

10 Essential Tips For Your Next Antiques E-letter Campaign

By Evan Mangan

If you're looking to create some "top of mind" advertising for your antiques business, there's no better way to do it than with an e-newsletter, or "e-letter". If done well, e-letters can be funny, informative, and will successfully convert potential customers into active, buying ones. You can communicate effectively with your customers and make them feel comfortable with you by using an e-newsletter. People buy from and visit other people they know, like, and trust and using a newsletter will go a long way in establishing a relationship between you and your customers.

So let's get started. What are some good tips to know when putting together your antiques e-letter?

- Make it useful - If all you're going to write about is how great your antiques business is versus the competition, good luck. You might get a lot of clicks the first month, but people aren't going to keep reading if they don't have a good reason to. Your content must be helpful in solving some of *their* problems or address some of their interests. Send them tips and guidance based on your expertise. For example you could have a monthly feature on the mistakes antiques buyers typically make when buying at auction. Or easy ways to restore everyday damage to antiques. Give first, and then get later.
- Make sure you have an interesting subject line - If you title your monthly newsletter "March Newsletter" well, how "blah blah" is that? It's going to get deleted. A title like "Avoid these top 5 mistakes when buying at auction" is much more likely to get opened. Show people what you can do for them.
- Make it visually interesting - One long scrolling page of text is not going to be read, at least all the way through. Break it up with images, bullet points, and

Quick Tip boxes to add some visual interest.

- Include interesting content - The content of your newsletter is the most vital element. Most newsletters are relaxed and informal in tone, and the subject matter must be interesting to your customers. If you don't have any writing panache, hire a ghostwriter to create the content for you. Businesses do it all the time, and it's far better to hire a professional to write for you than to try and do it yourself and turn off your potential customers.
- Don't overdo it - Sending out 2 newsletters a week is a very bad idea. Over-sending will be as ineffective as sending out one per year. Send out a monthly or quarterly newsletter, and leave it at that.
- Include some links - Make sure that your web address is on every newsletter you send out. You might want to include some other relevant links relating to that month's content. Remember: helpful and informative.
- Collect email addresses - You can purchase email lists and just blanket them with your e-letter, but that is SPAM and is not going to be very effective. A much better way is to start collecting the email addresses from your current customers. Put an email sign-up box on your website, and start collecting addresses from there as well. These people are already showing an interest in your antiques, so make the most of that interest. If your newsletter is interesting to read, these same people will forward it to their friends, and the word will slowly start to spread.
- Promote, promote, promote - Spread the word that you're offering all this free advice. Any advertising you do make sure you bring it up.
- The more people that read your newsletter, the more potential customers you're reaching.
- Make the "Subscribe" and "Unsubscribe" features on your newsletters easy for readers to access. If they forward your newsletter on to someone else, that person might want to sign up. Make sure it's effortless for them to do that.
- Ask your readers for feedback- Encourage them to email you with what they like or don't like about your newsletter. Ask *them* what they want to read

about every month. This will give you some good clues about what you could be doing better, as well as informing you about what your customers are really interested in.

Remember, putting out an e-letter is a simple, cost-effective way to reach your current and potential antiques customers on a regular basis. Research your options when it comes to who will host and manage your e-newsletter, because a good company will make all the difference.

About The Author

Evan Mangan is a former Head of European Marketing for Yahoo! Mobile and was Head of International Operational Marketing for Orange. He is founder and Managing Director of The Marketing Crowd (www.TheMarketingCrowd.com) and Marketing Antiques - a full service marketing agency which makes the marketing techniques employed by major brands available and affordable to antiques businesses.

More Information:

- To receive a monthly e-Zine full of Marketing tips and links to new Antiques Marketing Guides, simply send an email to ezine@MarketingAntiques.com
- To read more Antiques Marketing Guides visit http://www.MarketinAntiques.com/marketing_guides.htm