



How to Grow Your Business Through Email

Small businesses have smaller budgets, every penny spent needs to help move the business forward. Communicating directly through email allows a business to build a relationship with their customers which results in an increase in customer loyalty. Email marketing allows you to stay connected. And, it is one of the most effective ways to drive sales even for those with strict budgets.

The benefits include low cost to administer and distribute, faster than traditional mail, ability to customize your message, and flexibility to create custom campaigns for your most loyal audience. Also, the return on investment will outweigh the time and effort needed to put into action.

Most people look at their phone before they get out of bed in the morning. Keep your business top-of-mind by staying connected, so that your business is one of the first things they read about in the morning.

SHORTCUT: 6 Steps to Growing Your Business Through Email

1. Capture your customer emails. Get their first and last name, email address and enter it into a spreadsheet.
2. Select an email marketing software service to automate your email distribution
3. Determine what type of an offer you can extend, make the action you want them to take (CTA) clear and easy to understand.
4. Pick a template design that will work best for you and your offer.
5. Import your customer email list.
6. Schedule the email for distribution.



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In's and Out's of Email:

Email is a proven way to reach customers. In fact, [80% of business professionals](#) believe that email marketing increases customer retention. And with instore shopping and dining limited at best, connecting with shoppers is vital to maintaining customer loyalty.

There are only a few steps required to put all the pieces together to reach your customers and increase sales, all through email. Start by capturing your customer's email address. Give them an incentive to share. Let them know that they will get special offers and advanced notifications of special sales by sharing their email. Include a signup form on your website, making it easy for customers to join your mailing list. When obtaining their email address, make sure you also get their first name and last name. Once you have set this up, create a spreadsheet that simply includes your customer email list:

Email Content

Keep it simple. More than [50% of Americans](#) are reading emails on their phone. It's important that your email is easy to read no matter what type of device they are using. You want to make it easy for your subscribers to quickly scan the contents to see what you are offering. In otherwords, no small print.

A few types of emails designed to generate a buzz and motivate customers to shop include:

- Special offers
- Limited time offers
- Seasonal promotions
- Programs for your most loyal customers



Use your email offer as a way to encourage customers to view new merchandise or a new array of entrees. Determine what action you want the them to take, to buy for instance. This is your call-to-action (CTA). For example, entice the customer to take advantage of a special offer or discount code at the time of purchase. Make it a limited time offer to instill a sense of urgency. Only include one CTA per email. Having more than one becomes distracting. It jeopardizes the action you intend the customer to take by giving them a less purposeful action, increasing the likelihood of losing them altogether. Once you know the content of your email, move to the next step using email marketing software to create the email, and schedule it for distribution.



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Email Marketing Software

The benefits of using email marketing software include no additional effort required to manage a growing list of subscribers, ability to set up one email for many email addresses, and the flexibility to schedule delivery (don't have to be online when it is set to be sent). An added benefit is being able to track to see who opened and read your email. Use that information to determine if your email subject line had impact, or your offer was viewed as being of value. The best part is the systems are easy to use.

There are a variety of email marketing services that provide automation at no-to-low cost. Most include templates and scheduling for free with a small number of recipients. Of course more features are added when you choose to subscribe to pay.

The top email marketing software, according to [PC Mag](#), which include limited free use:

1. [Mailchimp](#) - Free for limited use
2. [Campaigner](#) - One month free trial
3. [Constant Contact](#) - 60 day free trial
4. [Zoho](#) - Free signup
5. [Sendinblue](#) - Free for limited use

Email marketing is simply a tool to add to your marketing efforts to help you get new customers, increase loyalty, and sell more. The more effort you put into it, the greater the likelihood of success.

Below is a visual description to help you get started using email.

How to Get Started

1. Start capturing your customer email address

	A	B	C
1	First Name	Last Name	Email Address
2	Jane	Doe	janedoe@email.com
3	John	Doe	johndoe@email.com

Note: To ensure you are compliant with the state of California, customers must choose to join your mailing list, and must have a quick and easy way to unsubscribe.

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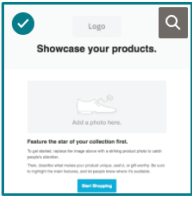

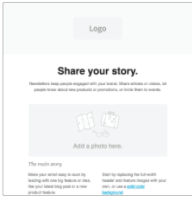
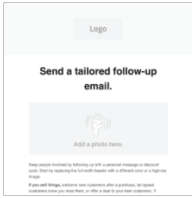
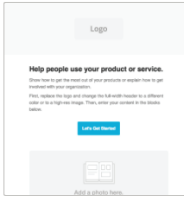
2. Select an email marketing software service that will work best for your automation needs.





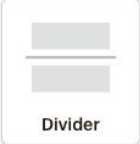






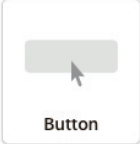


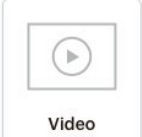
3. Write your content including the special offer that you want to share via email. This can be done in a standard Word document that can be copied into your template when ready.

4. Create the design of your email using the templates available. Here is an example of templates:

Featured

				
<p>Sell Products Market a line of products or promote seasonal items.</p>	<p>Make an Announcement Share details about a sale, event, or other big news.</p>	<p>Tell A Story Send a newsletter to let people know what you've been up to.</p>	<p>Follow Up Send a tailored email to people who have engaged with you.</p>	<p>Educate Explain your products or share knowledge about a topic.</p>

This service also gives you various components to modify the template to best serve your needs. You can add additional images, buttons and even video.

 <p>Text</p>	 <p>Boxed Text</p>	 <p>Divider</p>	 <p>Image</p>
 <p>Image Group</p>	 <p>Image Card</p>	 <p>Image + Text</p>	 <p>Share</p>
 <p>Social Follow</p>	 <p>Button</p>	 <p>Footer</p>	 <p>Code</p>
 <p>Video</p>			



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5. Upload your subscriber spreadsheet to the email software program.
6. Schedule your email to the designated time to be sent.

THAT'S IT! You are now a business using email to connect and communicate with your customers!

Looking for the definition of the digital lingo? Download our Digital Dictionary [here](#). You can also access it at <http://www.ilovemv.org/digital-dictionary>.

The **Business Recovery Kit** is brought to you by the Mountain View Chamber of Commerce. Content created by Fly to Soar in partnership with the Chamber of Commerce.