

# Effective newsletters

## A glance into the future



### The situation

There are currently two manifestations of newsletters.

The “classic” newsletter, a medium rather overloaded of information.

The “e-mail” mostly stand-alone, showing a more commercial starting-point.

Figuratively spoken, a newsletter is a “customer magazine” and the e-mail on the other hand is a promotional letter.

Newsletters are becoming increasingly important for the sales department. The advantages of the newsletter are obvious:

- They are much cheaper than any “paper communication”.
- They can be highly personalized.
- They are quickly produced – and therefore they can be used very flexible and rapidly

Many customers give the commercial e-mails a rather bad reputation associating “spam” when they receive a newsletter. Spam is any e-mail, which annoys – completely independent of the actual legal situation. A company may even prove “watertight” permission – if the e-mails sent to the customers contain no added value, they are not perceived positively.

### The magic word: Relevance

Due to figures from the USA about 25 percent of all e-mail campaigns are carried out without any personalization and without different target groups. 75 percent of the mailings are partly personalized and subdivided in target groups.

Companies in Germany send an e-mail almost exclusively with product information to all customers. But the advantages of greater segmentation are obvious:

- The opening rate of highly personalized e-mails subdivided in target groups is about 50 percent higher than that of “one size fits all” – campaigns.
- Other indicators such as “click-through rate” and unsubscribe rate are also much better.
- Most important, however: The conversion rate of these campaigns is almost four times higher than the conversion rate of “simple” campaigns. And the main objective of the companies is precisely to activate the customers starting requests and new orders.

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### What encourages customers to click?

- 54 percent, because they are interested in the offered product / services
- 40 percent, because they are convinced of the text.
- 35 percent because of the subject line.
- 12 percent because of the key visual, the most important image of the mail.
- 9 percent due to several small images.

Anyhow in the daily work marketing departments and agencies discuss much longer about the visual material to be used as about the right customer target group to be approached.

Particularly in e-mail marketing, as the shipping costs are extremely low, the temptation is very large to send “everything to everyone”. It “costs nothing”. However it has its price: It costs just the attention of the customers – we all get too many e-mails! It costs also the desired clicks and conversations, it costs reputation and newsletter subscribers and on the long term, it ruins the newsletter. On the short term a strategy of “massive advertising pressure” will have success but not on the long term.

Relevance decides on the success of the newsletter. In the framework of the customer contact programmes, b2b coach has developed for the companies four procedures designed to meet the desired objectives in sales – activation of the customers, more orders.

Alfons Breu  
b2b coach GmbH & Co. KG  
Königsberger Straße 3  
83301 Traunreut

Telephone 08669 / 356160  
Mail: [alfons.breu@b2b-coach.de](mailto:alfons.breu@b2b-coach.de)