



Training Guide

Enhance your Sales and Profits using
our proven E-mail techniques.

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Limited Special Offer for You: Email Marketing Made Easy

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Introduction:



Welcome to the latest and very easy to apply Email Marketing Training, designed to take you by the hand and walk you through the process of getting the most out of Email Marketing on behalf of your business.

I'm so excited to have you here, and I know this will be very helpful for you.

This exclusive training will take you by the hand and show you step-by-step, topic by topic, and tool by tool, what you really need to know in order to dominate Email Marketing the easiest way possible, using the most effective tools and in the shortest time ever.

This is exactly what you are going to learn:

In Chapter I, you will learn what Email Marketing is all about. We will give you the easiest definition for it, as well as cover very important factors so you can have a simple but accurate and complete understanding of Email Marketing before you start working on it.

In Chapter II, you will learn why you should definitely use Email Marketing for your business. You will learn about some of its amazing benefits, as well as several shocking facts that will make you decide to start using it right away.

In Chapter III, you will learn about the Top 10 Email Marketing Automation Tools you can use to start enjoying this amazing advertising strategy. These are several services dedicated to giving you Email Marketing Services, as well as help you get the most out of it at the same time.

In Chapter IV, you will learn how to get the most out of Email Marketing. We will cover topics like: Segmenting your Email List, Writing E-mails, Building



relationships with your list, Right Time for mailing, Frequency of mailing, Track your success and Rinse & repeat.

In Chapter V, you will learn the 10 do's you have to apply for Successful Email Marketing Campaigns. These are specific things you should remember to use or practice, so you can succeed.

In Chapter VI, you will learn The 10 don'ts you have to avoid for Successful Email Marketing Campaigns. If you don't care about these, be prepared to be disappointed.

In Chapter VII, you will get the chance to look at several shocking Email Marketing Case Studies. These are actual examples we have taken from the internet to show you how Email Marketing actually works for other businesses so that you can have complete confidence in your ability to achieve your own business success story as well.

In Chapter VIII, you will learn how to use Email Marketing as an Internet Marketer in order to make money online. Strategies that you can apply and definitely see great results in your Internet Marketing efforts. These Strategies have been used by experienced online marketers obtaining awesome results.

Well, it's time to dominate Email Marketing, fellows. I know you will love this training a lot.

To Your Success,

Your Name

Chapter I: What Email Marketing is all About

- **Definition:**

Email marketing is a direct digital marketing method used to advertise products and services via email. It assists you in getting new customers, increasing sales, and improving brand awareness.



Email marketing has developed quickly in the past few years, and it is still growing as an easy, less expensive and the most effective communication technique. Use it to communicate and build relationships with your existing and prospective customers via email.

An email inbox is an important part of communications and notifications, because every communication begins from their inbox. People always like to check the email that lands directly in their inbox instead of other folders.

Email is generally comprised of company information, newly launched products, promotional offers and other information. If Email Marketing is utilized in an adequate way, email can help create a profitable content marketing campaign. You can also achieve quality inbound leads with an ongoing email marketing campaign with good returns.

Email Marketing is a profitable method to keep your product in the mind of your perspective customer and boost repetition of visits from your existing customers. To create an email, you do not need to become a technical expert in IT and HTML coding to build a visibly attractive message.

Email Marketing is highly compelling, and empowers self-reliant marketing. After creating an email campaign and testing your newsletter template, it takes just few minutes to create and send the message to your customers. It also allows you to analyze and track your campaign with real time analytics.

Email advertising assists you in driving traffic to your brand, lowering the cost per lead, saving on communications cost, and enhancing the quality and volume of leads.

■ **Email Marketing types:**

There are numerous kinds of email. It is crucial to figure out which type of emails are really important for your email marketing strategy.

Confirmation Email:

Confirmation Email states that you have accepted your audience's request. This type of email includes sign-up notification, email address verification, subscription updates, and unsubscribed request.

Most customers really don't concern themselves with this email. So, be precise and direct with a short recap of the customer's info that you need to confirm.

Informational Email:

The prime objective of an Information Email is to instruct your list and subscribed users about the topics in which they are interested. You can send



alerts, announcements, press releases, articles, newsletters and information about your products.

These types of emails are a great way to exchange information that assists you in improving your brand awareness, revenue, conversions and other objectives. You can lineup emails on weekly, biweekly or monthly basis.

Lifecycle Email:

Lifecycle Email is related to your sales funnel, this email assists you in driving your list a step closer to purchase. It helps you in retention of customers, reactivation of subscribers; and allows business growth and conversion.

You can segment your list according to Opt-in, Cart abandon, Welcome mail, Birthday and Winning back email to gain the attention of lost users.

Transactional Email:

Transactional emails are created to acknowledge when users complete an action such as a purchase, refund request, shipping questions, order confirmations, password retrieval, receipts etc. There are the most common kinds of transactional communications.

It is really important to acknowledge your customers and that their actions and transactions are treated in an appropriate manner.

Promotional Email:

Promotional emails are generally used to advertise your products and services to persuade customers to make them invest in your brand.

Promotional emails assist you in revealing a new product or an individual offer, getting sign-ups for an event and setting up the offer that is related to your



customer's reference. Specifically designed newsletters improve your customer's trust.

■ **How to get started with Email Marketing**

Email Marketing helps you create appropriate content so you can circulate precise information to the right customer at the correct time. Email assists in developing relationships that are based on quality and trust.

