



DESIGN

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What is Email Marketing?

Email marketing has become a popular way to build relationships, loyalty and trust with your consumer in a cost effective way.

3 Tips For EMAIL MARKETING

1: Build Your List Organically

Don't buy or rent your list. Build your list organically by collecting customer information via business cards or sign up forms.

2: Stick to a Schedule

After finding a balance with your email frequency, be consistent with your send schedule. This will allow your subscribers to know exactly when to expect your email, and will look forward to it.

3: Keep It Fresh

You wouldn't eat stale bread or drink stale milk, so why send stale email creative? The arrangement of content and the overall aesthetic appeal play a major role in capturing the interest of your recipients. Have another look at your design, or even better, have a professional look and provide you with feedback.

On any website you only have a few seconds to capture the attention of a visitor before they are gone forever. Developing a strategy to attract new customers and retain existing clients is crucial to successful marketing. Maintaining a company blog is a great way to get your personal message out to many viewers. But a blog is a passive effort, meaning a user must navigate to it in order to get the message. Transforming a passive blog into a pro-active newsletter program is a logical step.

42% of the US Online Retailers send at least one promotional email on every Friday.

Nielsen/Net Ratings

A well thought out and regularly published newsletter will give your company the unique experience of getting to know your customers and give them a chance to get to know your organization. After several issues of your newsletter you can begin to learn what is of interest to your audience and tailor it to them.

Your email newsletter is such a huge representation of your company, which is why design truly matters. I have spoken with many people that have told me they just don't have the time it takes to put out a newsletter that looks professional enough. Utilizing my services to publish your content ensures that you will never have to worry about sending out a newsletter issue that is less than professional.

Five minutes to call. Two to email. You Pick!
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