

NEW MEXICO BROADBAND PROGRAM

INTERNET TOOLS FOR SMALL BUSINESS SUCCESS – MODULE 5 HANDOUT

Terminology and activities

E-marketing, also known as digital marketing, web marketing, or online marketing, refers to the promotion of products or services over the Internet.

An **e-newsletter** is an example of an OUTBOUND form of e-marketing in which you send information **TO** your customers or prospects.

Anti-spam laws refer to laws making it illegal to send marketing materials via email to anyone unless

1. You have met them personally
2. You include an unsubscribe feature on the site that allows them to unsubscribe

E-newsletter tips:

- Think like your *customer*
- Keep it short
- Add links to your website
- Write a “call to action”
- Stay consistent with your brand
- Be consistent in your delivery style and schedule
- Add links to other websites, videos, & articles

Setting up a MailChimp account

- Go to mailchimp.com and click on the red “Sign up Free” button
- Fill in the information. You will need to check your Gmail account to respond to the confirmation email that is sent.
- You will first need to set up a list of contacts to whom you will be sending your newsletter
- You can then select a template for your e-newsletter and begin to add content to your first “campaign”
- As you explore the designs of the templates, think about which would be best for your business and how to add logos, key images, and “calls to action.”