The ROI (return on investment) of email marketing is high. Emails are directly delivered to customers' inbox. You can motivate customers to visit your site to collect their email addresses, which assists you in keeping your brand fresh in their mind and boosts the chance for sales.

Before you start Email Marketing, you need to know the following things to get great results in the long run.

Define your audience:

There are so many people who are really curious about the products you are offering. These types of users can become your customers and newsletter subscribers. You also need to learn about their purchasing behaviors, spending power, employment status, etc.

Define your goals:

If you're sure about your audience, now you can define objectives as to why you want to use Email Marketing for your advertising campaign. You need to research what they want from you and what you can provide them via email. Your objective can be acquiring more customers, boost your sales, improve your brand awareness and drive more traffic to your brand.



Define your strategy:

According to the audience and objectives, establish a strategy. You can advertise your featured products with a discount offer to improve sales or email them about business events and new launches to make your audience aware of your products and services.

Test your strategy:

Analyze that the strategies you are using are working for you and optimize your Email Marketing campaign. You can customize your content, email layout, subject line, and sending frequency to become a stand out as your campaigns continue.

■ Latest trends of Email Marketing:

Promoting your business with email marketing helps you get visitors into your sales funnel by mailing them promotions, updates and informational emails. Featured content is the basis of every marketing campaign.

Email marketing also allows you to retarget your existing customers and inspire them to write a review about your brand on social media sites.

Like other internet marketing technologies, Email marketing faces variations in trends year over year. These innovations are compelled by customers and advertising approaches that are presently popular.

Quality over Quantity: Businesses need to be careful about quality, and design great content for your prospective customers to promote your brand via email. Propose a free giveaway or some valuable offer in your email to get more leads and sales. Stop sending too many emails in a week, because it can bother your audience. Just send it once or twice in a week to get good results.



Images versus Text: "A picture is worth a thousand words", but customers tend to click on emails that have more text than images. Most customers turn off images because they connect these type of graphics with spam websites. So, text emails are more trustworthy.

If you are utilizing graphics in your promotional email campaign, keep them to a minimum. It is more valuable to have your customer's attention on the written content.

- **Go Mobile With Your Email Marketing:**

To achieve the desired outcome, you need to make sure that your email marketing campaigns are adjusted for all types of mobiles and tablets. You can create your emails as responsive emails. Responsive emails identify the device that the browser is utilizing and switches the layout to the appropriate style.

Chapter II: Why should you definitely use Email Marketing for your business?

■ Amazing Benefits

1. Low Cost

Cost effectiveness is one of the most evident benefits. Email marketing can be done at a lower cost as compared to prevailing marketing tactics.

Email Marketing permits you to decrease the expense of evaluation, architecture, implementation, and published newsletters. You don't have to recover postal costs, calling costs, printing and advertising costs.

To run a successful email marketing campaign, you only require a good service provider and an exclusive email marketing platform that is really experienced in the formulation of equitable copy with appropriate graphics and the exhibition of the right offers in front of your prospective customers list.

Email marketing is the best marketing channel for getting a higher return with less spending.





2. Easy to track

Most online marketing and promotional methods are strenuous to evaluate. But with Email marketing, you can determine your prospective list analytics such as Bounced, unsent, opened, newly subscribed, and unsubscribed, etc.

These analytics assist you with estimating the real time results of your click-through rate, conversion rate, sales, return on investment and favorable and contradictory feedback to improve your email marketing campaign, etc. Email marketing also helps find out where you are doing things wrong.

Email marketing is an expeditious and straightforward process used to target your existing and budding customers directly into their inbox. If you do it right, your email can also go viral, and it is so easy to forward your email to others, if your users find it useful for them.

3. ROI

Results are important if you are in business. Most marketers and businesses utilize email marketing campaigns because they know that it will generate an enormous amount of revenue.

With email marketing, it can reduce costs by 6-12 times when advertising your product and services to existing customers instead of targeting a new customer. You can drive traffic to your website with minimal cost.

Email marketing allows you to analyze every single click. You can really quantify how effective your advertising campaign is. It delivers you exact statistics for your traffic, conversion rate and sales to determine the revenue you are achieving.



4. Reduced Time & Effort

Direct B2B and B2C marketing campaigns take too much time. Email marketing is a prime tactic and the best online marketing method to save time and effort. You can reach all of your customers' inboxes within a few minutes when you hit the send button.

Email marketing also reduces time and delivery cost. It takes less time to create an email marketing campaign and eliminates the cost of drafting, publication and dispensation.

Marketers and businesses can also use email templates to reduce efforts, and you can communicate with a huge list within a particular category in very little time.

5. Segment Users

Most marketers spend money to drive prospective customers toward their website. Segmentation works remarkably for those businesses or marketers who are focusing on acquiring their customers' data.

With email marketing, you can divide your email list according to location, interests and demographics. Many businesses utilize this strategy to enhance their engagement rate.

If you own segmented user lists, you can create a powerful email marketing campaign to target your prospective lists (who are more likely to convert) with defined email copy. Targeted promotional mail increases sales, conversion rate and revenue for your business.



6. Personalized Messages

With the traditional marketing campaign, it's strenuous to communicate precisely to your prospective customers in a personalized manner. But, Email Marketing offers you numerous compelling opportunities.

With personalized emails, Email Marketing assists you in strengthening one-to-one relations with your existing and prospective customers. You can mail a customized email with your customers' name. Many email service providers also recommend providing information in an individualized manner.

Segmented lists allow you to create and convey extremely customized information. Appealing and well-composed emails exhibit your persona, which boosts customers' belief and fidelity. And people buy from the brands they trust.

