

The Why and How

of Selling E-Mail Marketing

I love direct mail. So why would I want to write about selling e-mail marketing? Well long ago, I was part of a company that sold only mailing services. Over time we got into printing then graphics and lists. Each product our shop added meant more money to our bottom line as well as happier customers, since they had the convenience of one stop shopping for their direct mail needs. It's why big box retailers such as Wal-Mart and Costco have become so popular over the last two decades: people want to get more things done at less places. Adding e-mail simply expands your products from direct mail to direct marketing and makes your company more important than ever to your customers. Here are some other great reasons why you should start selling e-mail marketing.

E-mail marketing improves direct mail response.

Studies back up the fact that when someone comes into contact with two channels of communication, be it direct mail and e-mail or radio and TV, the chance of them responding becomes much greater. Awareness, sometimes not even conscious awareness, between the separate marketing efforts triggers better brand recognition which leads to more sales.

E-mail marketing will enhance your bottom line.

It's simple marketing 101, adding products increases sales. Also, if you can generate better ROI for your customers by using a multi-channel approach, they are likely to mail more often, meaning more business for your company.

E-mail marketing increases customer retention.

Sure, it may be difficult for another company to match your direct mail service or expertise, but let's face it, the more competition in the marketplace, the harder it is to retain customers. By making e-mail part of every direct mail campaign, you've just separated your company from most other mail / print houses. And if you can show your clients how well e-mail and direct mail work together, it gives them one more reason to stick by you.

Now that we have established the "why" of selling e-mail marketing, let's focus on the "how". Many people are skeptical of e-mail that they may see as SPAM. First of all, let me say that a targeted e-mail campaign is no more SPAM than direct mail is "junk mail". Not everyone will want to read your e-mailed message or glossy postcard, but if the message and audience is right, there will be responders.

How to make your customers receptive to e-mail marketing

Instead of focusing on e-mail marketing as a separate marketing expense, you should sell it as a way to support and increase the results of direct mail. Use "benefits" selling through one-sheets. You can get original artwork of our [Integrated Marketing](#) one-sheet in our Template Gallery. Brand and distribute it every chance you get.

How to get your customers to try it

With our Excelsior count system, we automatically provide estimated e-mail quantities with every mail list count request. By sending this to your clients, they can see for themselves how many e-mails are available to them. And with our low minimum price for an e-mail campaign, a trial won't break the bank.

How to ensure your customers can't live without e-mail marketing

Show them the results! It starts with our "e-mail receipt", a formal document that details when the e-mail marketing message went out and the number of people who opened or clicked on it. Then by tracking your overall response, you can determine how using a multi-channel approach increases ROI.

Now that you know the how and why of selling e-mail marketing, it's time to get out there and start preaching. Once your customers become accustomed to a combined e-mail and direct mail approach, they won't want to try anything else.

Read our other e-mail articles:

[Everything You Need to Know About E-mail Marketing](#)

[Creating E-mails for Direct Mail Junkies](#)

[How to Use Direct Mail Creative for your E-mail Campaign](#)