

MANAGEMENT OUTLOOK

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How Email Marketing as a Powerful Marketing Strategy Can Help You to Grow Your Business

Different kinds of businesses have been popping out here and there over the past few years. This is because of the continuous search for the ultimate way of earning a living in this time of global recession. If ever there is a chance to start a business, online promotion through Email marketing is one of the best marketing strategy there is to use. With this method, not only do you cover the local sector from which your business originated from, but it has the potential to reach consumers from all around the world. Having a more convenient way of accessing people in the industry from all over the world is the best way of promoting a new business.

As the company starts, it is best to first put up a site in which to lure potential buyers and clients from all around the world. Here as visitors enter your site, you can request them to fill out a form seeking their permission to receive Email marketing material through online mail ser-

vices. As more and more people sign up for such scheme, you increase your chances of making a sale. This marketing strategy provides the promoter with access to a target market willing to receive promotional material thereby, having direct contact to potential customers. And because emails can be spread around, those who receive your mails could also act as agents to spread the word around.

Email marketing helps in promoting ones business and acquiring access to your target market through solicited mails and newsletters. In order to help a business grow, it is important for the content of the mail to sustain the reader's interest. Product endorsement in the content should never be forgotten, for luring potential clients and buyers is its ultimate goal in the first place. Remember, the more promos and special offers these mails contain, the more the audi-

ence will be attracted to read further, hence more traffic to the site. As the online traffic increases, the more the website, the company and its products or services will be known.

Promoting your site through the web is one of the most efficient ways of doing business and making it grow. Not only will it be more affordable, it can also help in saving time and essential resources needed in other sectors of the business. Through Email marketing as a marketing strategy, you increase your chances of making your business known to people from all over the world. Think of it, with a simple click of the button, you could have earned a sale from someone hundreds of miles away. This modern society needs modern means of promotion, and this is the method for doing so.

By Kenny Loh



Financing Your Business Without Investors

Finding business financing for a company has always been a challenge. To complicate matters, the current economic environment has made it a nearly impossible task to find investors. Nowadays, investors are looking for safe investments, and unfortunately, small and medium sized companies are not considered safe investments.

Although investor financing has many benefits, you should also consider alternatives that don't require that you give up ownership in the company. One common way to finance a company is to use a business loan. Although business loans are well known, they can be difficult to get because they have to go through a strict underwriting process. To qualify for a business loan, most companies need impeccable financial statements, solid assets and a few years of positive operating experience.

One alternative to business loans is factoring financing. This solution specifically helps companies with cash flow problems that arise from slow paying clients. It provides a cash advance against slow paying invoices, enabling your business to cover operating expenses. By reducing the number of days it takes you to get paid, invoice factoring can help free cash flow that can be deployed to new projects and growth opportunities.

One of the advantages of invoice factoring is that it is reasonably easy to obtain. Most factoring companies structure the transaction as a purchase, meaning they buy the invoice from you. Since they are buying the in-

voice, their biggest concern is the credit quality of your clients. This means that small companies or medium sized companies with a short track record but very solid clients can usually qualify.

Factoring companies buy invoices in two payments. The first payment covers about 80% of the face value of the invoice. Your company gets this very quickly. The second payment covers the remaining 20% of the invoice, less the factors fee. This payment is usually provided shortly after your client pays the invoice in full.

Invoice factoring is a flexible financing solution that can help small and medium sized companies that have cash flow problems.

By Marco Terry

