



Amesis Design Newsletter Service

We now offer our clients a fully integrated newsletter service with links from your websites and managed database of recipients.

People like to do business with companies they know, like and trust and Newsletters are a great way of building loyalty with your customers.

Sending out relevant information to your customers when they require it, allows you to communicate key messages and offers, while and maintains their awareness of your company and services.

They are an opportunity to say what you want to say, in a relaxed, reader-friendly environment. They are an opportunity to build a customer relationship. Your newsletter should entertain, advise, inform and engage your reader.

The trick is relevance - it is only of interest to the recipient if it is relevant.



Newsletters can be used for a variety of purposes

To communicate special offers and last minute deals, for example, a charter holiday company might send out a special offer to fill up 'last minute' spots.

To keep customers abreast of progress and happenings, for example, an events company might tell people about the most recent wedding it organized.

To keep in touch with your customers - invite feedback and ask them what they think. Encourage dialogue.

Reward customers - you can send vouchers and money-off coupons and offer exclusive discounts only available to readers of the newsletter.

Have some fun with your customers - run a competition.

Generate leads. If you are after leads for a specific purpose, for example to target them for a new product, you can ask a specific question about their use of that product in your newsletter that will 'qualify' the reader as a lead or not.

Newsletter content - some examples of news for small companies

New employees, premises, products - the key word here are being new. Anything new is news. If you move to new premises, that should be emblazoned on your newsletter. New products are also newsworthy, as are new staff members.

Updates - relevant to your industry. So for example, an accountant would keep readers abreast of tax changes and deadlines. A heating engineer would mention new regulations and accreditations such as the need to be registered with Gas Safe.

Awards and other company successes. Everyone loves to share in a good time. Shout about your achievements, whether they be academic (an employee passing an exam), environmental (you have obtained a certain classification) or other industry standard e.g. ISO ratings. Or best pub of the year

Cutting edge, state-of-the-art groundbreaking - the words might be clichéd but that's because they have been used so often by journalists. Innovation is interesting! It could be a new way of training or a new burglar alarm not used in this part of the world before.

Research findings - people love figures and statistics. If you have some interesting findings on your industry, company or product - share them with your readers. Point out the connectors - don't assume knowledge on the part of your readers that you might take for granted yourself.

Advice - a newsletter for a garden centre, for example, is a perfect forum to give regular, timely updates on what you should be doing to your garden now. What fruits and vegetables are in season now? Become the 'expert' in your industry.

Events are news. They don't have to even be your event! If something is happening that you feel is of interest to your readers - point it out (they will love you for it!). So a restaurant might point out a local Food Festival to readers. Or a hairdressing salon might direct readers to a local Wedding Expo.

Structure of the newsletter

Short and sweet is best. Customers do not have time to read lengthy newsletters even if they are interesting and relevant.

Keep it to two pages at most, unless you can really justify the extra time it would take the reader (e.g. an exceptional offer).

A variety of short stories is better than one or two long ones. Readers can always 'click here' for more if they are particularly interested in a news item.

People are used to scanning nowadays - give your stories a headline so readers can pick out what interests them most. They can come back to the other stories.

Make it colourful and engaging but not overloaded and intrusive. Images can really make an impact. You know yourself the kinds of newsletters you would like to receive on your computer.

Use short sharp sentences, short paragraphs and 'ordinary' language avoid jargon and abbreviations.

Do not use acronyms, jargon, industry specific-speak.

Remember, your newsletter should inform, advice, engage and entertain.

The tone of your newsletter

Do not speak down to readers or patronize them. But neither do you want to come across as pompous and lofty.

Try to portray your company as friendly and approachable but also knowledgeable and an authority in your field.

Who should you send your newsletter to?

The obvious answer to this question is your database. How you create your database is critical to the success of all your e-marketing campaigns and we provide an easy to use form to allow people to sign up to receive your newsletter.

The very fact that you have people on the same database means they must have something in common in terms of your business. The simplest database would be 'all customers' regardless of anything else.

The beauty of the Amesis system is that you can split your database - once you have collected names and details - into as many sub-segments as your data will allow.

When should you send your newsletter?

The Golden Rule would be - not too often. About once a month seems to be a popular choice. Anymore and you risk losing your customer's loyalty, not gaining it.

Most people are extremely busy and too-frequent contact can annoy customers rather than endear them to you.

What day of the week you send your newsletter largely depends on what kind of customers you have. Although people are free to read your newsletter whenever they wish, regardless of when they receive it.

The other Golden Rule would be regularity. Don't send something and then not make contact for months. Once you build peoples' expectations to receive a newsletter, then you have to deliver that, otherwise they will lose trust.

A quarterly newsletter can work well, especially if you have a product that suits seasonal information e.g. 'winter warmer recipes' for a restaurant.

Send it out at the same time every month i.e. the first of the month. Again, this is to do with habit - people grow to expect it.

If you are sending it out quarterly, work out a schedule that suits you. A producer of farm products, for example, might work out a schedule based on the changing agricultural seasons.

Preparing your newsletter

Don't make it a chore just do 15 minutes a week and you will have enough to fill it each month. Amesis Design look after the formatting and delivery you just need to provide the content.

Professionally Designed Email Templates

Amesis Email Marketer includes over 35 professionally designed email templates that have been tested to work with all email clients including Outlook, Thunderbird, Hotmail, Gmail, Yahoo, etc. We also design bespoke templates aligned to your website design to reinforce your company image