

# New Mexico Broadband Program

## Internet Tools for Small Business Success

### Module 5 E-Newsletters

# Internet Tools for Small Business Success

1. Terminology & Planning
2. Communication & Collaboration
3. Accounting & Finance
4. Intro to Online Marketing
5. E-Newsletters
6. Websites & Blogs
7. Search Engine Optimization
8. E-Commerce
9. Intro to Social Media Marketing
10. Facebook & Twitter
11. Social Media Administration
12. Linked In

# Primary Business Components

- Planning
- Operations
- Accounting & Finance
- Sales & Marketing
- Hiring



# How This Class Works

**Terminology**



**Discussion & Demonstrations**



**Hands-on Exercises**

# Class Framework

Divided into Core Business Elements

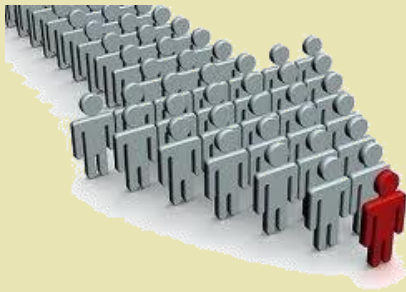
- Internet Tools for each Element

Terminology

Realm of tools

Choosing the right tool for your business

Getting Started



# Today's Class Goals

- Understand “the cloud”
- Learn the benefits of using e-newsletters
- Stay legal in accordance with anti-spam laws
- Understand e-newsletter resources
- Find content & use “calls to action”
- Begin an e-newsletter



# Terminology

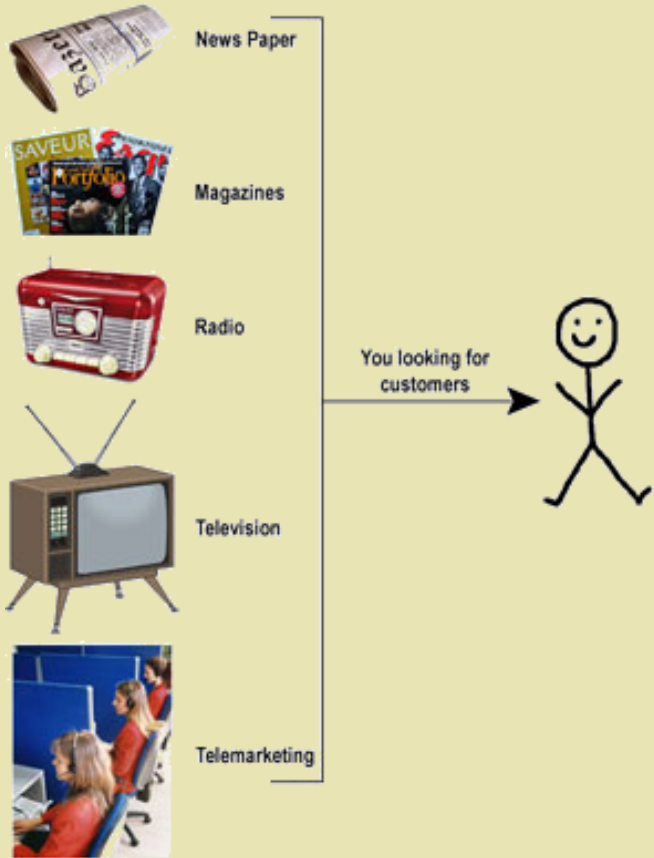
## E-Marketing (Electronic Marketing)

Also known as digital marketing, web marketing, or online marketing. The promotion of products or services over the Internet.



