

# Email Marketing Methods

# EMAIL MARKETING METHODS DO WORK

Email is one of the many tools you have as an Internet Marketer to make a difference in your bottom line. Profits are likely to come in faster the better you utilize this tool. The good news is that it does not have to be difficult to implement a marketing program through the use of email. The bad news is that you have to work continuously at getting people on that list and to keep them there.

## **EMAIL REALLY MAKES SENSE**

Email is one of the easiest forms of communication in the world. If you think back to the first time you used email, you may remember feeling like it was one of the best inventions ever. The fact is email allows anyone to communicate with anyone else, no matter where they are located in the world. From a marketing perspective, this is highly beneficial.

Compare email marketing, for example, to marketing methods of television commercials. As effective as they are, they still take a bit of luck. The right people need to tune in to the commercial at the right time to get the marketing message. The same is true for most any other form of marketing communication. People have to be in the right place at the right time. This is not as true for email, though.

With email marketing, you target those who are already interested in what you have to offer. For example, you are not wasting your marketing budget on people who may not have any use for your product. Only those who have already shown some level of interest are going to be marketed to. Plus, your email stays in their system until they read it. There is no limit or location issue here since the message is going directly to them.

Email does make sense to use as part of your business's marketing campaign. It is highly effective when you combine it with other resources and tools including:

- Search engine optimization
- Social bookmarking
- Ezine marketing

You also want to be sure you are sending your clients to the best place for them. In other words, you need a well designed website or blog where they can easily gather the information they need. When you combine several of these marketing methods, your internet marketing business is unstoppable.

## **THE LEGALITIES OF EMAILING**

As an Internet marketer you know that spam is something that must be avoided at all costs.

According to Webster, spam is defined as, *"a disruptive, especially commercial message posted on a computer network or sent as email."*

There are laws in place in the United States, Canada, Australia and throughout Europe which limit the sending of spam. Yet, according to some estimates, up to 80 percent of all messages received are unsolicited. As an Internet marketer, you need to find the fine line between spam and sending email marketing messages.

Laws can impose large fines and commercial organizations that do not follow required laws. Most importantly, they can put you out of business.

To help you to define that line, consider the following.

### **USE AN OPT IN LIST**

An opt in list is one created by you. People agree to allow you to send email messages to them. The process requires that they check a box or otherwise agree to receive messages from you. Once they do agree, their email address can be added to your email campaign. You should not email just anyone with your commercial message.

Opt in lists are relatively easy to create. At first, you can even manage it in your Outlook program. Yet, keeping some form of record of their signature (even the virtual agreement) is important. For this reason, you may want to consider email programs that can help you generate effective opt in lists that help protect your business in the long term.

Opt in lists can capture email addresses in various forms including just on your website or blog, through RSS feeds, through your newsletter and through the ordering process. All are safe options to help protect your business from spam and spam related problems.

## **PROVIDE A REQUEST OUT SERVICE**

Nearly all countries with spam laws require that the email recipient receives some way of removing themselves from your list. To protect yourself from potential problems, be sure your email marketing place always offers a removal link.

If you have an email marketing system, this is very easy to do. Most programs will allow you to offer a personalized message that goes at the very bottom of an email alerting the reader to their ability to remove themselves from your list. The system then handles this fully for you, making it easy for you to keep those who want off, off your list.

## **DON'T SKIP YOUR CONTACT INFORMATION**

In the United States, it is required by law that all commercial solicitations have some form of contact information on them. This is designed to allow those who receive the emails to be able to contact you ask you for removal. Often, all that needs to be provided is your email address or your business's mailing address.

If your area requires the use of this type of solicitation, use it. You do not want to find yourself out of business before you start.

In addition to providing your contacts with this legal requirement, by publishing your company's contact information at the bottom of emails like this, you help show them that your business is, in fact, authentic and this could help them decide to work with you.

## **IT ISN'T THAT BAD**

While each of these items may seem like overkill, and they may push you away from wanting to use email marketing, they should not do so. In fact, once you get the process underfoot you can easily manage your email marketing methods without thinking about them. This takes the pressure off you and allows your clients to feel better about working with you.

## **MARKETING METHODS YOU HAVE**

With email marketing, there are various ways to get started. You may want to use several of these options, or perhaps just one or two. The key is to personalize the methods to match your business's need. Ultimately, you have to ask yourself, "What will help my potential customers invest?"

Consider the following options that you have. Chances are good it will only take you a short amount of time to start implementing and benefiting from these email marketing methods.

### **DAILY COMMUNICATION**

One of the first places to start with email marketing is to get the daily message out. Email has become so commonplace it has even taken over the short phone calls people make to each other to check in. On the same token, daily communication to your clients is one of the best ways to let them know what is happening within your business.

Daily communication with your email list is not meant to be something that sells to them hard every time. Rather, look at it as a way of getting in touch with the clients that you have. You are just sending them a note, which of course has links back to your website to help you to sell your service or products.