7. Increases Brand Awareness

Email is an easy and affordable method for developing enduring relationships. You can mail newsletters, offers, event requests, and new product and service alerts.

Because people are more likely to purchase from the brands they know and trust, use email marketing to place your brand in front of your prospective list of customers repeatedly. Their mind will remember your brand name frequently, which improves your brand awareness.

With deliberate preparation, elegant delineation and intended content you can persistently bring value to your brand, help you remain in the mind of the customer and increase the chances of getting more paying customers.

8. Driving More Sales Conversions

Email marketing campaigns are a straightforward technique to boost your sales because you can put together specific offers, vouchers, and include product links in your email. Precisely devised and well-timed email campaigns boost traffic and are more likely to convert leads into sales.

Here are some email types that help drive more sales than others:

- ✓ **Promotional email:** A significant deal allures customers. Promotional emails are not restrained to things like “20% off”, and “10% on preorder”, etc. You can also offer something valuable such as a giveaway, product trial, or free shipping offer with purchase, etc., in your promotional emails.
- ✓ **New arrival email:** When you launch a new product or service, create an email to promote a product with a purchase link and why your customers should have it.

You can use a variety of emails to target your list according to interest to boost sales, conversion and revenue.

9. Targeted

Email Marketing answers all the intrinsic issues of unfocused marketing. Email marketing allows you to fragment your list according to demographic, geography, income, and interest.

Now that you have a filtered list of customers, you need to create separately intended emails for each list to make sure that your customers are getting the right content as per their requirements. You can also personalize your mail content for each and every customer to cultivate a higher conversion rate.

Email marketing also permits you to remarket to your existing and non-converting customers with a more targeted email copy. Satisfy your customers' needs to enhance brand awareness and turn leads into sales.

10. Nurture relationships

You must turn your prospective leads into buying customers in your sales funnel. Once a customer buys something from you, don't let them go. Take advantage of email marketing to foster your relationship by sending them a thank you mail, related products and upgrades.

To build loyalty, provide your customers some exciting offers and gifts on their birthday and anniversary with a promotional message. You can send them a welcome mail, thank you mail, newsletter, or testimonial to nurture your business relations with customers.

Track complete analytics of your Email Marketing campaign such as open rate, subscription, un-subscription, conversion rate, bounce rate, and spam. Optimize the results and create more engaging emails by using user-friendly terms.

■ Shocking Facts

- ✓ Over 70% of mobile purchasing decisions are influenced by promotional e-mails. ([Source](#))
- ✓ Companies using email to nurture leads generate 50% more sales-ready leads at 33% lower cost. And nurtured leads, on average, produce a 20% increase in sales opportunities compared to non-nurtured leads. ([Source](#))
- ✓ The top 3 most effective emails are mobile opt-ins (76%), birthday emails (75%), & transactional emails (74%). ([Source](#))
- ✓ The two biggest factors influencing open rates are the organization the email is from (64%) and the subject line (47%). ([Source](#))



- ✓ Saturday has the highest click through rate at 9%; Sunday is second at just under 9%. ([Source](#))
- ✓ Small business owners estimate that getting an extra hour in their day back from doing their own email marketing (and other activities) is worth \$273/hour. ([Source](#))
- ✓ 95% of those who opt into email messages from brands find these messages somewhat or very useful. ([Source](#))
- ✓ 76% of e-mail opens occur in the first two days after an e-mail is sent. ([Source](#))
- ✓ 6 AM has the highest click-through rate of any hour. ([Source](#))
- ✓ Email conversion rates are three times higher than social media, with a 17% higher value in the conversion. ([Source](#))

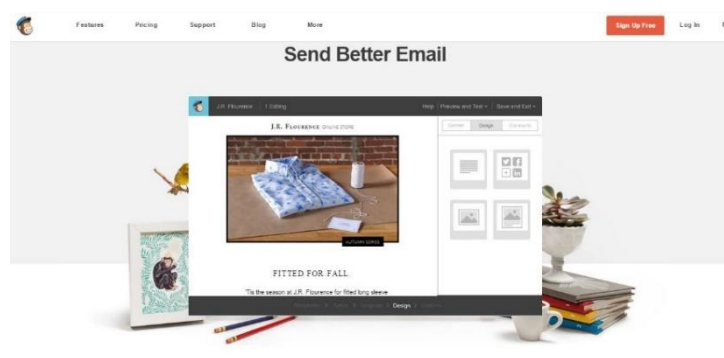
Chapter III: The Top 10 Email Marketing Automation Tools.

Email marketing assists you in your business growth, if done in the correct way. Here we will discuss some Email Marketing Automation Tools. You can opt for the right automation tool that will fulfill your email marketing campaign requirements.

1. [MailChimp](#)

MailChimp is the best email marketing auto responder tool for beginners and experienced marketers to manage your leads.

MailChimp offers a lot of ample plans such as free and priced plans according to your budget.

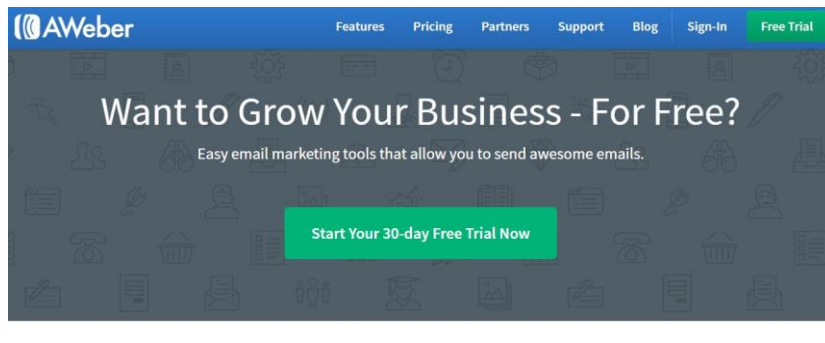


If you are a newbie and want to “test the auto responder” before moving into a paid plan, MailChimp provides an immense communication between you and audience. You can send 12,000 emails to 2,000 subscribers without any cost and paid services begin with \$10/month which means you can send 6 emails to a particular lead.

