



Inexpensive Marketing – The E-zine

- ✧ **Repeat Clients spend on average 33% more than new Clients.**
 - ✧ **It costs six times more to sell to a prospect than to an existing Client.**
- Barbara Wold, International Speaker, Author and Business Strategist

To increase repeat business, Keith Lee, American Retail Supply suggests the following:

Start an E-zine! If you're not using e-mail or a website to communicate with your best Clients on a regular basis, you're missing out on an effective, low-cost means of advertising. An E-zine is a periodic publication distributed by e-mail or posted on a website which focuses on one subject area.

- Use an E-zine to send your Clients information they can use and include your products as an additional benefit of reading what you send. Your e-mails won't be nearly as effective if all you do is send sales offers.
- Examples: If you have a pet store, give pet care tips. If your business is home improvement, give a step-by-step how-to on one project a week or month. Be creative. What do *your* Clients want to learn about?
- *You don't even have to write it from scratch!* Use the internet as a resource for ideas, tips, even full how-to articles to share with your Clients. Just be sure to site your sources.
- Make sure you can measure the results of every advertising offer. Include a code or keyword on your e-zine that must be used to receive the discount or special, just like you would with a coupon or newspaper ad.

How to: Collect e-mails from your Clients.

- The PCEDC has a form we can send you to personalize for your business and keep on your front counter. Just call the PCEDC for this ready-to-use sign up sheet. Or, make up slips with Name, E-mail, Area of Interest, and Comments.
- Get your clerks to ask Clients if they want to sign up for your E-mail Thank You Club (or name of your choice). When people ask what a Thank You Club is, your clerk explains that "It's free and it's our opportunity to thank our loyal Clients by sending special offers that aren't advertised. Plus we'll send you a periodic tip on...."
- In addition to providing news and tips related to your business, you can use the "Thank You Club" to advertise seasonal inventory you want to move.
- For best results, give an incentive to your clerks for signing people up and it's a win-win-win all around. Then train clerks and encourage them to share sign-up strategies that work.