# Terminology

## Outbound Marketing

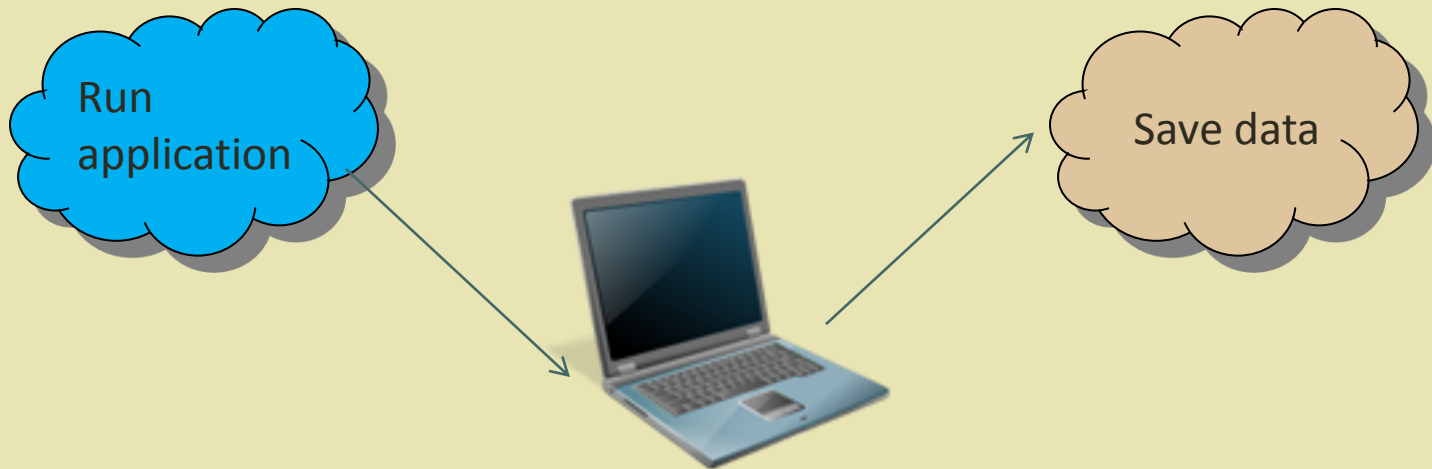


**E-Newsletter**  
An **OUTBOUND** form of e-marketing in which you send information **TO** your customers or prospects.



# Cloud Computing

Users do not download and install applications on their own device or computer; all processing and storage is maintained over the Internet.



# E-Newsletters: Benefits

- Information is sent to *collected* prospects and customers
- The newsletter is sent via email
- You determine the content
- Provides consistent communication
- Generates brand awareness
- Announce sales, events, new products
- Demonstrate your company's expertise
- Point customers to your website

# E-Newsletters: Challenges

**You must conform to anti-spam laws**

- **Only send to people with whom you have had contact**
- **Add an “unsubscribe” feature & remove those who request it**
- **Many customers prefer having this choice**
- **Customers get too much email and may ignore your newsletter**

# E-Newsletter Application Features

- Pre-Designed Templates
- Fast and Easy to Use
- Look professional
- Track and manage UNSUBSCRIBE requests
- Provide feedback
- A reason to gather email addresses  
& promote your website