MailChimp enables you to design newsletters with a customize view, set up a subscriber list, segment list, RSS to email, and track advance analytics such as revenue, open rate, and bounce rate with determined modernization in order to improve sales and succeed in the long run.

2. [AWeber](#)

AWeber is an auto responder tool that allows you to design and send impressive emails. This



automation tool is very trustworthy and popular. If you're looking for the best email delivery and stability in your business, Aweber is for you.

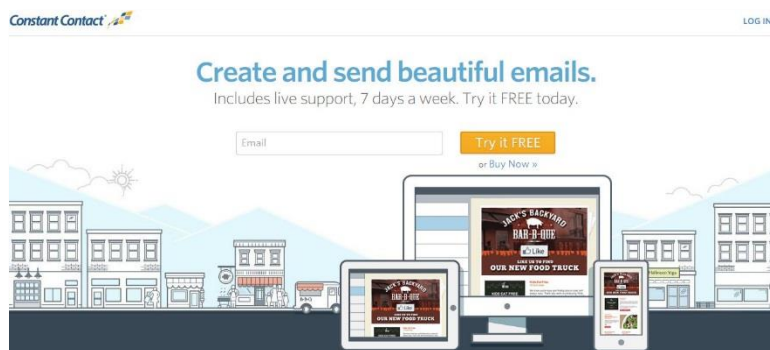
This email marketing tool facilitates your business with auto responder follow up, newsletters, subscriber segmentation, drag and drop editor, sign up form with styles, app integration, HTML email template and much more.

Aweber saves you time with smooth integration. It also assists you with expert level customer service and easy analytics to optimize your email marketing campaign and boost your sales and conversions.

This tool offers a 30-day free trial, and after that it charges \$19 per month. You can take a trial before going for a paid plan.

3. [Constant Contact](#)

Constant Contact offers legitimate email marketing services with some extra benefits that assist you in the growth of your



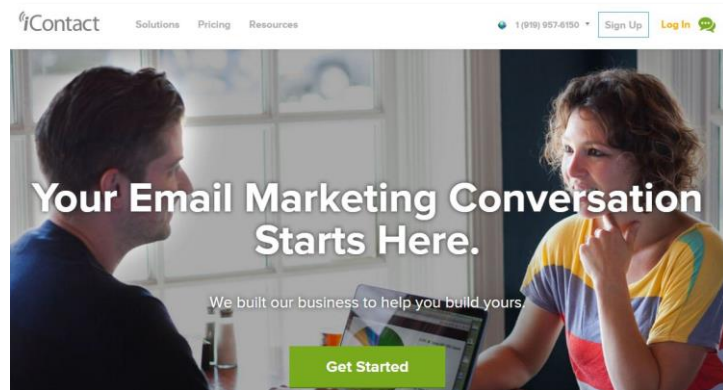
business. This automation tool is huge for offline businesses, as well as online marketers. This tool has an immense contact management and analytics system.

Constant Contact offers personalized and responsive email templates, list building tools, social media tools, and image and file storage with award winning customer service. Un-subscribers can also tell you their opinion with a feedback form.

You can track real time results for your email marketing campaign, such as clicks and email opening rate, etc. The pricing starts at \$20 per month with a 30 day money back guarantee, if you want to try before beginning with it, you can opt for a 60 day free trial.

4. [iContact](#)

iContact mainly allows 4 types of solutions which are iContact, iContact Pro, iContact Premier and iContact Salesforce.



iContact is for small businesses and beyond with the features of message creation, list management, reports and analytics, social media integration and spam check to ensure deliverability into inboxes.

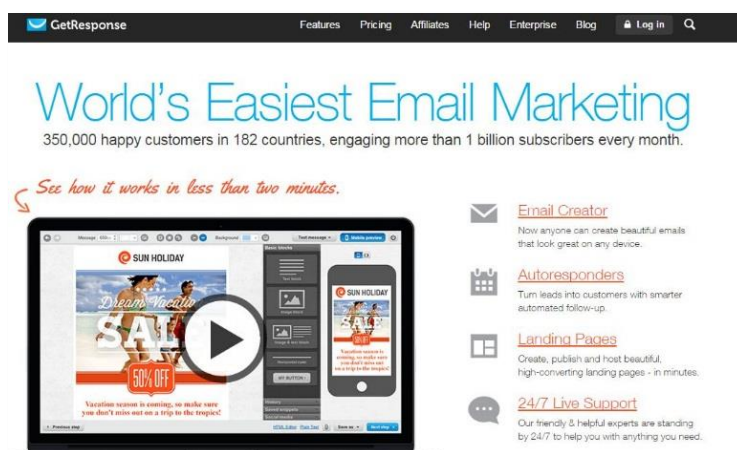
iContact Pro is for smarter email marketers and businesses who want to get great results in a short span of time. It offers landing pages, Social Posting & monitoring, segmentation with Salesforce synchronization to liberate your ideas and it nourishes your relationship with customers.

iContact Premier is for those businesses who have more than 35,000 subscribers. It provides reliable sending infrastructure, world class inbox delivery rates, advisory and design services to be focused upon, stay on top, grow list and stay wish-listed.

iContact Salesforce adds profits to your businesses with native and social media integration, pre-configured reports & tracking, targeted email, contact & lead statistics and much more.