Why do you want to communicate like this? One reason for doing so is to simply keep your company, your product, or your service in the minds of the potential client or customer. It allows them to know who you are and helps you to develop a relationship with them.

It is important not to overdo it. As mentioned, you do not want your commercial messages to be considered spam. Rather, you want to make sure you always offer something of use, some form of information or otherwise alerting the customer or client to what you have to offer. If you are not running a special, instead offer some advice or wisdom in the email.

The best way to manage this type of personal communication is to use a simple email client that will allocate email addresses into the appropriate groups. Then, you can send out one email address to a group of contacts appropriately.

Especially at first, there is no need to invest in a hefty email marketing program like an autoresponder. Instead, invest in good organization through your Outlook program or any other email client you use. This way, you are not investing anything additional.

## **EMAIL NEWSLETTERS**

The next type of email marketing method to incorporate into your business is the email newsletter. Email newsletters only differ from small messages by length. These usually will provide you with more in depth information and may teach a topic.

In terms of email marketing methods, the email newsletters are a good option for most businesses. Many businesses will allow their customers to opt in to a monthly newsletter. The newsletter will let the customer know what is happening within the business, alert the consumer of new opportunities or discounts, or provide some other type of information.

Be sure that your email newsletter is interesting to the reader and relates in some way to your business. For example, if you offer credit card information and resources on your website, in which you hope your email list will sign up for a credit card through you, then your email newsletter should somehow relate. It may offer helpful tips to choosing the right type of credit card or may explain what rewards programs are available.

Newsletters do not have to be expensive, especially if you learn to create them yourself. A variety of pc programs are available to help you do this. You can also outsource this work if you would like to. If you do the work yourself, you may spend more time rather than money on the process.

Email newsletters should always point the consumer back to your website. For example, it should include a number of links (without going over board) to your website or the affiliate link you wish them to use. The key is to get on

top of the program by offering a useful, insightful newsletter that gets people to react. A sales like pitch is not always the way to go as that may cause more of your clients to hit the removal link on the bottom of that newsletter instead.

## **USE EMAIL FOR LEAD GENERATION**

After you have some experience using email as a marketing method in the above mentioned ways, you can begin to explore the options of using it as a lead generation tool. Most often, companies will start off using email marketing as a means of communicating with the client after an initial purchase or visit to their website. This is not always the only way to go.

You can gather email addresses in a variety of forms and send them commercial emails (without spamming them.) Many companies use this method to help them find new customers and then to generate sales from these programs.

When using your email marketing methods to gather leads, you have to keep a few specific things in mind. First, you need to be sure you are not spamming anyone and that you have permission in some form to email the person.

### **MAKE IT SUCCESSFUL**

In order to make your email promotion successful, you need to be sure you are getting the best information across. To be successful, you will need to get leads from these messages. Here are some tips to help you to accomplish this.

#### **#1: Use Images Correctly**

One mistake many people make is not using images properly. Since most email clients will block images received from your newsletter or other email, realize this. It means that half of your audience is not likely to see your images when they open your email. Most of these programs have a default setting that, unless changed, will block images from being displayed in emails.

In order to use images, be sure that you also display information in the email that relates to the list. For example, if you only send an ad that says you are giving away your informational product in an image, and half of your list does not see it, you are losing 50 percent of your business.

## **#2: Use a Singular Topic**

Another mistake some marketers make is putting too much into one message. Instead of giving your readers too many options, only give them one. Here, the goal is to keep your message on target and specifically driven. The benefit is that people do not have to split up their response. They only have one way to react to your message and you are most likely to get results in this way.

Too many messages confuse people. Keep it simple, on one topic and providing a single message to the company.

## **#3: Customize Your Landing Pages**

Let's say you have several emails you are running for a variety of products you have. You put up one landing page and hope that it all works out. The problem is, once the reader goes from your email to the landing page, they may have no idea if they are at the right place, unless the landing page alerts them to the message they are looking for.

Instead, be sure that your landing page is specific to the email you sent out. The best way of doing this is having several landing pages. Each page should correlate with the email by mentioning the product or service. If your email is promoting your new product, your landing page should relate to it as well. This allows the reader to feel like he or she is at the right place.

## **#4: Get To The Point, At The Right Pace**

Some sales emails are so long and boring that it just begs to be closed and forgotten about. You do not want this to happen to your own emails. Therefore, remember that your email marketing message is not a sales letter. Rather, it is a tool to get people to your landing page by sparking some interest in them.

While you do want to get to the point, you also want to ask for the sale. Make a pitch to the reader that is relevant. Don't avoid the pitch, and don't go on and on without getting to the point. This will result in better success down the road.

## **#5: Sign Up For Your Competitors Emails**

The only way to know what works in your niche is to know what is working for your competitors. Sign up for your competitors emails and find out what they are doing. You may notice what they are doing right: such as using specific marketing messages each month that seem similar. You may also notice things that they are doing wrong: such as an unappealing font or design that really turns you off. Try to remain impartial. Ask yourself, "Would I buy from this email? Does this email make me want to click on the link?" If so, or if not, ask yourself why.

