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Email Marketing - Handy Hints

Getting going with Email Marketing

We can all learn from another company's experience and benefits from the email marketing knowledge they have gained through their own trial and error. Our managing director and business consultant, Nick Azar, tells his story and gives us some practical advice on email marketing.

In June of 2011, I decided to test the old principal "a down economy is the best time to start a new venture" and launched a business newsletter focused on providing business intelligence to dental and medical business leaders.

Almost immediately, I made my first decision - and by far one of my best. I decided to launch my newsletter using email marketing. I'm proud to say that our first email campaign was quite successful - inexpensive, and most importantly, effective.

After that, it wasn't long before we started adding more contents, and getting more creative. As a business consultant, and executive coach who's primarily focus is the healthcare industry in general, and dental in particular, I thought a dental e-newsletter held promise - and I titled it "The Dental Post's" the first issue produced in December 2011. I have been publishing "The Dental Post's" for four month now and have built a readership to several hundred subscribers. I'm extremely proud to say that we regularly achieve double digit click through rates - some more than 30%!

What I have found is that email marketing is simply the most cost effective, profitable and successful way to market any business in 2012 and beyond.

So here is what we have learned!

It is never too early.

I often consult to dental businesses who aspire to reach many of the same goals we've achieved with email marketing - regular communications, and enhanced relationships. Amazingly, many of these businesses are considerably larger than us - but yet object because they "aren't ready." Non sense! Email marketing is incredibly easy to get started - and in my opinion it is the most effective when it is done with philosophy or simplicity.

**Constant contacts are key.**

Email marketing does not work as well for a one-time quick hit marketing strategy. Email allows you to build a regular, ongoing dialogue with your best clients and prospects. And becomes self-selecting - those who most wish to do business with you will appreciate the regular communications. Those who do not can opt-out. It truly is a win-win.

Be regular.

One of the real keys to success is how frequently (or not) you communicate. We occasionally provide special alerts (for instance, if we are promoting a seminar) but generally, for us once a month is plenty often to communicate. I firmly believe - and our results have confirmed - that regular but respectful communication is optimal.

Content is King.

Ultimately, for professional consulting and coaching service firms like ours it is ideas that build relationships - and ideas are driven and supported by content. I strongly recommend the creation of a regular communication vehicle - whether an e-Newsletter or other vehicle. It has worked for us and it works for a number of our clients.

Be brief.

We also have found that it is critical to keep the content out of the newsletter. While this may seem to be a contradiction to the previous point, it is not. You should let people know about your ideas, but not force them down their throats. Use the newsletter point to your content (on your site or elsewhere) but do not try to cram it all in. It should not take someone 10 minutes to decide if your newsletter is worth a read. An excessively long, dense, hard-to-read newsletter simply wastes people's time. In addition, by keeping the content external, you can use click through analytics to see who is really interested in what content - and tailor your follow-up appropriately.

Keep it entertaining.

Some may disagree, but I'm still shocked by the number of dry, boring newsletters that clog my inbox. I subscribe to those to keep up on my competitors and the industry, but I read those that keep me entertained.

Don't hard sell.



The flip side of the coin is when we see businesses who feel as though they need to close business in every sentence. Email marketing is about relationship building, and it is something you're doing for the long-term - not a quick revenue hit. Customer relationships are profitable when they are long-term, so your marketing efforts need to be oriented.

Mix it up.

Do not get locked in on a particular topic. The Dental Post's addresses various topics - from Customer Relationship, Management Strategies, Marketing Best Practices, E-marketing, Human Resource, Financials, Lean Manufacturing, Venture Capital (we work extensively with startups), and various other topics we believe will be of interest. We, of course, are constantly checking to see what people read, and often find that it is the "UN conventional" topics that get the best response.

In closing, the greatest compliments we receive are when we hear things like "I actually look forward to receiving your next issue of The Dental Post's every month" - and our goal is to continue to do better. The best learning any company can gain, ours or yours, comes from experience. And the best way to learn is to get started today!

In the business-to-business marketing, your success as a business is determined by your relationships. Relationship Management is what Azar & Associates is all about. We hope we've given you some insight into how we do things - and invite you to contact us if we can be of any help. To your success in 2012 - now get going!

Call us today at (661) 810-2446 or visit us on-line at www.azarandassociates.com