

Why You Need To Be Sending Out An E-Newsletter

By Joe Bunn
For DJ Times

One of the pieces of marketing that we use here at Joe Bunn DJ Company is sending out a monthly e-newsletter. It's easy, informative, and most importantly, cheap! In this article, we will discuss the steps that will get you rolling on creating and sending your own.

The template. The first thing that you should do is to have your graphics person create a template that you can use each month. The template should match your current branding-card, website, etc. It needs to have the same colors, look, and feel of the rest of your marketing so that as soon as your readers see it, they'll know who it came from.

Choosing your sender. After the template is complete, you will use it with one of the hundreds of mass email providers that there are out there. Our choice is Mailchimp. We are able to go in, add the people that we want to receive it, and then simply input the URL of the template, and click send! It's very easy!

Who gets it? So, one of the things that I have been doing since starting my company over 12 years ago is to keep a huge vendor list on an Excel spreadsheet. At every single event I do, I collect cards from my fellow vendors. I toss out the bozos, and keep the people that I would like to network with, or work with again. Each week, I add the data from those cards to that spreadsheet. Name, company, email address, phone, mailing address, web, social media, and even their birthdate! That spreadsheet is gold once you've built it up and it is the folks that you are going to want to receive your e-news. Not only should vendors receive it, but also your past and future clients. They are your biggest fans! And lastly, I also send it to a large group of friends and family, and of course all of my DJs.

Content is King. Ok, so you have the template and you know who the e-newsletter is going to be emailed to. Now you have to come up with something to say every month and that is usually the hardest challenge.

I usually open up with a short one paragraph “letter” from me, the owner. Mention what season it is, or how you’re excited about holiday parties, etc., basically something relevant to the month you’re in.

The next section for us is the DJ of the Month. For multi-op owners, this is a no-brainer. It starts the e-newsletter on a strong, positive note and puts the spotlight on one of your star DJs. It builds their value right away and they love it too! For single-op owners, maybe you could do a “Vendor Spotlight” and pick a fellow vendor (baker, venue, florist) and interview them for a short blurb in your e-newsletter...and they’ll love you forever.

In the third section, we mention an event or somewhere that we can be seen to the public. For example, a bridal show or showcase. The other idea may be to mention something that you are excited about. Some great examples are maybe your company won an award from your local Chamber of Commerce, NACE or ISES chapter. Share that!

And in the final section, mention something from your social media playbook. Do you do a video blog every other week? If so, take the link from YouTube and share it. Maybe you are trying to build your number of Twitter followers, post the direct link to your Twitter handle. Maybe more facebook fans is what you’re looking for. Post the facebook link and maybe mention a recent post you made that received a ton of “likes”.

A few other design tips.

- Try to add photos to each section of the newsletter. Spice it up!
- Keep your contact list up to date
- Hyperlink to any vendors, DJs, videos mentioned
- Include all of your contact information, including social media

If you take one hour each month to write this newsletter, I promise it will produce results for very little investment! Go get ‘em!

Do you have questions or need advice about your growing DJ business? Contact Joe Bunn, The DJ Whisperer, at info@bunndjcompany.com.