

INTRODUCTION

The popularity of email newsletters for business has come and gone with the tides of new technology. Once dominant, social media knocked email off its high ground, only to fizzle in the last couple of years as consumers experience social feed fatigue. Regardless of what's trendy, establishing an email audience of customers and sales leads should be a priority, every year for small business.

COLLECTION

There is no shortcut to collecting email addresses. Once collected, addresses are typically only valid for a few years at best which means you need to continually collect new addresses, and prune your existing lists. Below are some ideas on how to gain subscribers:

- Website opt-in form.
- Giveaway or promotion (promoted in website and social media).
- Point of sale.
- Networking.

CONTENT

Keep your newsletter content concise and focused. Recipients will not read hundreds or thousand of words. Use bold headlines, bullet points and links to your website to read "full articles".

SCHEDULE

Don't overdo it! Recipients will fatigue & unsubscribe if your frequency exceeds their tolerance. Start slow, quarterly, or monthly and measure **open rates**. Speaking of...

PROVIDER

Use a third party email newsletter service provider such as Constant Contact or MailChimp. Your deliverability will improve, and they provide **tracking** which is important for measuring results and guiding future content and scheduling.