

# THE TERRAPIN TIMES



## FEELING LEFT IN THE DARK?

### MARKETING TODAY

#### MAKING THE "A" LIST

It's amazing how many companies don't make use of *e-mail marketing*. Many fear being labeled as a "spammer" or just plain ignore their list all together. The reality is that your email list will soon become one of the most valuable resources that your company has for marketing. When planned for and executed properly, email can be a highly effective tool to drive sales.

The first question you must ask yourself is "Where are all my email addresses?" Chances are you'll need to gather them from a variety of sources. Keep them organized in a single place by using a Contact Management program like **Outlook** or **Act!**; even an Excel spreadsheet will do. While you're at it, don't forget to include name, phone and mailing address - this information will come in handy for other marketing activities down the road.

Who should you include on your email list? Existing customers, vendors, business associates and website visitors all make great candidates. Since you've already met, they're more apt to be responsive to information you send them. Email is also a great way to stay in touch with contacts you've made at sales meetings, trade shows or networking events. Become a savvy marketer and always be on the lookout for people such as these to add to your list.

Start off 2008 with an organized contact list and you'll be setting yourself up for email marketing success!

LINCOLN, RI - If a website is part of your marketing plan, it's critical to have a reporting tool to monitor your site's performance. Otherwise, you'll be left in the dark not knowing how many visits you're getting, how they are finding you or what they are viewing while on your website. *In steps Google Analytics to save the day!* This reporting tool can plug into any website and within 24 hours you will start seeing reports based on 3 main categories:

**Visitors** - Visitors are the life blood of any website and the reason you have a site in the first place. One of the most basic features of Google Analytics is tracking how many visitors are coming to the site. Beyond the number of visits, Google also provides you with reports to see what visits are new vs. repeat, the average number of pages viewed during a visit, how long visitors are staying on your website and more.

Over time these reports can give you a baseline to compare against in an effort to gauge the effectiveness of other marketing activities. Let's say you have a new ad campaign that includes your web address. It's a safe bet that some people will visit your site after seeing the ads. If you're website traffic spikes beyond your monthly average, then you know that the ads are doing their job by driving potential customers to your site. Without reporting how would you know?

**Traffic Sources** - Websites and Search Engines go hand in hand and you probably have a list of keywords that you would like to be found for. You could surf to all the major search engines and type in your keywords to see what happens, but that would be extremely time consuming.

Luckily, Google provides a complete section of "Traffic Sources" reporting to make this task less stressful. You will be able to see what Search Engines are feeding your site, along with the top

keywords that visitors are using to find your website. These reports can guide your Search Engine Optimization (SEO) strategy by showing you the search engines & keywords that are not performing - a flag that you need to do some tweaking to improve their performance. If search engines are a top priority for you, then this tool is critical to have in place.

**Content** - Google Analytics can also track what pages on your site are the most popular, providing insight into what is attracting visitor's attention. As you continue to add pages to your website, these reports will allow you to analyze how well the new content is received by visitors.

One of the coolest features of Google Analytics is the Site Overlay tool which allows you to visualize traffic patterns on your site. As you surf through your website, Google Analytics data is displayed next to all of the links allowing you to see what pages visitors are viewing as they surf through your site.

Using a website to market your business can be much more beneficial than other marketing tools because everything is trackable. With a reporting tool like Google Analytics there is no excuse for not knowing what's happening on your website. More information on Google Analytics can be found at: [www.Google.com/Analytics](http://www.Google.com/Analytics)

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## Heat up sales this winter with Email Marketing!



Are you looking for an active way to market your business? *Email marketing* delivers your products and services direct to your consumers' desktops. You'll be able to promote new offerings to existing customers and create new sales opportunities with prospects – all from the comfort of your office.

### Stay Consistent

Send emails that look like your website

### Save Time

Manage your email contact list online

### Stay Informed

Find out who's reading your emails

### Save Money

More cost effective than direct mail



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