



Insight Consulting Services Newsletter

Practical Marketing Advice for Businesses

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Quick Quotes

"As a marketing tool, the e-mail newsletter might seem archaic compared with new media such as Twitter and Foursquare. Yet e-mail remains one of the most effective means of building relationships with customers and driving sales.

"Most people look at everything in their inbox, even if it's just the subject line," says Stefan Tornquist, the U.S. research director of Econsultancy, a London firm that specializes in online marketing research. "That's not true of a Twitter feed." In fact, e-mail newsletters

Dear Peggy,

Thank you for the great feedback from the last newsletter!

I hope you find this newsletter valuable. Please let me know if you have feedback or suggestions for future articles.

At some time over the last eight years, I met you through business contacts or networking. As always, if this newsletter is not meeting your current needs, please unsubscribe at the bottom of the newsletter.

A Newsletter About Newsletters

A promotional newsletter featuring trade news, customer success stories, and information about your company's products and services is an excellent way to establish and grow your relationship with customers.



Whether your newsletter is in digital or print format, it represents an important part of your marketing strategy. Your newsletter provides an opportunity to stay in touch with customers, clients, business contacts, and employees.

When it is effective, your newsletter will be read, saved, and shared with others.

Here are the top factors to consider when thinking about a newsletter for your business:

- Audience
- Compelling Content
- Frequency and Timing
- Layout and Design
- Social Media

have experienced a recent boom, with companies such as Thrillist and Groupon profiting largely on the strength of their mailing lists."

Inc Magazine
March 1 2011



- Metrics
- The CAN-SPAM Act

[Click here for other newsletter marketing tips and to download the entire white paper.](#)

The CAN-SPAM ACT



The CAN-SPAM Act establishes requirements for e-mailed commercial messages and penalties for violations. Here's a summary of the rules:

- ***Don't use false or misleading header information.*** Your "From," "To," "Reply-To," and routing information - including the originating domain name and email address - must be accurate and identify the person or business who initiated the message.
- ***Don't use deceptive subject lines.*** The subject line must accurately reflect the content of the message.
- ***Tell recipients where you're located.*** Your message must include your current street address or a post office.
- ***Tell recipients how to opt out of receiving future email from you.*** Your message must include a clear explanation of how the recipient can opt out of getting email from you in the future.
- ***Honor opt-out requests promptly.***

Using a service like Constant Contact makes complying with the Act easy. Ask me how!

How do you keep in touch with prospects and customers?
Please give me a call for a free consultation.

Sincerely,

Peggy Morrow
Insight Consulting Services
(847) 252-7445
[contact me via e-mail](#)

[Forward email](#)



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