

## One Page Email Marketing

By Chuck Kraining, Member of the IACCA Technology/Communications Committee

We have had very good luck using this format. We use it for marketing and guest retention. We were able to track \$40,000 in new business this year alone. It's really easy and effective.

For marketing we find a publicly available list of potential users like school secretaries from an entire school district. We then send them a one-page email with a pretty picture that says *"Seabeck-the place for your next school event"* and then list possible events. Sometimes we include a discount for special time periods. For example: We targeted non-Christian mediation groups and offered a discount to use our facility over Easter. Believe it or not – it worked!

For our current guests we send a biweekly *"News and Views"* that is slightly longer and highlights something that happened on our campus. It might be as big as a new building opening or as small as a kiddie parade. We have had very positive feedback from our e-news. The guests love hearing about throughout the year. We make sure to have sign up forms available around the campus.

In either case, it gets people thinking about your center. We found that emails sent to one target set will produce retreats that have nothing to do with that subject. That school may not want to come on retreat, but that secretary may sing in a church choir that does. The key is to make the message short so that it only takes a minute to read.


When we first started I was very concerned about being labeled as a spammer. This did not materialize. When we send out 300 marketing emails, we may get two or three emails asking us to remove them from our list. So give it try. You may be pleasantly surprised by the result. We certainly were.

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### Creating the Newsletter: (In Microsoft Publisher)

#### Determine content


##### Insert text

1. On the Publisher menu, select the Insert dropdown menu and go to "Text Box"
2. ...or find and click this icon: 
3. Format text as you would in any document

#### Insert a creative, short, attention-getting headline

4. Follow insert text instructions

##### Insert Images.

5. On the Publisher menu, select the Insert dropdown menu and go to "Picture"
6. ...or find and click this icon: 
7. Photos:
  - Select from the "Picture" menu "from file"
  - Locate and select your chosen photo(s) from your computer
  - Resize the image as needed


8. Clip Art:
  - Select from the "Picture" menu "from file.
  - A sidebar will open up in Publisher for you to search for clipart
  - Type your search term for appropriate clipart
  - Make sure under the "All Collections" menu that "Everywhere" is selected
  - Hit "Go"
  - Click on the clip art to insert it into your document
  - Resize the clip art as needed.
  - Clip Art option: You can also visit the Microsoft Office website for clipart (<http://office.microsoft.com/en-us/clipart/default.aspx>)
  - NOTE: to keep the correct shape and proportions of your images and clipart, hold SHIFT down while resizing.
9. Insert captions.
  - Follow insert text instructions
10. Some suggestions for document creation:
  - Attempt to use the top half of a typical letter sized paper (longer is okay, but a half page will typically all appear in the screen when the recipient opens their email).
  - Avoid using WordArt (as it gets over-pixelated in conversion later).

**To convert for use in emails:**

11. Select and copy all items in your document (Ctrl + A will select all, then hit Ctrl + C to copy).
12. Open Windows Paint
13. Paste into Windows Paint (Ctrl + V will paste).

14. Crop the frame around the image to appropriate size
  - Make any other adjustments to image/center/align properly
15. Save the image as a jpeg (or jpg) file

**To insert into emails:**  
(Microsoft Outlook)

16. Open a new email message
17. On the Outlook Email menu, select the Insert dropdown menu and go to "Picture"
  - ...or find and click this icon: 
18. Locate and select the newsletter image on your computer
19. If you didn't include your "unsubscribe" or opt-out clause in the document/image, insert/type it below the newsletter image.
20. Send to appropriate contacts
  - Suggestions/Notes:
  - Don't forget the company name in the subject line!
  - Microsoft Outlook only allows you to send to about 30 contacts per email.
  - It's best to BCC your contacts and use your email in the main "send to" slot, so contacts don't see all of the other emails you are sending to.

*Contact the Author...*

**Chuck Kraining**  
 Executive Director  
 Seabeck Conference Center  
 15395 Seabeck Highway NW  
 Seabeck, WA 98380  
[chuck@seabeck.org](mailto:chuck@seabeck.org)

