



A Guide to Email Marketing Services

More and more people are doing business on the Internet. Having a website is important, and so is reaching out to your current and potential customers. In the same way brick-and-mortar businesses put out flyers and advertisements, it is essential to let people know what's going on in your business or organization.

At Blue Springs Design, we make it easy for you create a highly effective email marketing campaign. We will guide you from beginning to end, from everything to signing up with an Email Marketing Service to sending you reports on how many people read your message.

To help you understand how Email Marketing works, and how Blue Springs Design can help you, we've created this guide for your reference.

Signing up with the Email Marketing Service

The first step is to sign up with an Email Marketing Service. This is the company that will let you build your email and send it out to all the people on your list. Fees for these companies usually depend on how many names are on your list and are really very affordable. We can help you choose the company that is best for your needs. You can either have us create your account for you, or we can walk you through how to do it yourself.

Creating your mailing list

Next, using a spreadsheet or document containing the email addresses, we upload your customers to a mailing list. If you do not have your email addresses in a Word document or spreadsheet, we can add them in manually for you. We can even create several lists and send different messages to each list!

You will also want to give your customers a chance to sign up for your emails right from your website. We will create the sign-up box and place it on your website. When people sign up through your site, they will be added to your list right away and automatically receive the emails you send in the future.

Important: It is illegal to add someone to your mailing list without his or her permission. You can only add them if they ask to be added or if you tell them that by collecting their email address, they will be added to your list. Please keep this in mind when giving us your list of names.

Designing your email

Next, we design the message, beginning with the template. Basically, the template determines how a message or newsletter will look. We build professional, attractive templates with the proper specifications so that they arrive in your customer's inbox looking the way you intended. If you already have a business logo, we incorporate it into the template. If you do not have one, we can create one for your business!

Writing the message

Blue Springs Design is committed to helping you create the best possible emails newsletters and promotions. We have trained sales copywriters on staff, and we understand the nuances of marketing to the Internet customer. Whether you need us to provide complete articles or you just want a little help making your message sound good, we are able to assist you.



Adding images and graphics

If you need special photos, graphics, or other images in your email campaign, just let us know. We can create banners, logos, promotional type, sales graphics and more. We can also edit your photos for size, optimize them (making them display on the screen faster) and place them in your email.

Sending your message

After you approve the final version of your message, we do the rest! We will access your Email Marketing Service and send the finished email to your mailing list. You will not have to spend valuable time trying to learn how to use the service or troubleshooting any problems. We take care of everything for you!

Archiving your message

After your email campaign is over, you will want to save the message. We can save it on your website so other visitors can read it. If you do not have a website, we can either send you a copy of your email to save in your files, or we can just keep them saved in your Email Marketing Service Program for when you need them.

Reporting

An important part of any marketing effort is to know if your information is reaching your customers. Most Email Marketing Services generate reports for each message you send. These reports tell you how many emails were opened, what links in your email were clicked, how many bounced (which means the email address was incorrect or no longer valid, and the message didn't reach the recipient) and if a recipient reported messaged. We can send the report to your personal email address or teach you how to access these reports.

If you want to learn more or have questions, please do not hesitate to contact us. We will work with you to develop a campaign that best suits your business needs!