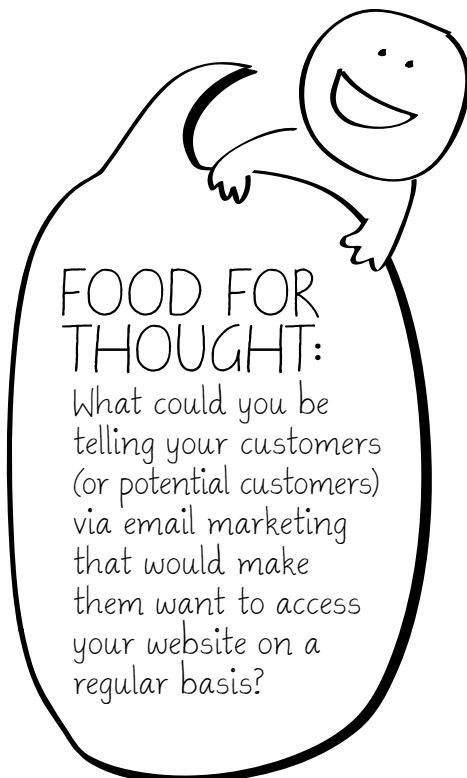


EXPLORE

Chapter 11: Email Marketing

What Email Marketing Tools do You Need for Your Business?

Well, let's find out. Answer the questions below.



NOTE:

See our Online Resources for a list of recommended vendors for Email Marketing Management Tools.

Yes No

- Do you currently, or are you planning to collect contact information for customers, prospective customers, partners, etc.?
- Do you sell or organize yourself around membership or membership services?
- Will potential customers ever request more details about products or services from your website?
- Do you regularly need to send out communications to subsets of your customers?
- Do you offer product or services that require regular updates about status or changes? (consider that accountants often send out monthly newsletters or software vendors send out upgrade or patch information.)
- Do you ever worry about having your email address blacklisted because you are not meeting the legal requirements for email marketing? Did you know that you are required now to always offer recipients a way to remove themselves from a particular email list?

Yes or No?

If you answered YES to any of the questions above you probably need to use this sort of service. However what you need to decide is how important is it now? Remember you cannot have ten #1 priorities. You can always start using one of these tools later.

Chapter 11: Email Marketing

TOP PRIORITIES

Is Email Marketing a priority for you? YES! NO NOT NOW

What 3 or 4 features seem critical for your business?

1. _____
2. _____
3. _____
4. _____

My next steps...