5. [GetResponse](#)

GetResponse is the world's easiest email marketing automation tool with effective built-in tools to get favorable outcome. It is for both beginners and advance marketers and businesses.



This automation tool enables easy and agile email marketing with 100+ responsive landing pages and email designs, A/B testing to test your subject line, open rate, conversion rate, autoresponder 2.0 to set follow up and promotional emails, and list booster that assist you to import leads into your campaign in one click, inbox preview, and form builder with more than 500 templates.

GetResponse also provides 24 X 7 live customer support and a 30-Day free trial, so you can take a look at it before purchasing it. After a free trial, its charges start at \$15/month.

6. [Mad Mimi](#)

Mad Mimi is the simplest method to design, send, share and analyze your email newsletter. This tool offers A+ deliverability to reach inboxes with engagement tracking.

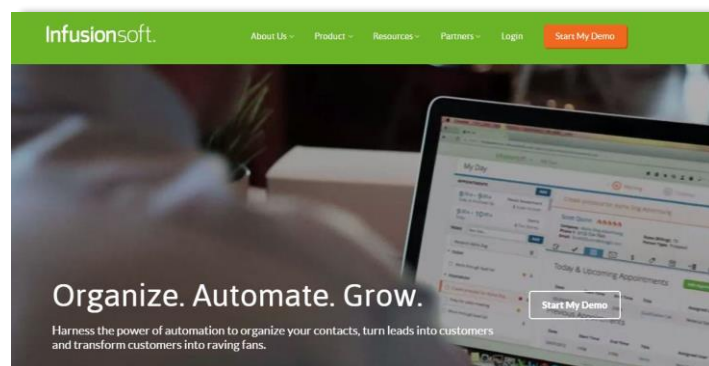


This automation tool allows easy integration such as social integration to share your message on social networks; CRM integration to segment your list and be in touch with it, analytics integration to track revenue, traffic and other insights; video integration to include video and much more.

You can create, send and communicate with Mad Mimi, manage your list to nurture subscribers and it provides real time reporting and tracking with add-ons such as promotional tweaks, affiliate program, social links web forms and more. The Basic individual plan starts at \$10/month.

7. [Infusionsoft](#)

Infusionsoft's marketing automation tool is an all in one solution for businesses and marketers. Email marketing is just a tool. This tool can be a game changer for your email marketing campaign.



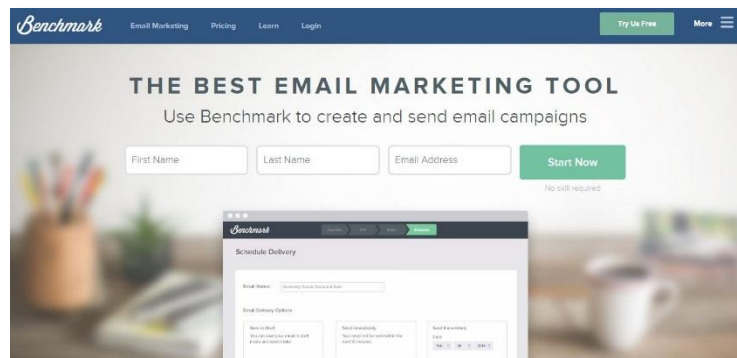
This tool enables you to make your own email list with content that converts. It makes your day easy by managing your contacts and scheduling your tasks. You can boost your sales and turn your prospective customers into paying customers with customized and automated follow-up.

This tool automatically accumulates and determines every email data that you send. You will be able to create effective landing pages and website templates without a developer. It also helps you to convert your following into leads on social media and then turn them into paying customers.

Infusionsoft has 4 automation plans, Essential \$199/month, Deluxe \$299/month, Complete \$379/month, and Team \$599/month.

8. [Benchmark Email](#)

Benchmark Email is one of the best email marketing automation tools. There are 400+ email templates that are ready to use.



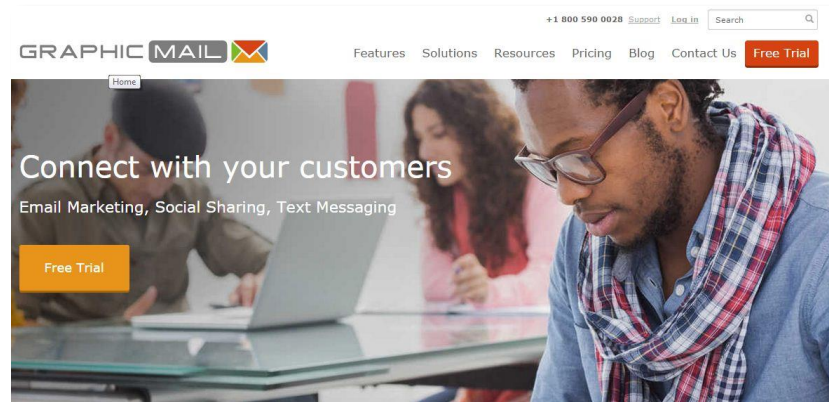
Great email deliverability to stay in touch with your customers directly into their inbox. It allows you to initiate great designs.

With this automation tool, you can save time and money. You can send an email newsletter, manage contact list, engage prospective customers with social sharing, a sign-up form to generate lists, inbox checker, and A/B testing to test email copy, subject line and greeting, etc., with real time results.

