

15 Ideas for Promoting Your Business with Email Marketing



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Email marketing puts your business directly in front of your customers in an environment they interact with regularly and trust—their inbox. This gives you the potential to reach and influence customers at work, at home, and, thanks to the growing popularity of mobile devices, at play.

As a business owner with a million things on your plate, it's likely you have struggled with ideas to promote your business via email. But where can you find the content to fuel this powerful and potentially lucrative marketing channel?

No matter what industry you work in, how many employees you have, or what your marketing budget is, your business is probably already sitting on a whole bank of content ideas. You can turn many of these ideas into marketing assets that can help you increase awareness, attract more customers, and win more business.

Just think of everything you do.

You started a company. That's interesting straightaway. Perhaps you've recently launched a new product or service, or are offering a great promotion. Maybe you've just hired a new employee, created a new website, or moved to a new location. These are all opportunities to share with your customers and prospects. It's time to find and share your good stuff and get the message out there.

So we've compiled 15 ideas on how to turn your business's daily activities into compelling content for your email marketing campaigns.

Ideas #1 **Showcase new hires or company expansion:** Have you just recruited new key members to staff your organization? Where did they work prior to joining your company? What have they achieved in the past? What major projects will they be working on for your company? It isn't just the senior members of your team who can be newsworthy. If you are going through a period of growth and are looking to expand your team with a series of hires, this is also extremely sharable content, especially in an economic environment where many businesses are struggling. As well as showcasing your business as strong and healthy, you will also attract résumés from potential employees, helping you to avoid some of the high costs associated with recruitment.



iContact Tip: Online companies can lack personality. Because people do business with people they like, it is important to push individuals, like [Ava](#), to the front of your business.

Ideas
#2

Acknowledge awards: Have you, a member of your team, or a product or service just won a significant award? This is big news and definitely worth shouting about. If the award is particularly prestigious, being short-listed for it might be newsworthy enough to warrant a mention. If your peers think enough of you to put you up on a pedestal, don't be shy. Acknowledge your pride in being selected, and thank your customers and employees for their support.



iContact Tip: Extend the reach of your awards news by pushing out via email, your blog, and social media, and use a service like PRWeb for an [online press release](#).

Ideas
#3

Communicate product launches: Do you have a new product that can help solve a significant problem for your clients? Then you've got something very interesting to share with your customers. Try to back up your message with a good customer quote to add credibility to it.



iContact Tip: Announce your [product update](#) with an article, and follow up in the coming weeks with articles that include [tips](#) and [tricks](#) that support your update.

Ideas
#4

Share significant milestones: Anniversaries, acquisitions, rounds of funding, revenue growth, reaching profitability, etc., all provide great content.



iContact Tip: Make it easy for your customers to understand the benefits any significant milestone will have for their business. This is how iContact introduced its new owners when the company was acquired by [Vocus](#) in early 2012.

Ideas
#5

Support charitable/environmental causes: Show the world you care about more than just the world of business and profits. Be careful here; your support of a charitable cause or environmental campaign must come from the right place. Any cynical exploitation of a good cause will not do your business any favors. Focus on the individual achievements of your staff or the people you support; showcase the issues at hand; and demonstrate that your primary concern is improving the environment and the lives of the people in the areas where you, your customers, your suppliers, and your employees live and work.



iContact Tip: Share what you learned and how it relates back to your business. That's the best way to [promote](#) without being self-serving.

Ideas
#6

Reveal survey results: A survey can provide an excellent base upon which to build a marketing campaign. Delivering insight collected from customers or another targeted group suggests you have a deep knowledge of your particular industry. Numerous free online survey services provide easy-to-use tools for surveying groups of people and quickly collating the results. It is even possible to set up simple polls on social media sites such as Facebook or LinkedIn, which will widen the coverage of the survey beyond your own database.



iContact Tip: Putting the survey results into an easy-to-read and engaging format, such as an infographic, will make the information [easily shareable](#) and appealing to many audiences.

