

How To Get The Most People To SIGN UP For Your Email Newsletter

Email marketing has lost much of its luster over the last four years as social media marketing visibility has increased. Even though my own tracking of jewelry store email marketing shows an increase of 11% from 2013 to 2016, many small businesses are leaving email newsletters behind in favor of the easier social media marketing.

Email marketing requires a lot of time to manage your list, segment it properly, and write many emails that your customers will find worth reading. The setup process is more tedious from a time perspective than most store owners can afford. It's also hard to justify that time if you don't have a way to convince people to join your email list.

Here are 5 ideas to help you improve that newsletter sign-up efforts:

01 Collecting The Best Email Addresses



Many people have started to separate their personal email from the email address they give out online and at local stores. Many customers are using Gmail or Yahoo to filter out the junk emails that have become annoying. These junk mail accounts are rarely read.

I've noticed a recent online marketing trend that asks people for "your best email address" as a way to request a non-junk email account. Instead of begging for a non-junk address, try telling the customer exactly what they should expect from your email newsletter and then follow through. Let them decide if they want to sign up for your newsletter, but don't hold any hard feelings if they choose not to.

02 Create a Hook That They Need



Figure out what information would interest your customers every week and create a newsletter that they'd really want to read. Educational topics like how to clean your ring at home, how to care for your jewelry, and writing detailed answers to any other question that you hear in your store are all good information topics for your weekly newsletter.

This type of newsletter doesn't offer a sale or even ask for customer to buy anything. It is just informational and could include images and video. Once a month or so, you should include an invitation to an event, announce new products in

the store, or offer a discount to lure people back into the store. Customers are more likely to sign up for your newsletter if they know you're not going to be soliciting money every week. Make your monthly offer a good one; something that really keeps their attention and that they'd look forward to every month.

03 Master The Solicitation



Convincing people to sign up is probably the most difficult part. The CAN-SPAM Act prohibits you from adding emails to your newsletter list unless the person opts-in, which means you can't simply ask for emails at the point of sale and add them to your list. Those emails are likely to be the junk mail accounts anyway. You are allowed to send an email to invite them to subscribe so they have a way to opt-in on their own.

You'll find it very difficult to grow your newsletter email list if you simply ask them for their address. Instead, you have to make it really sound worthwhile to sign up. Here are two examples:

You: "Would you like to sign up for our email list?"

Customer: "That's okay."

You: "We send out regular emails with how-to videos and other jewelry tips. Every once in a while, it also has event invitations and notices when items are on closeout. Would you like to sign up?"

Customer: "Absolutely!"



You have to make your newsletter sound like its unique, and worth receiving. You should have your employees practice with a role-play training exercise until they are comfortable with using this technique.

04 Website Signup Boxes



Once you've mastered a convincing approach in your store, you have to implement the same method on your website. Avoid the simple "sign up for our newsletter" message with a single email address field. Those simple signup boxes do not offer any real reason to sign up, other than to invite more potential spam. You have to explain what you will be sending; better yet, show them in a video.

You can do that by creating a special landing page where you can fully explain what they will receive and remove the small sign-up form from your home page or footer.

05 Newsletter Value



Your newsletter needs to prove its value every time you send it. Funny stories, heartwarming stories, engagement

announcements, how-to videos, answers to frequently asked questions and tips for matching jewelry with the newest fashions will keep them interested.

The informational newsletters you send every week won't need to be segmented; only the sales pitches need segmenting. Over time, you should implement a strategy of creating different offer emails for each targeted groups of customers.



Email newsletters can be used to keep in touch with customers long after initial contact.

To request a copy of other email resources I have about marketing tie-in ideas and segmentation, shoot me an email. I'll get right back to you.



Matthew A Perosi

Matthew Perosi reports the latest Internet trends and methods that are most relevant to the jewelry industry in his 5-day per week newsletter, available through jwag.biz. Tap into the more than 1,100 free newsletters to guide you towards better usage of websites, social, and mobile. Matthew invites your feedback and questions at matt@jwag.biz or 973.413.8211. Many questions from TRJ readers have turned into great newsletter topics.

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