



18 Reasons to Create an E-Newsletter Strategy

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I trust that this complimentary copy of "18 Reasons to Create an E-Newsletter Strategy" will compel you to develop one of your own—a strategy that will help you communicate with your target audience in a way that's both relevant and convenient.

For more tips on e-newsletters, as well as best practices for online and offline communication, visit <http://www.getgreatcopy.com/blog>.

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Why create an e-newsletter strategy? How about 18 of them? I suspect you'll have much more than one reason, but any single reason listed here should be enough to shift you from thinking about launching an e-newsletter campaign to actually executing one.

Is it ever wise NOT to create an e-newsletter campaign? Absolutely ... but only if you're unable (or unwilling) to commit the necessary resources for creating and delivering a relevant, thoughtful e-newsletter in a consistent and timely manner.

1. Reach new customers
2. Deepen existing customer relationships
3. Create top-of-mind awareness
4. Promote an event
5. Introduce a new product
6. Demonstrate expertise
7. Educate a target audience
8. Create a new customer touchpoint
9. Provide detail about a product, service or benefit
10. Remind an audience about important dates, events or milestones
11. Build trust and credibility between the brand and the consumer
12. Drive traffic to a web site
13. Generate referrals through forwarded emails
14. Create customer engagement
15. Generate sales
16. Promote a thought-leadership platform
17. Become a valuable information resource
18. Communicate about urgent issues and current events

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