Ideas
#7

Tell an inspirational story: Potential customers love reading about how people found success with a little help from your business. They want to know the difficulties they faced, how you helped them overcome these issues, and what the end results were. Whenever possible, try to show a human side to your business case study. It will personalize your message and show your prospects that your business is there for people just like them.



iContact Tip: Add a little extra personality to your case studies with a video—people like to have that personal connection. Video can help you achieve that [goal](#).

Ideas
#8

Publicize the successes of a recent event: You've recently organized an event that provided some great content. Why not squeeze a little extra marketing juice from your efforts? Recapping the success of your event will give you a brand-new angle to work with very little extra legwork. Who attended? Which speakers stood out? Were there any presentations you can share? Were any major announcements made?



iContact Tip: If you don't run your own events, try riding on the back of someone else's events to strengthen your [social promotion](#).

Ideas
#9

Communicate brand updates: As your business evolves, this presents numerous opportunities to communicate with your customers. Perhaps you have built a new website, rebranded your stores, or designed a new logo. Keep your customers in the loop by sharing the news with them.



iContact Tip: Don't get stuck in last year's design. Updating your email template is quick and can help you reengage your subscribers with a [new look](#).

Ideas
#10

Promote a partnership: A partnership with a well-known company is very newsworthy and will add credibility to your brand. Perhaps you have employed the services of a well-known distributor, service agent, or technology partner that will bring additional levels of service or credibility to your brand or product.



iContact Tip: Your business may be seen as being as good as the company it keeps. If you've got great partners like we do at iContact, shout about [them](#)!

Ideas
#11

Educate with a little thought leadership: Thought leadership helps you position your brand as the expert in a particular industry by sharing detailed knowledge or information. It might appear counterintuitive, but showing someone how to do something will lead them to hire you to do the job for them. This is because you have demonstrated you are an expert, and who better to employ than an expert?



iContact Tip: You might not realize it, but you probably know more about your line of business than you think. Believe in yourself. You are a [thought leader](#).

Ideas
#12

Give something away for free: An eBook, an online video, a limited product trial, a mobile phone app. People love free, and if the giveaway is useful, they will share it with their friends and colleagues—helping your business marketing go viral.



iContact Tip: It is possible to manage and monitor your email marketing on the move with iContact's free [iPhone and Android apps](#).

Ideas
#13

Link to the good stuff: The Internet is full of useful resources that your customer may find beneficial. If you've found something that you believe will be interesting, share the love. But be careful not to link to products, services, or content that could drive your customers into the arms of a competitor.



iContact Tip: It's a big, scary world out there, so even the simplest advice offering your clients a good starting point will go a long way toward [winning new friends](#).

Ideas
#14

Share a great deal: It should go without saying that your customers love great deals. Great deals don't just have to be based on price alone. Location, availability, delivery, and warranty options can make a good deal sound even better. Be careful not to over extend yourself and promise deals you cannot deliver on.

If stock is limited, mention this in your campaigns or split your campaigns up and drip-feed until your supplies have been exhausted.



iContact Tip: If you are nervous about doing business with big daily deal sites, you can set up your own easy-to-manage [discount program](#) through email.



Use frequently asked questions: Compile FAQs into an article that you can publish on your blog or as a web page. If your support team or social media properties are being clogged up with the same question over and over, this will help alleviate some of that stress and will give you a page to which to refer your customers.



iContact Tip: Look at your Facebook wall and Twitter feeds, and talk to your support team to identify [common questions](#).

Put yourself in your customer's shoes and remove yourself from the everyday activities of your business. Just because something is old news to you doesn't mean your customers won't find it interesting. You can find content easily in your day-to-day life—you just need to know where to look.

About iContact

Since 2003, iContact has helped small and medium businesses share their stories, ideas, and products through email and social marketing. We take what we know about our favorite small and medium businesses—a trendy boutique hotel in South Beach, the online poster store that helps us decorate our cubicles, even the local coffee shop you’ll find us at on Saturday—and we build the online marketing features we know those businesses need to succeed. We then pair our tools with award-winning support and expertise, so our customers never have to go it alone. And we top it all off with great personality, energy, and a commitment to creating a positive wake in our community. iContact is a service of Vocus. For more information, visit us online at www.iContact.com, on [@iContact](https://twitter.com/iContact), at our [LinkedIn](#), and at our [Facebook page](#).

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