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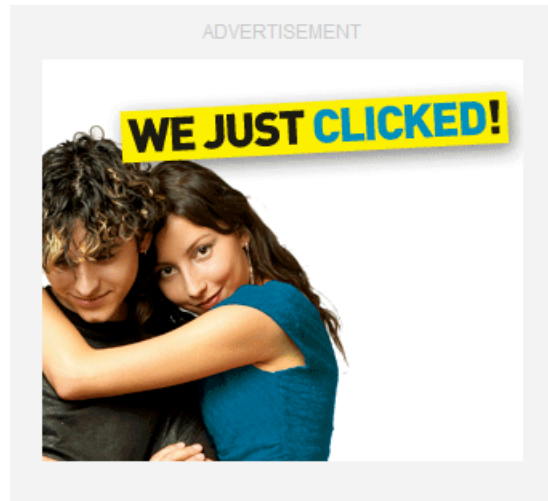
Six practical pointers for email newsletters

by Rolf Anweiler Brand Republic 25-Sep-06, 07:00

For the growing number of companies using email newsletters to communicate with existing and potential clients, Rolf Anweiler, head of marketing and communications at email services company eCircle, identifies the formula for success.

How many online newsletters do you receive in an average day? How about over the week, the month? Take a wild guess. No matter what the number is, it is steadily increasing.

Acquiring customers or intensifying the customer dialogue is the goal of more than 82% of email marketing according to research by Maisberger & Partners.



Newsletters have proven themselves as the most widely distributed and most established form of email marketing and have become an indispensable part of the communications strategy for many companies.

As one of the leading providers of software and services for digital direct marketing throughout Europe, eCircle has researched and identified six important factors for implementing a successful email newsletter.

Following the style of the four Ps of classical marketing (product, place, price and promotion) here are the six Ps of email marketing:

- PLACE** How the newsletter is integrated into a website
- PROCESS** How easy is it to subscribe
- PERMISSION** Are data protection regulations being adhered to and how is permission gained from the subscriber?
- PERIODICITY** Is the timing and frequency of the newsletter right?
- PERSONALISATION** Is it tailored to the interests of the reader?
- PRESENTATION** How good is the newsletter design and layout?

Our benchmark study found that the area in most need of attention to ensure success was the personalisation and individualisation of the newsletter. Personalised newsletters had an average 25% higher click rate than non-



Rolf Anweiler

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Additional weaknesses were identified in the newsletter subscription process – specifically the presentation and layout of the registration form. A lot of potential is thrown away. With a more user-friendly subscription process newsletters can achieve on average a 19% higher registration rates.

The delivery time and the security of the newsletter also play an important role for companies. For example, are details such as email addresses protected from other organisations?

Overall, markers are far from reaching the full potential of the newsletter. While companies in the financial services and automotive industries require substantially more activity, the research shows that it is newsletters in the IT, media and tourism industries that continually achieve better-than-average results, using the six Ps effectively.

An email newsletter is a customer newspaper that has to make do without the tactile quality of the print product. By paying attention to the six Ps identified and creating a clearly structured newsletter with an engaging concept, the success of the email newsletter can only increase.

If you have an opinion on this or any other issue raised on Brand Republic, join the debate in the [Forum](#).

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