It has three types of plans - Send Based, List Based and Volume Based which start at \$9.95/month, \$11.95/month and \$399/month, respectively.

9. [Graphic Mail](#)

Graphic Mail is an automation tool which assists you in connecting and communicating with your customers. Its email marketing



services allow us to design email, share on social networks to get more engagement, deliver on time with analytics of who opened, clicked and subscribed to your email.

You can personalize your email content, set autoresponders and test your messages. It enables businesses to build their own opt-in list, send mail to multiple email lists and assists in the growth of lead generation via social networks.

This tool provides marketing automation solutions for small businesses, corporate, resellers, and developers. Its marketing resources are Videos, Press Releases, podcast, White Papers and case studies.

Graphic mail has pliable plans according to your needs, such as Bulk Email, Email Hygiene and custom email templates which start at \$9/month.

10. Campaign Monitor

A splendid marketing automation tool that enables businesses and marketers to design, send and analyze the repercussion of your email marketing campaign. You can create impressive emails in a few minutes with supportive content.



Campaign Monitor allows you to create personalized, mobile friendly, reusable email templates. This tool assists brands with top notch deliverability, email automation, DomainKeys and sender ID, ISP feedback loop integration and RSS to email.

It permits to you track overall performance, conversion, ROI, open rate, spam complaint, bounces, and unsubscribe of your email marketing campaign. You can grow your audience by customizing everything, suppression list, subscription confirmation and segmentation. Be social with Facebook subscription, social sharing, and social reporting.

You can opt for a Basic Plan or the Unlimited Plan which costs you \$9/month and \$29/month respectively.

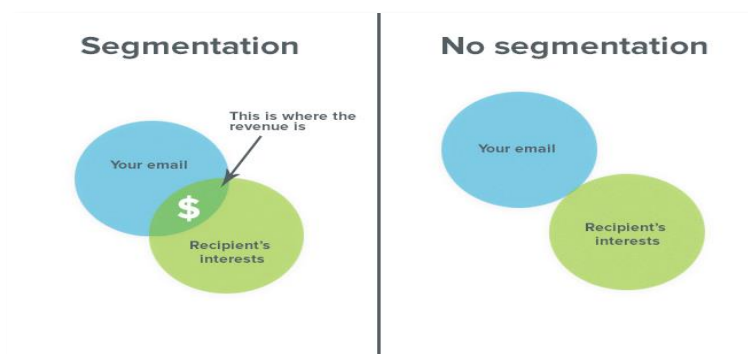
Chapter IV: How to get the most out of Email Marketing.

Setting up a Profitable Email Marketing Campaign is absolutely simple. What we are going to show you in this chapter is:

- ✓ **Segmenting your Email List**
- ✓ **Writing E-mails**
- ✓ **Building relationships with your list**
- ✓ **Right Time for mailing**
- ✓ **Frequency of mailing**
- ✓ **Track your success**
- ✓ **Rinse & repeat**

Segmenting your Emails List

■ What segmenting is all about?



List segmentation involves creating small lists of subscribers from the larger list you already have. This method is important for various

reasons. More important is the fact that your customers are never equal, and their interests can never be matched.

Here is a good example of what segmentation may involve:

Your email list has 200 active subscribers. 150 of these subscribers are active buyers while the remaining 50 have yet to make a purchase. List segmentation involves sending one email to those who have purchased and a different one to those who have never purchased.

An email to the 150 subscribers may include discounts on similar products purchased. On the other hand, the email to the 50 subscribers may include free coupons that encourage them to make purchases from you.

In simpler terms, list segmentation involves pulling out the sections of your list that have a high likelihood to respond to offers. Give these subscribers more offers and you are likely to make more sales. When segmenting your lists, consider the user state, purchasing history, and customer value.

▪ **Smart ways to segment your lists**

Segmentation involves providing relevant information to subscribers. To achieve this, business managers have to take



the time to develop targeted campaigns that take into account some factors. To customize your email marketing campaigns, you need to keep in mind:

- Geography of your subscribers – Important to avoid sending the wrong offers.
- Age – You don't want to be talking to retirees, college students, or little kids when your target audience is the active working class.
- Gender – You can adjust the messages sent to each gender.



- The level of seniority – Members on your subscription list have different job roles. Identify these roles and titles to make them feel honored.
- Previous purchases – Use previous purchase information to send user-specific emails.
- Buying Frequency – Segmentation will guide you in rewarding your frequent buyers. You can send loyalty invitation requests to such subscribers and take advantage of the opportunity to make your brand even stronger.
- Purchase cycle – Some customers will buy your products each week, month, year, or even quarterly. Develop a communications strategy for them especially if they need you at certain times of the year.

There are many other smart ways to segment your list and develop creative email campaigns. Use them effectively and see the impact they can cause in your business.

■ Segmenting for more opens, click through and conversion

Target Type	Open Rate	Click-through Rate	Conversion Rate
Untargeted broadcast emails	20%	9.5%	1.1%
Triggered from user actions	27%	9.3%	2.3%
Targeted with web click data	33%	14%	3.9%

Your subscribers expect to receive personalized emails that are relevant to their needs. It does not matter whether you are emailing them compelling content. You won't receive increased open rates as long as

they keep ignoring your emails.

Use segmentation to send tailored subject lines to different groups of subscribers. These will entice them to click.

Nonetheless, through list segmentation, you will be able to send your subscribers content that they want to see, click on, and even interact by making a purchase. You can achieve this by arranging your messages into unique interest groups.

