



Personality-driven client attractive newsletter system
Building your know, like and trust factor AND brand loyalty.

I have been composing, sending, teaching, and updating the strategy of personality-driven newsletters (aka mailers) since 2008 when they became the newest form of marketing online to build a private list.

They are delivered either weekly or bi-weekly featuring your blog article as the main content via email to permission-based subscribers. Newsletters are designed to offer your subscribers valuable FREE information about your expertise, lifestyle tips, inspiring content, photos, videos, special offers, events, etc.

We are positioning you as the go-to-expert building brand loyalty.



The content is meant to entertain and educate your target market while building your credibility and the know, like, & trust factor. ***We are building your expert status to build relationships that can result in higher SEO on Google rankings and traffic; hence, conversion.***

5 KEYS TO AN EFFECTIVE NEWSLETTER

1. The purpose to newsletter is to build a QUALITY email list while offering free industry-specific info to build an online loyalty of clients, colleagues, referrals, and prospective clients. It's not the quantity but the quality of names. Do they match your target market?
2. You are aspiring to a higher conversion rate of names on your list that turn into clients or referrals. The success of your conversion rate (%) means you have defined your target market correctly and are marketing specifically to those people – you know their needs, wants, issues, concerns, and the marketing reflects that in the content.

You will also have many on your list who not buy anything but they are loyal to your brand. It's ALL good as long as you are delivering the newsletter consistently building your know, like and trust factor.

3. Newsletters are never spam because they are designed to be delivered to a specific target market. They are only sent to people who ask for them. Adding names from business cards we received at events and meetings is not permission based.

4. Newsletters are key to staying in touch and building trust over time. You may not see much conversion for months but keep at it. I've had my newsletter since 2008. It always converts on some level throughout the year in collaboration with my social media marketing.

5. One of your main year-round marketing goals is to attract and drive people to your site to sign up for your newsletter in exchange for a valuable handout, checklist, audio, or video that speaks to your ideal client's needs and interests. Your private list allows you to have the luxury of marketing to them often.

Email Marketing Resources:

I have been using Constant Contact since 2006. I find it to be innovative, top customer service and easy to use. I know many have other choices. There is mail chimp, active, Infusionsoft, and a host of others. If you want to do a trial with Constant contact, you may use my affiliate link to sign up:

<http://www.constantcontact.com/signup.jsp?pn=marladiannmentoring>

Placement of your opt-in invite: *The newsletter system is a list builder.*

Optimize your site to capture names. Your opt-in box needs to be on the home page and all non-sales pages in a visible location, not at the bottom of the page. It needs a compelling 3-4 short sentences invite to a free report, download or audio. This is incentive to exchange for an email -- Give 'em a reason to join your community & list. Give your visitor a compelling reason to opt-in. Make your giveaway content specific to your ideal client's needs. Today savvy marketers are giving away video tutorials, audio downloads, top 10 lists, reports, how-to's, e-books, guides, and more. Think of your ideal client's top needs. What would inspire them to opt-in?

Your newsletter is one of many items to be delegated to a virtual assistant on a weekly or bi-weekly basis to create consistency with your subscribers. But you know that ☺ - You are writing in your authentic voice to your target market.



Editorial list: (Some not all)

1. Intro
2. Feature blog article 500 words or less on anything of your expertise (this is linked to your blog).
3. Testimonial (can be written or video)
4. Ask the Expert: Q & A –
5. Community service or Philanthropy -
6. Upcoming events and projects
7. Photos
8. Special offer
9. Social media links



Key relationship building topics for intro section – In your personality, speak to your reader. It's personalized conversational languaging. It does not need to be all business.

Open the email with something that happened in your personal life re: Pets, family, kids, vacations, weddings, birthdays, current positive news, and trending topics. Then segue into your blog topic.

Options as substitutes for your newsletter to keep the relationship building and maintenance:

1. Weekly tips in your expertise. Be sure to include lifestyle content; Inspirational quote; Photo with caption. Something personalized.
2. Expert articles with commentary 2x month. Repurpose your blog post into an eblast.
3. Video tip.

Again, the purpose to the newsletter is info rich with less selling – you are building your brand as an expert in your field – personality driven marketing – regardless of service or product.

You will be offering specials, trainings, events, and more throughout the year for a fee, but the ongoing loyalty is built by sending expert content to enhance their lives and/or businesses.