

[Login](#) | [Manage Account](#) | [Mobile](#) | [Contact Us](#) | [E-Edition](#) | [Subscriber Services](#) | [Site Map](#)

site

Web Search powered by [YAHOO! SEARCH](#)

[News](#) [Sports](#) [Business](#) [Opinion](#) [Entertainment](#) [Lifestyles](#) [Jobs](#) [Homes](#) [Cars](#) [Classified](#)

[Today Media](#) [Local](#) [State](#) [National](#) [Weather](#) [Obituaries](#) [Education](#) [Databases](#) [Politics](#) [Special Coverage](#) [Crime](#) [Columnists](#) [YourNews](#)

**Breaking News** [The New Patio Restaurant abruptly closes in Vero Beach](#)

## Follow PR pro's tips for crafting powerful e-mail messages

Posted July 5, 2010 at midnight

[Email](#) [Discuss](#) [Share »](#) [Print](#) [A](#) [A](#) [A](#)

BY AMY MORRIS

correspondent

E-mail marketing can be an easy, cost-effective way small businesses can promote products and services, but if these e-mails end up in a trash folder unopened, they're a waste of time and money.

A good way to avoid annoying people with your well-meant messages is to create a targeted e-mail list of qualified prospects. Ask people to sign up on your Web site or at your place of business. Chances are, they're interested in learning more about what you have to offer.

Once you have a sizeable list, it's time to turn your attention to the most important part of a successful e-mail marketing campaign — the copy.

Ginger Atwood, president of The Alexis Agency in Vero Beach, said when it comes to online copywriting, two of the most important factors are brevity and the subject line.

"A great subject line drives recipients to not only open your communication, but also read it," she said.

Atwood offers these tips for crafting a more powerful e-mail marketing message:

\*Play up your brand. Not only is it free advertising, but a reader is more likely to open

### Most Popular

[Viewed](#) [Commented](#) [Emailed](#)

**Letter: It's ridiculous Indian River County tea party holding forum in publicly owned facility**

Published 7/4/2010 at 1:00 a.m. 160 comments

**Martin County commissioners considering \$8 million in spending reductions**

Published 7/5/2010 at 2:29 p.m. 46 comments

**The New Patio Restaurant abruptly closes in Vero Beach, said to re-open in September**

Published 7/6/2010 at 5:20 a.m. 14 comments

an e-mail if it comes from a trusted source.

\*Keep it simple. E-mail in-boxes are getting fuller every day. An overly long or complicated subject line is useless if it's ignored. And when they open your e-mail, your message should get to the point. Readers appreciate short, simple messages.

\*Focus on them, not you! Failing to take the recipient into account is a common marketing mistake. Stop telling everyone how great your product or service is, and start thinking about what you/it can do for your clients. Self-promotion is all about the other guy — your audience will appreciate the consideration.

\*Question things. Subject lines that pose a question pique reader interest, and interest leads to more "opens." Answer the question and address the need immediately.

\*Don't let "free" scare you, but use it cautiously. Sometimes "free" is just what your readers need to hear, but don't overuse it. Studies show that it increases response rates. But if it weakens your brand perception, avoid using it altogether.

There are a number of e-mail marketing services that allow you to create HTML e-mails in just a few clicks. You can choose from hundreds of templates, or customize your own with your company logo, colors and photos. Prices vary widely depending on the services you want and the size of your list. For example, MailChimp.com is free for lists of up to 500 people, while JangoMail.com charges \$400 a month for up to 25,000 contacts and unlimited image hosting.

Amber Ducote, account executive for Tara Biek Creative, an advertising and marketing firm in Stuart, said it's important to make sure every e-mail blast reflects the look of the company.

"It's all about building a brand, whether you're a new business or a company that's been around for years," she said. "The more your target audience 'sees' you, the more they'll recognize you and remember you," she said. "Over time they'll feel like they know you."

How often should you e-mail your customers? It depends. Probably not daily, but more than once a month. Businesses that use one of the e-mail marketing services mentioned earlier can see who read, clicked and forwarded the e-mail, then use those figures as a guide.

"It's important to not misuse your e-mail marketing lists," Ducote said. "Sending too many e-mail blasts any given month results in a numbed audience. They'll start to overlook your message and eventually send you to the spam folder. So consolidate messages as often as you can."

© 2010 TCPalm. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Email      Discuss      Share »      Print

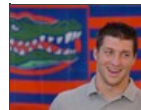
**Letter: Hateful falsehoods sustain Obama's vicious critics**

Published 7/3/2010 at 1:00 a.m.      197 comments

**Letter: Scary to see Lincoln's party hijacked by extremists**

Published 7/5/2010 at 1:00 a.m.      51 comments

**Photo Galleries**



**Tim Tebow visits Fort Pierce**



**Multiple Sins**



**The Day in Photos ( July 4, 2010)**

**Weather**

**Currently**      36-Hour      Your Photos



**Currently**  
**82°**  
Mostly Cloudy  
Wind: E 4mph

**Today**  
**90°**  
**74°**

[More Weather »](#)

**Calendar**

JUL	JUL	JUL	BROWSE
<b>6</b>	<b>7</b>	<b>8</b>	
TUESDAY	WEDNESDAY	THURSDAY	MORE

**Kali Natha Yoga**      6 p.m.  
Kashi School of Yoga 11155 Roseland Road, Sebastian

**Qi-Gong**      7 p.m.  
Kashi School of Yoga 11155 Roseland Road, Sebastian

**Bluegrass, country and gospel music**      7:30 p.m.  
Vero Beach Heritage Center

[More Events »](#)

**Business Directory**

**Search**      **Browse**

**Business:** e.g. salon

**Location:** e.g. Stuart, FL