Lastly, list segmentation will help you determine which content to send to different subscribers. This will reduce resistance from them and will increase the rate of conversions.

▪ **Strategic tips for successful segmentation**

If you are considering incorporating list segmentation in your email marketing campaign, then consider incorporating the following tips:

- Develop a team to help you in the segmentation process.
- Engage the team of experts in a brainstorming session. Encourage them to think about all the possible groups of subscribers you may have in your database.
- Take the proposed groups and develop a list of ideas on how to communicate with them. Also, highlight the offers and the content that would be relevant to each group.
- Select a smaller segment of subscribers and extract them from your list of subscribers. Test the segment and send a smaller email to them.
- Observe how they respond and note the performance.
- Implement the strategies to the other segments on your list of subscribers.



There is one more thing. Remember to compare the rate of email opens and click-throughs of the different segments you created. Compare the new figures to your initial expectations when you would send a single email to an entire mass list.

If your list segments are performing poorly, then there is a possibility that you have selected a poor method of segmentation, offers, or even content.

▪ **Importance of segmenting your list**

There are various benefits of using list segmentation strategies in your email marketing campaign. Some of them include:

- Segmented lists help you to close with customers and promoters.
- They help you store, segment, and even market to all the subscribers in your database.
- Segmented lists can help you in the process of closing leads with your subscribers. They allow you to organize your contacts on the basis of priorities and common needs.
- You can use the information gained from the segmented lists to facilitate the process of closing contacts with your subscribers. The information can also be useful in designing and implementing different marketing strategies that your subscribers will certainly love.
- Delight your leads by converting them into customers. Once they are buying your products on a regular basis, work towards converting them to promoters for the purpose of growing your business. This is how you develop and build upon the network effect of your business.
- Happy customers will share information about your business to others through word of mouth. Such techniques will attract new strangers who

will be interested in getting information about your products. They will connect with your personal circle of subscribers and will soon find it easy joining your mailing list. Through email segments, you can turn your subscribers into reinforcement for incredible growth of your business.

Writing Emails

E-mail is a valuable tool for communication in a serious business setting. But, it is one thing to write an e-mail, and another thing to craft one that conveys the right message to your audience.



Most business owners and managers do not understand the conventions surrounding the writing of emails. As a result, miscommunication can occur, especially when your expectations are completely different from those of your target audience.

Messages sent through email can differ in their format. There is no right format to use. Nonetheless, the format used depends on several factors; among them the purpose, target audience, and your prospects in the business.

Important! Let your email stand out as much as possible to grab the attention of the receivers. Statistics recorded in 2014 indicate that 65 percent of emails sent for marketing purposes get opened by mobile users.

Even though opened, these messages don't get much of the audience's attention. Thus, be creative and strive towards grabbing the reader's attention!

■ Writing Emails to Presell, Not to Sell to Subscribers

Have you ever written an e-mail to your subscribers expecting that it would be effective? Or, have you sent e-mails to your subscribers expecting to make exciting sales? That is always the case for every beginner in the business world.

Generally speaking, it is not the job of a well-crafted email to sell a product. Instead, it should capture the attention of the prospect and get them interested in buying the product.

Let your e-mails presell by answering all the questions your audience might have concerning the product. The e-mail should also counter any objections the prospects are likely to face in their quest to acquire the product or service.

An e-mail written for presell purposes has a compelling headline that grabs the attention of the readers. The content should also identify with the reader using a clear description highlighting the pain the audience is undergoing.

Lastly, ensure your email provides a solution, the proper credentials, bonuses, testimonials, benefits, reassurance, and costs involved. Make sure you complete your email with a postscript to reinforce the important selling points.

■ Writing Email Headlines

The headline of your e-mail should be attractive and compelling to grab the attention of the readers. It should make them want to read the rest of the email. The best headline should be short and descriptive. It should provide the recipient with a reason to open the e-mail and read it further.

“A poor headline will render your article invisible.”



Avoid using flashy phrases. They could get your e-mail ignored rather than entice the recipient. Avoid using words such as ‘free’, ‘reminder’, ‘help’, and ‘percent off’. They could trigger spam filters and affect your open rates negatively.

■ Starting Paragraph

The starting paragraph is the trickiest to write. To start off with less effort and more confidence, answer the question your subscribers ask whenever they receive an e-mail. **What is the e-mail about?** Avoid ineffective and throat clearing sentences that could distract the real message.

Consider using the words **you** and **your** in your writing to bring out a persuasive tone. These words focus on the recipient and draw their attention to reading what you are addressing.

A good example would be:

‘When you think about your body odor, do you feel confident or irritated?’

The starting paragraph is never predefined. It depends more on why you are writing the e-mail. You could write to:

- Respond to a complaint.
- Confirm an agreement.
- Provide reference.
- Share important information.
- Explain changes in business policy.
- Apologize.
- Congratulate.
- Invite.

The reason you are writing the e-mail will guide your opening statement.

■ Using the Right Call-To-Action (CTA)

After opening and reading your e-mail, the greatest challenge for subscribers is to take action. A CTA always provokes the subscriber to take the next step and buy your products or services.

The words used in the CTA matter immensely. Strive towards offering high value at a low and affordable cost. If you have one CTA, consider placing it at the bottom. Nonetheless, if you have a second one, place it on the left side of the email since readers read content published online in an F-shaped manner.

Use words like:

- Earn.
- Get.
- Reveal.
- Check this out.
- Discover.





