

Marketing this Month

Start the New Year Right with Social Media Marketing

January 2010

Let's face it, we women are social creatures. We know the best thing for our business is to stay in touch with our customers but who has time to pick up the phone these days? Ok, so for our best customers we do have time but for all of them, there just aren't enough hours in the day!

The time is now to get on board with social media marketing. A very basic move and a great return on your investment is a monthly e-newsletter. A newsletter, such as the one you are reading now is not expensive and has a great return on investment if you use it correctly.

First, farm the writing out to someone else. You have a business to run. There are plenty of marketing professionals out there who would be happy to do the work. You should expect to pay around \$500-\$1500 per month for their expertise plus about \$20 per month for a newsletter software such as iContact™ www.icontact.com or Constant Contact www.constantcontact.com . Both offer tracking and reports and manage your email database for you.

Second, give your readers something of interest. An e-newsletter is not a sales pitch. If that is your intent, pay for an ad. An e-newsletter is a way to keep in touch with your customers, offer them something of value (an interesting read, a tidbit of information, quote of the week, anything that will get them to open your e-newsletter the next time it is in their inbox). Your goal is to keep them as a subscriber and keep your business in front of them. When it is time for them to purchase a product or service you provide, you will be the first one they think of, call and buy from.

Third, be consistent. Sending out a newsletter once or twice a year is not much better than never sending one. For marketing to work, you're better off with a steady drip than one big expensive ad in a glossy magazine. Lots of little reminders that you are there waiting to solve your customers' problems is the sign of an effective marketing effort.

Fourth, put it in the budget. Commit to a monthly newsletter and then budget for it.

Fifth, measure your results. If it's not measurable, it's not worth doing. You will be able to track results based on web traffic, actually number of people opening the e-newsletter and click-throughs to your site from the newsletter. Adjust your newsletter message to gain the best results.

Social media marketing takes time and effort but it will pay off. Be patient and continue to offer the right product and excellent customer service