

## Harness the Power of Email News

More than websites, more than direct mail, blogs, and instant messaging, email news is the most cost-effective, most powerful way to build your community—whether customers, clients, or membership. Newsletters have always been an important tool for staying in touch. And today's electronic newsletters, in email form, are proving central to the marketing strategies of every kind of organization.

### Here's what the research shows:

1. *Email and newsletter marketing is cost-effective*

For every dollar spent on email marketing in 2007, marketers could expect an estimated \$48.29 return on investment. Engaging your audiences in more targeted communications (such as email) increases net profits by an average of 18 times more than mass mailings. Furthermore, email marketing is the top online marketing method for retention, critical and central both today and through 2013.<sup>1</sup>

2. *Email is the preferred communications method*

Research has shown that as many as 93 percent of survey respondents cite email as their preferred business communications channel.<sup>2</sup> Email newsletters let you maintain a relationship with your customers that lasts beyond their visits to your site. The newsletter is the perfect website companion.<sup>3</sup>

When users were asked to describe the benefits of email newsletters, three reasons stood out, each being highlighted by more than one-third of users:

- *Informative:* They keep users up to date (mentioned by two-thirds of the users).
- *Convenient:* They're delivered straight to the user's information central and require no further action beyond a simple click.
- *Timely:* They offer current information and real-time delivery.<sup>4</sup>

3. *Email/newsletter marketing is exactly suited to not for profit communications*

In 2007, not for profit email growth was nearly three times that of Web site traffic growth.<sup>5</sup> Using interactive tools like email, one organization has increased online donations by 40% and grown its email address list by 10%.<sup>6</sup>

Contact Jane Sherwin at WordDrive Communications for more information about the power of email news, or email her at [j.sherwin@verizon.net](mailto:j.sherwin@verizon.net).

Jane works with her clients to transform ideas and rough drafts into powerful communication tools. Learn more about her writing services at [www.WordDriveCommunications.com](http://www.WordDriveCommunications.com) and sign up for [Words in Motion](#), her monthly e-newsletter.

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#### Sources:

<sup>1</sup><http://www.emailstatcenter.com/ROI.html>

<sup>2</sup><http://www.habeas.com/News-Events/Press-Releases/Habeas-Study-Confirms-Strong-Ongoing-Demand-for-Email-in-Direct-Marketing-Mobile-and-Web-20-Applications/>

<sup>3</sup><http://www.useit.com/alertbox/high-roi.html>

<sup>4</sup><http://www.useit.com/alertbox/20040217.html>

<sup>5</sup><http://www.convio.com/convio/news/releases/online-marketing-benchmark-study.html>

<sup>6</sup><http://www.convio.com/resources/newsletter/interactive-online-campaign-helps-americas-second-harvest.html>