

Partner Case Study

“In order to achieve success, small businesses must have a web marketing plan in place – and part of that plan should include email marketing.”

Flyte New Media Helps Businesses Grow Through Email Marketing

Rich Brooks, President of flyte new media in Portland, ME definitely practices what he preaches in terms of marketing one's business. A quick browse through flyte's website and you'll find his e-newsletter, a blog, articles, free reports, and podcasts—all chockfull of information on how to build your business through email and Web marketing.

“The days of ‘if you build it they will come’ are long over,” states Brooks. “In order to achieve success, small businesses must have a web marketing plan in place—and part of that plan should include email marketing. We use an e-newsletter to keep in touch with our clients and to educate them on how they can build their businesses through email and web marketing and recommend they do the same.”

A Constant Contact® Business Partner since January 2005, Brooks originally used another email marketing service but switched over due to a friend's recommendation. Brooks had a number of clients using e-newsletters and had them all in one account through the other service, making it very difficult to keep track of each client's campaigns, results, lists, and etc. Constant Contact allowed his clients to open their own accounts and enabled Brooks to better manage their projects.

Brooks has achieved a high conversion rate with the Constant Contact accounts he manages and he attributes his success to five strategies:

Success Strategy #1: Educates clients about the importance of email marketing

According to Brooks, it's not enough to say to clients, “Oh, by the way, you should be doing an e-newsletter.” Marketers and web developers really need to explain, in detail, how e-newsletters can help their clients grow their businesses—because, as Brooks says, “What's intuitive for us can be overwhelming for those just starting out.”

Brooks covers the following reasons for why e-newsletters are important in articles, his blog, and his own e-newsletter:

- E-newsletters compliment an existing website – Although it seems like a “duh” thing to experienced marketers, small businesses really don't understand how to drive traffic to their websites. One way



Partner at a Glance

Company: flyte new media, inc.

Location: Portland, ME

Services Provided:

Email Marketing
Search Engine Optimization
Web Design and Development
Web Marketing
Business Blog Consulting

In Business: 9 years

Employees: 7

More Information: www.flyte.biz

Business Partner Since: January 2005

Constant Contact Accounts: 62

Business Model:

“At flyte, we don't build websites, we build businesses.”



Constant Contact®
Connect. Inform. Grow.

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Brooks and his team offer their clients customized newsletters by simply changing existing Constant Contact templates.

to do this is through an e-newsletter. “We tell people that instead of waiting for customers to remember to visit their websites, they can pro-actively get in front of their customers every month by sending out an e-newsletter.”

- E-newsletters are cost effective and “testable” – Yes, we all know e-newsletters are cost effective, but have you spelled out the real cost difference to your customers? Brooks does by showing how much his customers will save on design, printing, and postage costs. He also shows them how they can track which articles people are reading via Constant Contact’s reporting tool, which shows open and click-through rates.
- E-newsletters are interactive and encourage word of mouth advertising – Again, it sounds like another simple thing, but not everyone knows you can include links in a newsletter to specific web pages promoting existing programs, offers, and new services. And, because readers can easily forward e-newsletters to others within an organization, they help influence purchasing decisions.
- E-newsletters help grow the business – “I tell my clients they can use e-newsletters to reach current customers and attract prospective clients who aren’t yet ready to buy,” says Brooks. “It’s a very effective message because it’s what small businesses are most concerned about—finding and retaining customers.”

Success Strategy #2: Includes fees for email marketing and e-newsletters in proposals.

When sending out proposals for website development and/or search engine optimization work, Brooks includes a section on e-newsletters and e-mail marketing. That is, he explains how email marketing is essential in driving traffic and growing a business.

“Often times prospects really haven’t thought through what they need,” states Brooks. “They know they need a website, but they haven’t thought about how they’ll market it or their products/services. Because I want them to go through me for an e-newsletter, I include information about our e-newsletter services in the proposal. That way, when they’re ready, they call us or they’ll give the go-ahead when they sign the proposal.”

The strategy works. Brooks reports 80% of his accounts are “full-serve,” meaning he oversees their e-newsletters from start to finish each month.

Success Strategy #3: Offers custom designed e-newsletters and “Welcome” messages.

Although Constant Contact is easy to use and comes with ready-to-use templates, Brooks has found that customers want customized newsletters. Changing the underlying HTML code can be daunting for the inexperienced. “Constant Contact is great



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His marketing plans included starting “Lunch and Learns” at his flyte new media offices.

because it’s easy to use for people with little HTML experience. However, for more experienced users or for developers like us, it lets us get in ‘under the hood’ to make changes to the code.” Brooks and his team offer their clients customized newsletters by simply changing existing Constant Contact templates.

Brooks also helps clients customize their “Confirmation” and “Welcome” messages (what newsletter subscribers see when they sign up for a newsletter) to include the clients’ branding and unique messaging.

Success Strategy #4: Provides his own Constant Contact guide to new clients.

