



Part of the Washington SBDC Podcast Series

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Is it email or Spam?:

Email is more useful, faster, and less expensive than direct mail. As a small business owner, you probably have a limited marketing budget and want the most bang for your marketing buck.

Response rates: email 10% response, 48 hours to 1 week, cost-\$0.005

direct <1% response, mail 6-8 weeks, cost-\$0.50

How can I prevent my customers from seeing my emails as spam?

2 components of a business-generating email:

1) Mailing list:

- a. Elements like image, look and message are important but it will not make up for a bad list, or for an offering the customer doesn't need or want.
- b. *Never send email to those who have not given you permission*, i.e. build a customer list database from online and offline sources. When customers give you their email address they are giving you permission or "opting in."
- c. Collect names, addresses, email addresses and any other information that will help you tailor your offer to each customer.
- d. You must provide assurances that their information will be secure and not resold.
- e. Market to existing customers or someone who is in the market for what you offer.
- f. Provide an option to opt-out on every single email.

2) Offering:

- a. *Send emails that are relevant, personal, and anticipated.*

- i. For example, what kinds of “pets” do your customers own?
- b. There must be something a customer needs or wants.
- c. Always test your emails with a few customers to gauge their response before you sent it to everyone.

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