



## Workshop 2

Effective eNewsletters: Properly Communicate with Your Subscribers & Online Business Tools: Collaborate, Invoice, Sell, Simplify

### Part 1: Effective eNewsletters

#### How can eNewsletters be used and why are they useful?

Announce or promote products, services, or news about your company. Each recipient is requesting this information allowing for targeting.

#### Who Provides Services?

Campaign Monitor and Constant Contact are two recommended low-cost providers.

#### What should you consider when eNewslettering?

Branding, ease of reading and design, more text less pictures, consistent timing and relevant information.

#### Why should you worry about SPAM?

Having an email sent be labeled as SPAM by the major email carriers, Hotmail, AOL, Gmail, Earthlink, and Yahoo can significantly effect your readership numbers.

#### What is required to comply with CAN SPAM Act 2003?

Valid to and from emails, subject line must be regarding content, must have an opt-out system

#### What's more important number of subscribers or readers?

A core group of consistant readers is more valuable than lots of subscribers. Adopting a Opt-In Policy will help limit false positives.

### Part 2: Online Business Tools

The new trend is for desktop software to be recreated online adding online collaboration, anywhere anytime access, and simplicity. Companies such as 37signals have pioneered a new way of getting things done using the Internet. Google and Microsoft are quickly following providing more software and services online.

#### Terms:

**Opt-In:** Subscribers must register for email themselves. Best way to gain subscribers.

**Opt-Out:** Easy ability for subscriber to remove themselves from eNewsletter. (Required by CAN SPAM Act)

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### Websites

#### eNewsletter Providers

[www.campaignmonitor.com](http://www.campaignmonitor.com)

[www.constantcontact.com](http://www.constantcontact.com)

#### Business Tools

[www.basecamp.com](http://www.basecamp.com)

[www.tadalist.com](http://www.tadalist.com)

[www.37signals.com](http://www.37signals.com)

[oe.quickbooks.com](http://oe.quickbooks.com)

[www.blinksale.com](http://www.blinksale.com)

[www.wikipedia.org](http://www.wikipedia.org)

[www.jotspot.com](http://www.jotspot.com)

[www.tiktrac.com](http://www.tiktrac.com)

[www.14dayz.com](http://www.14dayz.com)

[calendar.google.com](http://calendar.google.com)

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