

MERKLEY

marketing group inc.



When you decide to launch an email-marketing campaign, don't make the mistake of limiting your missives to customers. As a business owner, you benefit by staying in touch with a wide variety of community members, organizations and associations. By keeping these contacts informed through permission-based email, you engender the goodwill that will benefit your business in countless ways.

Here are the Top 10 people who should be on your email marketing list:

	Your banker. Without him you may not be in this business. Foster your relationship, even when you're not asking for a loan.
	The local media. Business editors and reporters are always on the lookout for interesting story ideas. By including the press on your mailing list, you may find yourself making the news.
	Your clients. Remember, it's harder to gain a new customer than to hold on to an existing one.
	Investors. As with your banker, you want to keep your investors informed of what you're doing.
	Vendors with whom you do business. If they're in tune with you, they will be better able to serve your needs.
	Professional organizations. Share your successes and ideas with other business owners. They'll do the same for you.
	Prospects. You've always got to keep numerous leads in the pipeline.
	Officials in local and state government. We all need friends in high places.
	Civic and community leaders. They wield a lot of influence in the neighborhood. Let them know what is important to you.
	Family and friends. Without them, where would you be?