<http://www.constantcontact.com/email-marketing/features/index.jsp>

# Basic 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
- Add links to other websites, videos, & articles

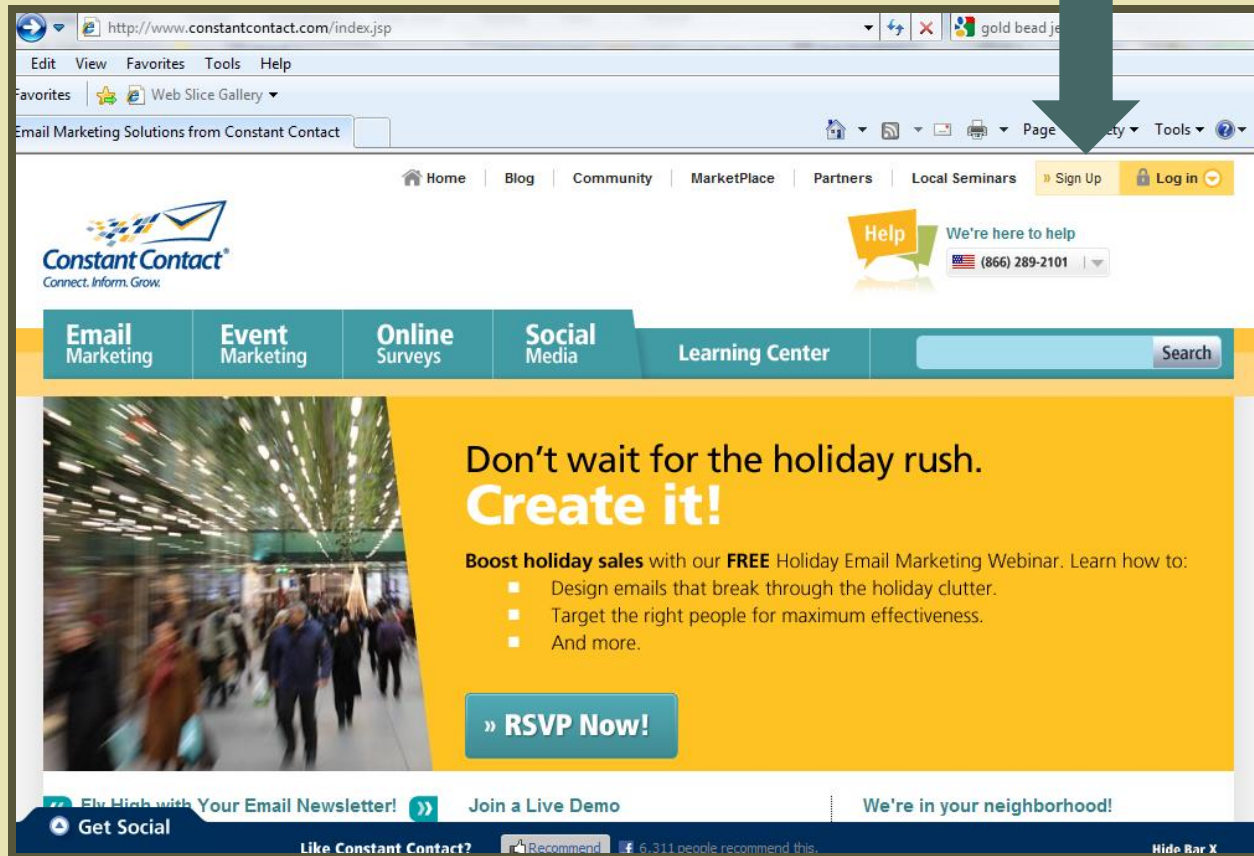


# Calls to Action



Click Here, **Call now**, Buy today, **Register now**,  
**Contact now**, Sign-up now, **Offer expires**,  
Reserve Now , **Request for Free Quote**,  
Talk to an Expert, Join Now, **Go to our website**

# www.constantcontact.com



The image shows a screenshot of the Constant Contact website homepage. A large green arrow points from the URL 'www.constantcontact.com' at the top to the browser's address bar. The browser shows the URL 'http://www.constantcontact.com/index.jsp'. The website header includes navigation links: Home, Blog, Community, MarketPlace, Partners, Local Seminars, Sign Up, and Log in. The Constant Contact logo is on the left, and a 'Help' button with the phone number '(866) 289-2101' is on the right. Below the header is a teal navigation bar with categories: Email Marketing, Event Marketing, Online Surveys, Social Media, and Learning Center, along with a search bar. The main content area features a yellow background with a blurred image of a busy shopping mall. The text reads: 'Don't wait for the holiday rush. Create it!' followed by 'Boost holiday sales with our FREE Holiday Email Marketing Webinar. Learn how to:' and a bulleted list: 'Design emails that break through the holiday clutter.', 'Target the right people for maximum effectiveness.', and 'And more.'. A blue button says '» RSVP Now!'. At the bottom, there are links for 'Fly High with Your Email Newsletter!', 'Join a Live Demo', and 'We're in your neighborhood!'. A footer bar includes 'Get Social', 'Like Constant Contact?', a Facebook recommendation widget showing '6,311 people recommend this', and a 'Hide Bar X' option.

New Mexico Broadband Program in partnership with Fast Forward New Mexico

# www.constantcontact.com

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Constant Contact

Email Marketing | Event Marketing | Online Survey | Social Campaigns | Learning Center | (866) 876-8464 Talk to us! | Search

## Sign up FREE!

No risk. No credit card required. No obligation.



### First, which service do you want to try?

[Why we suggest](#) trying one product at a time.

I want to try:

- Email Marketing [What's included?](#) [Pricing](#)
- Online Survey [What's included?](#) [Pricing](#)
- Event Marketing [What's included?](#) [Pricing](#)
- Social Campaigns [What's included?](#) [Pricing](#)

### Tell us about yourself.

First Name:

Last Name:

Organization Name:

Describe your organization:

- We sell to businesses (B2B)
- We sell to consumers (B2C)
- We're a nonprofit

Country:

State:

Phone Number:

Email:

Website:

So we can get in touch about our free coaching.

We'll send you an email to confirm your trial and [verify](#) your address.

### Choose how you'll sign in to your trial account.



# E-Newsletters – for FREE!



MailChimp

<http://mailchimp.com/>

# Importing Contacts for E-Newsletters

Email addresses and other contact information can be imported from a variety of sources:

- Gmail
- Excel spreadsheet
- Other email contact lists such as Yahoo

They can also be typed directly into the e-newsletter application



Home | Email Marketing | Online Survey | Event Marketing | **Contacts** | Library | My Settings

Manage Contacts | Reports | Export | Manage Bounces | Activity | Join My Mailing List

Contacts : Manage Contacts

### My Contacts

[Add / Import](#) | [Export](#) | [Update](#) | [Remove](#) | [Move to Do Not Mail](#) | [Import Tools](#)

▶ **1474** Active Contacts

**View Contacts**  
[All](#)  
[Active](#)  
[Awaiting Confirmation](#)  
[Do Not Mail](#)  
[Removed](#)

**Basic search for contacts** [Switch to advanced search](#) [Search Tips](#)

Search in:

for:  beginning with:

### My Lists

[Create New](#) | [Merge](#) | [Clear Contacts](#) | [List Properties](#)





**Follow the directions on your handout to set up a  
MailChimp account and begin  
your e-newsletter.**

# Review of Class Goals

- Understand “the cloud”
- Learn the benefits of using electronic newsletters
- Stay legal with anti-spam laws
- Understand e-newsletter resources
- Learn about online promotion
- Begin an e-newsletter

**We appreciate the time you spent with us.  
We hope to see you at the next training!**

**These materials were created collaboratively by the  
New Mexico Department of Information Technology, Fast Forward New Mexico,  
and the New Mexico State Library, under grants provided by the  
National Telecommunications and Information Administration.  
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*Connecting you to a world of opportunities*

