

E-Newsletter Distributors

Five Ways Your Association Can Use E-Newsletters

1. To push your message to members, business partners, and other entities on a consistent, predictable basis.
2. To create viral marketing opportunities as individuals “share” your newsletter with others.
3. To save money on materials, printing, and postage that must be invested in snail-mail newsletters.
4. To track interest (via links that are embedded in the e-newsletter) and obtain accurate reporting information on recipients.
5. To create messages that can be “tailored” to specific interest groups (such as members who are active in governmental affairs at the local level) and demographics.

Five Features to Look for in an E-Newsletter Provider

1. **Easy integration:** Your association’s existing Web site content should be easily integrated into the firm’s e-newsletter delivery system.
2. **Teaser format:** The newsletter should use short paragraphs to generate interest for the reader to click on links to your association Web site.
3. **Address capture:** Look for a system that works with your contact-management and e-mail list management systems.
4. **Personalization:** You can increase response rates by personalizing messages in the salutation and subject line of an e-newsletter.
5. **Tracking metrics:** Your vendor should be able to measure and track key metrics, such as click-through rates, unsubscribe rates, and Web site traffic.

Company	Bronto	Constant Contact	EmailLabs	ImakeNews	Industry Mailout
Key Features	Account managers to help customers design and implement e-mail marketing campaigns	Unlimited e-mail campaigns (list size under 50,000)	Real-time list integration and list upload control	Flexible template editor with advanced style sheets	Professionally designed e-newsletters
	Personalized product orientation	E-mail campaign scheduling for a specific date and time plus metric tracking	Web-based control panel account management accessible from any Web browser	A custom domain for newsletter and real-time system that allows subscribers to easily opt-in and opt-out	List management that facilitates subscribing, unsubscribing, segmentation, and bounce management
	Identification and prioritization of goals	Unlimited phone (toll-free in the U.S.), chat, and e-mail support	Seamless data integration, transfers, and list updates in real time	Personalized e-mail, micro-site, and RSS feeds	Automated unsubscribe process
	Advice on e-mail marketing best practices	User community, support blog, FAQ knowledge base, and learning center	Message scheduler and monitoring system	Embedded personalized rich media objects	CAN-SPAM Compliant
	Tracking of e-newsletter open and click-through rates	E-mail Campaign Wizard and HTML e-mail templates	Message tracking and personalization	Searchable Web archive	Tracking of e-newsletter open and click-through rates
Cost	For Core Edition, \$995 for sending up to 60,000 e-messages annually.	\$15 to \$150 a month, depending on number of e-newsletters sent	Volume-based sliding-scale pricing structure beginning at \$500 per month	Plans include 10,000 e-mails per month, and company offers a 15-day free trial	Creation of a custom newsletter template costs \$1,000 plus \$100 per month for distribution
Contact	http://bronto.com 800-BRANTO1	www.constantcontact.com	www.emallabs.com , (866) 362-4522	(866) 964-NEWS	www.industry-mailout.com , (877) 260-6005

Resources

- Read here about six reasons why you should publish an e-newsletter: <http://contentmarketingtoday.com/2008/02/14/6-reason-you-should-publish-an-e-newsletter/>.
- Here are 10 “New Rules” for creating effective e-newsletters: www.allbusiness.com/marketing-advertising/internet-marketing/3871530-1.html.
- Here is guidance on the CAN-SPAM laws affecting unsolicited e-mail: REALTOR.org/eomag.nsf/pages/legalsp04.