

## Local Email Marketing, Market Your Business Through Email

As a local business owner you realize the potential in tapping into local email marketing, but you probably wouldn't have the time or money to invest in a full blown internet marketing campaign. The obstacles and costs in constructing a website have kept many local business owners on the sideline.

However as a local business owner, there are ways to take advantage of local email marketing and advertising at little or no cost, and it doesn't require a rocket scientist to do so.

In fact, email marketing and advertising serve as a conduit to each your clients and prospects. You might think email marketing is sophisticated, however that may be a misconception. If you're already using e-mail to correspond with your clients, then you might be quite capable of advertising via digital mail. In truth, if you are communicating to your prospects by e mail, in a sense you are already marketing online. You are probably aware that a small percentage of client communication might be very profitable, and email can generate considerable income for you.

The first thing that you ought to do is to start gathering client's emails, and send them occasional promotions or sale updates. The e-mail advertisements do not have to be coded in HTML, plain text messages are quite effective indeed.

So how do you start your journey towards creating a successful email marketing empire? You start by simply accumulating your client's e mail addresses, with their permission. Getting permission for e-mail advertising and marketing is a requirement. It is known as user-enabled marketing. The primary rule of the thumb in email advertising is that you **MUST** respect your clients and their privacy. And once they have accepted your request to gather their data, they will be willingly to accept your electronic mail promotions.

### How do You Gather Customer Emails?

Just ask! As a local business owner you are consistently in touch with clients and prospects, both in person or on the phone. As a retail enterprise you always collect data through your prospects business cards, or perhaps having your clients filling out customer survey forms.

### What's in it for Your Prospects?

The chance to save cash, or to be notified of particular offers. Individuals are always on the lookout for a discount, and thru e-mail you may keep them informed on the newest offers, as well as you may alert them about your company's latest products or services. That is very appealing. And customers will perceive this as a value added service, that makes doing business with you extra appealing.

### How Tough is E-mail Advertising and Marketing?

It is fairly simple. When you e-mail friends or other business associates, you might be quite capable of marketing by email. Initially your email listing might be small so you can handle it by using your current e mail client like Microsoft Outlook. Once you place your customer emails in a "group," compose a message, and hit the send button — that's email marketing!

However from the start, you may want to think about using an advanced email management service for your email marketing purposes.

### What Outcomes Can You Expect?

Taking into consideration the revenue generation potential from merely keeping your customers informed, that's lucrative. This is not an invasive advertising method, as you have obtained permission from your clients to send marketing materials to them. In fact, your prospects have willingly given their consent to receive your advertisements through email. It is like they're saying to you, "Please allow me to spend more cash on your business."

As local business owner, there are alternatives in marketing your products and services through various golden opportunities. In fact, this is a solid and very stable 24 karat diamond, waiting to be polished by you. It is easy, direct and really profitable. And yet few local businesses are already benefiting from email marketing, so why not lead the pack?