In order to help new clients get up to speed quickly with Constant Contact, Brooks developed a guide that walks them through the Constant Contact sign-up process.

The guide is especially effective for those clients who want to publish their own newsletters. “It’s really a Constant Contact user manual that answers all their questions and shows them, step-by-step, how to sign up and use Constant Contact,” reports Brooks.

Success Strategy #5: Promotes Constant Contact via seminars and classes

Brooks promotes Constant Contact by linking from his blog to his personalized Constant Contact Business Partner page. He promotes Constant Contact at the Web Marketing for Entrepreneurs course he teaches at the University of Southern Maine, and he’s spoken about email and web marketing at several business groups meetings. His marketing plans included starting “Lunch and Learns” at his flyte new media offices.

Constant Contact Helps Brooks Grow His Business

Brooks reports that 25% of his customers use email marketing – which makes up approximately 15% of his business. Although he hasn’t kept track of how much his email marketing business has grown over the years, Brooks does state that he’s been promoting Constant Contact more strongly with new clients – which has translated into more clients moving ahead with email marketing. Brooks also said his goal is to call long-time clients and offer them the benefits of email marketing.

Like other Constant Contact Business Partners, Brooks offers “full-serve” and “self-serve” email marketing services. Self-serve is just as the name implies: Brooks’ clients oversee their own e-newsletters and marketing campaigns each month. “This is why I developed the Constant Contact guide,” says



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Brooks. “It’s really to help my ‘self-serve’ clients get up and running with minimal effort.” Of his email marketing clients, approximately 20% use the self-serve option.

The other 80% of Brooks’ clients rely on flyte to manage their e-newsletters and email marketing campaigns, start to finish. This work includes customizing an already-existing template or designing one from scratch, monthly set up, and publishing.

Brooks and his team also consult with clients on how best to leverage an e-newsletter: consulting services include helping clients craft a compelling argument for increasing subscribers and other tactics for building their lists. And, Brooks and his team work to ensure each newsletter reflects clients’ specific branding. “It’s really neat when we can show the brand across all ‘properties’ – ie: a blog, website, and e-newsletter,” he says. “We tell clients that having a branded newsletter will help them increase sales because it reinforces the brand when clients go from the newsletter to the website.”

The company charges \$600 for customizing a Constant Contact template and \$1,000 for a complete email marketing package that includes account set-up, design (of the newsletter and a customized welcome page), and consulting. Flyte charges \$80 per hour for newsletter publishing – depending on the work involved, newsletter set-up can take 60 – 90 minutes. All clients pay for their

Constant Contact accounts directly. For clients who simply want help with set-up and configuring the Constant Contact interface, flyte charges \$300.

Like all web design and marketing businesses, Brooks’ sales cycle varies. Some prospects become clients immediately; others can take months or even years to convert. For Brooks, most prospects decide to move forward within a month of making initial contact with him.

For those who don’t respond after receiving a proposal, Brooks will follow up with a phone call once a week for a few weeks before giving up completely.

Businesses that are interested in his services but not yet ready to commit can also subscribe to flyte’s e-newsletter, flyte log. “I’ve had people on my list for years before they decide they want to work with us,” he exclaims. “That’s the power of email marketing!”

The Marketing Source grows e-newsletter list from scratch

A two-person “virtual” firm based in Baton Rouge, Louisiana, Marketing Source, LLC specializes in strategic marketing plans and marketing consulting. In business since 1999, Katie Sternberg and her partner chose flyte new media when it came time to update their site in August 2005. “We wanted a web company that understands marketing on the web. Rich and his team really ‘get it,’” says Sternberg.



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In addition to developing their new site, Brooks also suggested Marketing Source send out an e-newsletter in order to keep in touch with clients and nurture prospects. The company, whose client list includes local, state, and national non-profits and businesses, began sending out a monthly newsletter in October 2005.

“We basically started from scratch,” says Sternberg. “We had 37 names and built on that.” Since then, Marketing Source’s subscriber base has almost tripled due to two factors: the company’s website has a newsletter sign-up box (a proven tactic for boosting conversion rates), and Sternberg offers an incentive to get people to sign up (another conversion boosting tactic). In this case, she offers a compelling article that ties into her business, “Marketing Plan or Marketing Mess?”

Sternberg and her partner oversee the newsletter production, start to finish each month. Brooks initially developed their template; Sternberg and her partner write the copy each month, add photography or other images, and upload it into the Constant Contact interface.

Sternberg reports she’s received 1 to 4 subscribers per day in the last 50 days or so. “What makes Constant Contact so great is that my partner and I can see what types of topics interest our clients. Even better, our readers are forwarding the newsletter to their colleagues, so we’re benefiting from viral marketing as well.”

Sums up Brooks, “For companies like Katie’s, Constant Contact is a great tool because it helps her get an ‘in’ with hard-to-reach prospects. With it she’s able to remain top of mind with prospects with little effort or cost.”