

## **Internet Marketing Tips - Using Email to Grow Your Business**

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*First Quarter – 2001 – original sent via email to clients*

Driving targeted traffic to your site and integrating your web site into the way you do business can be a challenge. But, it is doing these things that you will begin to realize the potential of your online presence. Therefore, the marketing tips that follow suggest specific ways to help you build traffic to your web site while increasing your client/customer interaction and service level.

### **Tip #1 – Email Signatures**

Most email programs, like Microsoft Outlook or Eudora, allow you to set a signature that goes out on the bottom of every piece of email that you send (check mine below for an example). By including a link to your web site, you make it convenient, while offering an invitation to all correspondents to visit your web site. You can also include a phone number in the signature so that it is easy for someone to follow up to your message right away. The steps for adding a signature in Microsoft Outlook follow below. Most programs will have similar steps – just search the Help section for “creating signatures.”

1. Go to **Tools** on the top menu and choose **Options**
2. In the **Options** window, select the “**Mail Format**” tab across the top
3. Click “**Signature Picker**”
4. Click “**New**”
5. Click “**Start with a blank signature**” and then click “**Next**”
6. Type in the desired signature and then click “**Finish**”

Note that to include a link to your web site, it is best to use the following format:

<http://www.yourdomainname.com>.

### **Tip #2 – Email Distribution Lists**

Email is a great way to stay in touch with your existing client/customer base. First, gather email addresses from your clients and create a “distribution list” with these addresses in your email program. As in Tip #1, most email programs will have this feature; you can search the Help section for the directions for that particular program. A distribution list will allow you to send one message to all those on the list with one action. Once the list is established, you can send announcements about new products or services, market news specific to your industry, specials or promotions, law changes that effect your clients, or changes/updates in customer service options. Doing so allows you to stay in touch with your clients, simultaneously providing them with valuable information (not unlike this email I am sending to you!). However, make sure not to overuse the list, as you want to ensure that your messages are a valuable contribution and not an aggravation to your clients/customers.

These tips are provided by denning e-solutions, LLC, your Internet marketing company. Thank you for your business.