

# The Power of Newsletters

[www.Web-Clubs.co.uk](http://www.Web-Clubs.co.uk)

The Club  
House

# Marketing Strategies or Flavours

- Pro-active / Disruptive / Offensive
- Reactive / Search
- Defensive



**B2B Club**

Gardeners Club

Homeowners Club

TRAVELLERS CLUB

Quiz-club

**NET Offers**

*MOTORISTS CLUB*



*Vino Club*

**Web-Clubs**

# Pro-active / Disruptive / Offensive

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Vino Club

Web-Clubs

- Inform an audience of new products or services
- Raise awareness of your business and presence
- Educate and inform
- Generate Leads
  - *Opening a new branch*
  - *Have a special offer to promote (2 for 1 Pizza)*
  - *Change of name, strategy etc.*
  - *Want more people to know about you*
  - *Promote something new or revolutionary*

**BLACK  
FRIDAY**

# Pro-active / Disruptive / Offensive

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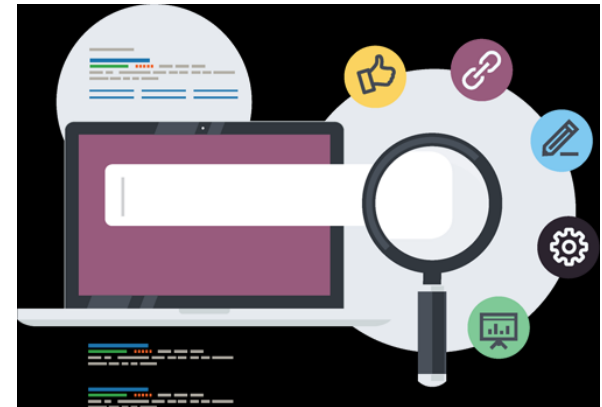
- Sales, Telesales
- Advertising (Media, Direct Mail, TV, Radio etc.)
- Email Marketing and Newsletters
- Social Media (Organic and Advertising/PPC)
- Networking, Exhibitions, Conferences



# Reactive / Search



- Response to an enquiry (search)
- Reacting to buying signals (E-Commerce)
- Delivering knowledge and advice (Wikipedia , Maps etc.)
- Comparison sites
  - *On-line shops*
  - *Service Providers (Plumbers, builders etc.)*
  - *Professional Services (Legal, Accounting etc.)*
  - *Hospitality and Travel*
  - *Data holders*



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- Search Engine Optimisations (SEO)
- Pay per Click, Website (PPC)
- Trade Directories
- Professional Groups (Check a Trade etc.)

# Defensive

- Marketing aimed at keeping your customers secure
- Build Loyalty
- Keep informed on company news and services
- Gain greater share of their spend
  - *Customer Visits / Telephone or Email Contact / Hospitality*
  - *Contact – Newsletters, User website accounts*
  - *Deliver good service,*
  - *Loyalty Schemes,*
  - *Rebates and Volume Discounts*

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# Why Newsletters

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**Web-Clubs**

- *Cover two strategies, complement strengths of Search*
- Proactive
  - Who you Are, What you Do, What you know
  - Demonstrate Expertise
  - Raise awareness
  - Industry News
  - Become Familiar (people trade with names they know)
- Defensive
  - Maintain Contact
  - Keep audience aware of new products and services
  - Testimonials, Success stories



# Newsletters – Getting Started



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- The Database

- A Digital Newsletter campaign is useless if you don't have a relevant and accurate database to email it to. Ideally, you should have a database of your existing customers and one of prospects.
- Web-Clubs can help you clean up your own data as well as providing a suitably targeted prospect audience.

- Style and Layout

- Adopt a familiar layout and style. Be consistent in your logo positioning and use of colour and typefaces.
- Use multiple columns for readability.

# Digital Newsletters Tips

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- Adopt a regular mailing date, ideally every 4 or 6 weeks
- Aim for one main topic per issue
  - Enhance with images and diagrams
- Keep it brief, easy to digest and to the point
- Be interesting and informative
  - Link to your website for more information
- Only gently promote your services and products
- Include company news and other interesting updates
- Present your business, make it personal / unique to you
- Summarise what you do in a consistent footer/sidebar

# Digital Newsletters Avoids

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- Don't just copy available content, make it yours
- Avoid temptation to ask for name and email
- Keep it brief, easy to digest and to the point
- Don't use to advertise, keep those separate
- Minimise the file size

# Getting Help from Web-Clubs



- Consumer contacts
- Business contacts
- Template design
- Advice on topics and content
- Subject lines
- Cleaning and maintenance of databases
- Email sending and reporting

**Web Business from Web-Clubs** Mar 2018...  
Thinking outside the inbox

### Marketing to Baby Boomers

*In our last issue we looked at this sector of the market, its importance and its characteristics. In this issue we will look at some specific Do's and Don'ts to follow when marketing to them*

*There are around 15 million baby boomers in the UK. They're estimated to be in possession of over 45% of the nation's wealth! Around 40% have a net worth of £500K+*



### Marketing to baby boomers

Due to its wealth, influence and size, this is a key market to target. The task of marketing to it, should not be underestimated. It's a well informed market with high demands.

To succeed, consider Baby Boomers a distinct group requiring a specific campaign approach.

#### The Do's

- Target the sectors specifically
- Be relevant, Baby Boomers are post Rock and Roll, the younger ones, post The Beatles!
- Depict the right age range in your advertising, use aspirational images
- Be adventurous, this group is more likely to take an adventure holiday than stay at a B and B in Blackpool
- Portray a sense of fairness, it was also a rebellious generation
- Use Social Media, 20% of Facebook users are 55+ (Statista 2016)
- Offer value for money
- Only work with agencies familiar with this market

#### The Don'ts

- Never patronise
- Avoid alienating by using unrealistically young looking models, similarly avoid older or unattractive ones!
- Don't underestimate their technical skills, the group are on-line, internet savvy and clever shoppers
- Do not assume they are stuck in their ways, this group has witnessed more change than any other group during their life
- Never group with older pre-war pensioners
- Keep clear of stereotyping, it's a diverse demographic

### Reaching Baby Boomers with Web-Clubs

Since starting with the Gardeners Club in 2000, Web-Clubs have built up a membership across all of our consumer clubs of over 3.5 million. Overall nearly 40% of members lie within the baby boomer age range.

Our membership can be reached using our email marketing services. Visit our website for more details.

Since 2000, Web-Clubs have been successfully delivering digital marketing services to direct clients and media agencies in both the consumer and business markets.

Our services include:

- Consumer Clubs, our 3.5 million members in 6 special interest and 2 general clubs provide a receptive audience for your emailing campaigns.
- B2B Clubs using our database of over 350,000 business decision makers, we can generate new prospects for your company.
- Website Design, our team with decades of marketing experience will deliver a relevant and workable online presence to deliver real benefits for your business.
- Social Media, finding the time to get the best out of Social Media can be difficult, this is where our Social Media Marketing Service can help. We will set you up, advise you on activity and can even manage posting.
- Complementing Services, these include: Website and Email Hosting, Search Engine Optimisation, Affiliate Marketing and IT Advice.

01494 240 150  
info@web-clubs.co.uk  
www.web-clubs.co.uk  
@webclubs  
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