regular email client.

By utilising Email Newsletters Plus, you don't need to worry about the technological skills or infrastructure required to send your email campaigns. We have studied HTML and hold an accreditation in Business Computing so are well qualified to manage your account on your behalf enabling you to focus on your business and not on the logistics of email marketing.

- **Formatting**

Our service sends your E-Newsletters in multi-part format meaning that your emails will be delivered to your subscribers in the correct format each time.

By contrast, your email account cannot differentiate which email format each recipient is able to receive and your recipients could receive gibberish which is unreadable. The size of your email (particularly if featuring images), may well exceed the requirements of the ISP or domain, making it more susceptible to blocking. If you send only a text version email you will miss out on response rates of up to 35% higher with HTML.

- **Professional Looking Emails**

We are technically savvy and can customise your campaign to your own personal taste so that you get to choose font types, colours and placeholders for your logos and graphics.

- **Measurable Results**

Following a campaign, we provide you with a report which shows you the number of emails sent, how many of these were opened, when they were opened, and who clicked through to your website or to the links contained in your email.

We can also show you new subscribers, unsubscribers and bounces and, once unsubscribed there is no danger of a recipient remaining on your list as they are automatically removed by the system.

These reports help you to track and measure your success, target more effectively, and improve your results over time.

- **Reduced Costs**

When you total your current email marketing costs, you may be surprised to find our service is less costly in terms of resources and time required. Technical resources required to support in house email operations are expensive and our service allows you to utilise our previous knowledge and experience. We handle the technicalities for you and the web-based service charges a small monthly fee without setup or support costs. This keeps your investment small.

**If you want to follow best practices, stay up to date with changing legislation and convert your one time visitors into repeat business and long-term customers, use our service so you can spend your time more productively to increase your bottom line.**

**Call us now on +44(0)20 8979 8803 or send an e-mail to:**

**[info@Email Newsletters Plus.com](mailto:info@Email Newsletters Plus.com)**