# **WRITING EFFECTIVE EMAIL MARKETING EMAILS**

In order for your email to get leads for you, to get sales for you or just get people to know who you are, your email must be written effectively. There are various steps to creating that near-award winning finished product.

The first place to start is with your message. The only thing that is important in that email is the message it gives to your clients or customers. You want the message to be intriguing, so interesting that they just have to click on the link to learn more about it.

Every part of your email message should be carefully considered in terms of how it relates to your end goal. Here are some places you want to focus on.

## **START WITH THE SUBJECT**

Before you can sell any message to your client you have to get them to open the email in the first place. Hitting the delete button is easy enough today.

- Don't use all caps in the subject: it is an instant "I am spam" indicator

- Don't use the low ball technique of "Re:" Most people know that they did not email you like this and therefore that this is just a spamming technique
- Do use a high quality and promotional subject line
- Be clear in your subject line and to the point
- Offer something that is a good offer to those that are on your opt in list; they are already interested and will bite

For example, instead of trying to hide what you are offering, spill the beans with a direct pitch. If you have that credit card site (as mentioned earlier) then you may want to simply make your subject line: "5 of the Best Rewards Credit Cards."

## **YOUR EMAIL ADDRESS**

The next step in the process is to make sure the "From" email address is authentic. Be sure to set up your email address so that it represents a real company name. Generic email addresses are an instant indicator of spam and people will ditch them. Instead, use your company's name in the email address.

Most email programs will allow you to change this to make it whatever you would like. Many companies do use a noreturn@yourcompany.com email address, which is appropriate because your company's name is there.

## **USE THEIR NAME**

If you go back and look at what was mentioned earlier, you want your email marketing messages to be personal enough that they seem like they are coming from someone the recipient knows and already trusts. One way of making sure that happens is by making sure each message contains that personal touch, like by using the recipient's name.

At this point, you have gotten them to open the email. Now, you have about two seconds worth of time to convince them to keep reading. The best way to do this is to use their name in the greeting you give them.

Now, when you first begin sending messages like this, you may have to do this individually, but once you upgrade to using an email marketing program, the process gets very simple. Most programs give you very simple HTML code to use to include your client's or customer's name in each email without having to input this information on each email you send. It simply uses the records already provided to do the work for you.

Start your email with a greeting using the name of the recipient. "Welcome, Jim, to this month's newsletter."

Don't stop there, though. You also need to take into consideration the ending of your email. The second best way to personalize your email address is to include a closing with your name and contact information.

Consider the benefits of doing this. If you received an email that you were not too sure about whom it came from, but at the end of the email it says, "Here's to your success today! My Name and My Phone Number" you will think higher of that email.

In fact, when personalization is added to an email marketing program, it helps to give the reader an instant reassurance that the email is not spam. The reason for this is simple: by signing your name at the bottom, you are showing that you are a real person. That matters in the world of computer-generated emails more than you may realize.

Personalization is an important part of your email marketing campaign, don't overlook its importance.

## **USING HTML TEXT**

The next step in the process is to determine if you should use plain text or HTML text. First, realize who your customers are. Are they likely to have an email reader that allows for HTML? Today, most people do have this. And, since most do, you should be using it.

Plain text emails are something some people like, though. For many opt in lists, you can ask which type of email they would like. Your autoresponder or email program will handle sending the individual the proper type of email for them at that point.

There are benefits to using either of these options in your email marketing campaign. For example, when you use plain text, the email opens and is

able to be read, giving you more of a chance to be read when compared to a long loading HTML message.

On the other hand, HTML messages do give you many more options in terms of design. You can craft a highly attractive type of email. This may be more professional looking. If you do use HTML messages, be sure you do not over do it in the graphics department. No one will wait long to see what your "this is taking forever" email has to offer. They will close it and move on without thinking twice about it.

## **TIPS FOR SUCCESS EMAIL MARKETING METHODS**

You've read how to make your email marketing methods work, now here are some tips to building an effective email list that will help you to get your message to the right people.

First, be sure that you are using an opt in list whenever possible. If you can get people to sign up for your emails, they are going to be the most likely to respond to them. Plus, these are the easiest email addresses to keep from claiming your email is spam.

Never use any type of bulk spam email addresses. You can buy these inexpensively but they are highly risky to use and may get your business hit hard by spam complaints. Most internet marketers also realize that these are non targeted emails, too, which means your chances of benefiting from them is very low.

Do consider using email sending services, like autoresponders, to manage your larger number of email addresses. One of the benefits of using these is that you can also take advantage of their list management services. They may also provide the ability to buy targeted lists.

Whenever you buy any lists, find out where they came from. Ask questions about how "targeted" they are. This is the only way to protect your investment.

When it comes to using email marketing methods, the final aspect to do well is to keep up on trends. There are always new ideas and methods being designed. Be sure you watch what others are doing and try to make this

part of your own practice. Chances are good you will find a range of services popping up to help you. Keep within the rules and chances are your email marketing campaign will be highly successful.