

Email newsletters are great for providing extra face time

mw Mass. Web Design



By Matt Ward

Email newsletters are a great way to stay in touch with your audience, and ensure you stay top of mind on a regular basis. Newsletters by email are easy, inexpensive, they promote your expertise on a regular basis and they add to your overall marketing mix by providing you extra face time with your audience. So what's the best strategy for conducting an email newsletter campaign? Here are a few suggestions that keep your emails out of the deleted folder;

Have a purpose: Promote noteworthy deals, client acquisitions, and most importantly, provide the reader with valuable information and insight into the industry you're trying to reach. In offering expertise, always educate the reader and do not lecture.

Provide links back to company website: In the actual email, keep your copy to one paragraph and then link them back to your website if they want to read the full article. This keeps the reader interested and drives traffic back to your website

where readers can find other valuable information regarding your company.

Make your email forward friendly: Make it easy for readers to forward your email by providing a clear link. Also, creating informational, valuable and sometimes funny content will make readers want to forward to friends and colleagues. This will help to build your email list.

Here are a couple quick "don'ts" to help you avoid an ineffective email newsletter campaign.

Never send your emails on Monday. As we all catch up from the weekend, there's a very good chance your email will just end up being deleted in favor of more important emails. Do however, try to send your email newsletter on Tuesday, preferably between 10:00am and 2:00pm. Research has shown this is one of the best times for email newsletters to pop up in someone's Inbox.

Don't use Outlook to send email newsletters. Bulk emails sent through Outlook can end up in your Spam folder. Use a service such as Constant Contact or another email newsletter provider.

Don't send your newsletter too often: Sending a weekly email newsletter will surely make you an annoyance very quickly. A monthly email is adequate. You can send them

twice monthly if you're providing timely industry insight.

Follow these simple tips and you'll be well on your way to having an effective email marketing program that will surely reap results for your firm.

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GVA Williams brokers Kelliher Samets & Volk 3,000 s/f lease from GTI

BOSTON, MA Peter Bean of GVA Williams represented Kelliher Samets & Volk Advertising in their 3,000 s/f



Peter Bean

lease at 500 Harrison Ave.

The landlord, GTI Properties, was self-represented by John Kiger. This space represents Kelliher Samets & Volk's first Boston location.

Located in Boston's South End district, the former mill building with its architectural details was an excellent fit for both the size and image for Kelliher Samets & Volk.