

FIVE SUPER TIPS

FROM MOSHI-TOSHI



► **Moshi-Toshi receives a lot of feedback. By organizing these reactions we have been able to clearly identify which strategies are successful. Below you will find 5 super tips, which will allow you to get the most out of Moshi-Toshi. And that is quite a bit!**

1 MAKE SURE YOUR ADDRESS BOOK KEEPS GROWING!
Try to increase your address book on a weekly basis. There are opportunities every day so make sure you take advantage of them! The first step of course is to make sure you add the Moshi-Toshi registration forms to your website. But you can also place a registration form on your counter, launch a questionnaire or attach a registration form with your correspondence. Train yourself in such a way to be able to spot opportunities. Set yourself a target to add an x number of contacts on a monthly basis. If you really want it to work, it will! And remember: the more people read your newsletters, the greater your chances of commercial success become a reality.

2 INVEST TIME AND ATTENTION TO EACH AND EVERY NEWSLETTER
Moshi-Toshi offers unprecedented tools. But of course the power of your newsletter will depend solely on you. The extra attention you will invest in your mailings will certainly pay dividends! Are you making sure you are allowing yourself sufficient time to compose powerful mailings? Is your content sufficiently gripping? Collect the most interesting bits of news and offers. The more attention you dedicate to your newsletters the more people will choose your company!

3 MAKE SURE YOU MAINTAIN A CLEAN ADDRESS BOOK
Have you sent out your first set of newsletters? Maybe you will be discouraged when people choose to unsubscribe. Some companies opt to omit the unsubscribe option. This is a bad idea! Make it easy for people to subscribe and unsubscribe. And include a recognizable unsubscribe link. A 'clean' address book is exceptionally valuable. So, build up a file of truly interested contacts and maximize your chances for extra turnover. Assume that 1 out of 10 readers will purchase your product or service: this is certainly possible!

4 GIVE YOUR MAILING A CATCHY TITLE
Make sure your title has a trigger effect. An effect that causes the reader to open the mail! By adding a personal touch or by teasing the recipient with a tempting bit of bait! Announce a spectacular offer, but always make sure you don't give it all away. The better your subject, the more your mailing will be read. "Newsletter Moshi-Toshi May 2009" is not convincing. "Moshi-Toshi tip 1: including images and clipart!" is already a whole lot better. Tip: write multiple subject titles and select the best one!

5 BELIEVE IN THE POWER OF MOSHI-TOSHI
Moshi-Toshi offers unprecedented possibilities to approach contacts in a personal manner – in this way you are involving them directly with your organization in order to generate more turnover! The system must become an un-detachable element of your marketing-mix. But you can also implement Moshi-Toshi for the purpose of motivating your co-workers. A sparkling staff newsletter increases commitment so that people gladly go that extra mile! Moshi-Toshi: the most powerful contact tool!