



## June 2009 Newsletter #17

### Email Statistics

I get a daily report on what's happening with email. For a typical week, in this case in the middle of May, the following summarizes what happened:

- Total Number of regular (direct pickup) email messages 3,347
- Total size 276.5MB
- Total Spam found 876 (26%)
- Total Spam deleted 519 (15.5%)
- Viruses found 8 (all Phishing)
- Number of forwarded emails 333

Note that no processing for spam or viruses is done on forwarded emails. If you want that service, you need to setup regular emails with a full account, password etc. Currently, there are 66 "direct pickup" accounts and 59 forwarded accounts on Cobourg Host.

### Undelivered Email.

If an email cannot be delivered on the first try, it goes into a queue and delivery is retried for up to 4 days. The most common reason is that the email address does not exist - maybe you typed it in incorrectly! These emails are shown in the host mail queue and I can see which emails are stuck if you need this kind of info.

### Put your website to work for you

On May 26, Northumberland Today featured an article by **Ken Burgin** and **Elizabeth Walker** titled ***Put your website to work for you.***

It starts out like this:

So, your business has a website. Great! As we've said before, "It's a credibility issue -- these days a business is expected to have a web site." But wait a minute; what's the site doing for you?

Sure, your website is helping your customers get to know, like and trust you by building awareness, providing information and shortening the selling cycle, but could it be doing more? YES!

Things change rapidly in the web world. It's easier than ever to put your website to work: collecting names and e-mail addresses, providing visual product demos, and transacting online. If your website is not doing some, or all, of this, you're missing the boat!

You can see the rest of the [article here](#) and I recommend it as a good source of marketing ideas.

I have more on this subject in the next article below.

### How to get people coming back

Some sites are only intended to "put you on the map" - they are meant for Google searchers and people researching you or your industry. But perhaps you'd like to do more and use your site to communicate to your market. This implies you want them to come back more than just to find out your summer hours.

People will only come back if there is reason for them to do so. This means your content has to change. There are two basic ways to do this:

1. Update it with new products, events or other news. And do this at least monthly. To do this, you can either have me do it or learn how to do it yourself (Some of you are already doing this!) In many cases, you can find better things to do with your time so have me do this for you.
2. The other way is to let your visitors provide the fresh content! This is done by providing them with some form of interaction. The ways I have provided are:
  - o A Blog (or two) - you post regularly (e.g. weekly) and visitors comment. Spam is automatically rejected but you need to "moderate". Each post creates a new thread. Old Posts are indexed and available by searching or browsing. A Blog is generally about one subject - e.g. your business.
  - o A Guest Book (I like to call them "Have Your Say") - a single thread - simply a collection of comments - most spam is caught but you need to look every day and delete any spam that got through.
  - o A Forum - like several blogs at once. Multiple Sub-headings or groups. Each has multiple topics. Can take quite a bit of your time and does not suit every one.
  - o A Survey or Poll - Choose a question and possible answers have people choose. Best if used with one or more of the others.
  - o A Form for submission of quote requests or feedback.

Of course another way is to simply remind them that you are there by sending a mass mailing as discussed in earlier newsletters. I agree with Ken Burgin and Elizabeth Walker that email is a great way to get your message out - but many of you know this already. Read their article (<http://www.cobourginternet.com/marketing.htm>) for ideas on how to build the mailing list.

### **Client Information page**

To see all previous newsletters plus articles referenced, go to this page.

[www.cobourginternet.com/webnewsletters.htm](http://www.cobourginternet.com/webnewsletters.htm) This page can also be accessed from the Cobourg Internet web site from the main menu. There is a new page which links to all the support information which was previously on the webnewsletters page. [www.cobourginternet.com/support.htm](http://www.cobourginternet.com/support.htm)

**John Draper**