■ **Links and Size of the Email**

The question on the number of links to be used in your e-mail is tricky. But, it is best to use many links that are obvious to the subscriber. You won't make sales if you have no links to what your e-mail is communicating. Links are a silent way to tell the subscriber to buy your products and services.

There is also heated debate in the business world on the actual length of a presell e-mail. Some prefer long while others feel a shorter one communicating precisely.

My advice would be: *Strive for establishing a good relationship and excellent content that appeals to your readers. It doesn't matter how long or short it is. As long as it communicates in a captivating manner that can convert subscribers to sales.*

■ **Using Testimonials**

Testimonials are very effective at communicating your message to the subscribers. They should be accompanied by the photo, full name, location, and if possible the audio of the real case study. You can consider reproducing the testimonials on your website in your e-mails.

Let the testimonials tackle the problem faced by the subscriber and the effectiveness of the products and services you offer.

■ **Sign Off**

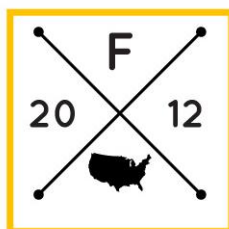
A sign-off is the last thing you want your subscribers to see in your e-mail. If done right, it could be a motivating factor after a great e-mail presentation. Take the time to think about how you want to end your e-mails.

While signing off your e-mails:

- Avoid including quotes.
- Don't use an oversized logo of your business.
- Include a short and precise title with relevant contact information.

Here is a good illustration on how to sign off.

Regina Smith
CEO & Founder, Falcon Industries



555.123.4567
regina@webaddress.com
webaddress.com

*square-shaped or left-justified
logos work best*

■ PS – Post Statement

Don't forget to add a post statement. Many subscribers will scroll towards the end of the page instead of reading your e-mail. Make a point of grabbing them before they close your e-mail. Let your P.S., appeal to the emotions of the customers and reinforce the important selling points of your business. Nonetheless, make it enticing to arouse curiosity.

Building relationships with your list

■ What Email Lists Want

You should value your e-mail lists as an asset you cannot forego in your marketing plans. Would you believe me if I told you that e-mail lists can make your business grow over 100 percent in profits? You probably wouldn't.



The secret is in what you include in your e-mail lists. The content of your email lists is the game changer you need to overpower other business managers who are still reliant on old marketing techniques.

Perform a content upgrade in your e-mails and assess the impact on your subscribers. Content upgrade involves providing *bonuses* that are relevant to the message you are passing on to your subscribers on the e-mail list.

Will your business fail if you extended your generosity and provide them with freebies in special circumstances? Think about that.

Subscribers on your e-mail list want:

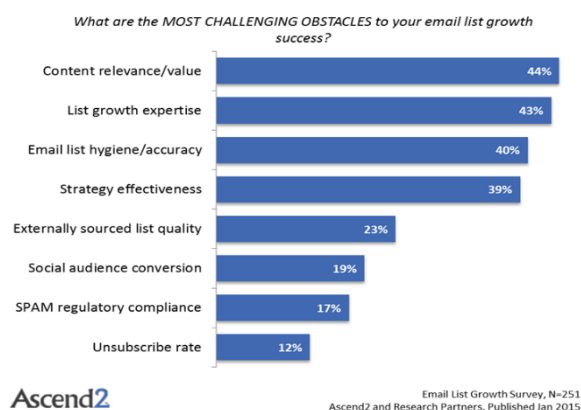
- Free gifts.
- Survey polls and bonuses.
- Coupons.
- Discounts.
- Explanatory videos.



- Free eBooks.
- Special offers.

■ Building a relationship with your lists

Email marketing is undisputedly the best way to develop and enhance a good relationship with your customers. But, there are some issues you have to consider to tap into the power of e-mail lists.



First, you need to be disciplined and consistent. Interact with your customers in the same way you would with close friends and family members. Send them e-mails on a regular basis even if you have no product to sell to them.

AVOID emailing your subscribers only when you want them to buy your new product. Preferably, contact each member on your mailing list at least once every week depending on the type of business you run.

Secondly, learn how to create headlines for your e-mails. Most subscribers will not open your e-mails unless they are irresistible.

Thirdly, keep in mind that your subscribers trust you as an industry expert in your business. Thus, share with them resources that are relevant in their e-mails.

Some resources you might consider sharing may include:

- Press releases on products and services.
- Relevant blog posts.

- New deals and irresistible product discounts.
- Business photos and YouTube videos.

Pack your e-mail with exciting content and your subscribers will be tempted to open, click on and even buy your products every time you have a suitable offer.

Fourth, sell less and enrich more. No one wants to buy products and services every time you send an email. If every e-mail received by your subscriber promotes sales, then they are likely to get tired and even unsubscribe from your list.

A rule of thumb requires that 80 percent of your e-mails provide useful content to the audience. The other 20 percent should balance between discounts and offers to the customer. Following such a rule will help you cultivate a good relationship that is based on mutual interests.

Lastly, you can consider including affiliate offers to your customers too. These will tempt your subscribers to share your business with friends. Nonetheless, it will increase your chances of making a profit.

■ Where to find High-Quality Niche Related Incentives



It will be hard for you to convince your subscribers to purchase your products and services without winning their trust. The only way to make them

confident about your products is by providing them with incentives.



One of the best places to visit for niche related incentives is www.idplr.com.

Through the website, you have instant access to over 8,000 PLR Products. It is possible for you to resell these products and keep all the profits for your business.

Idplr.com is one of the largest platforms that has maintained a front-row performance since 2008. It is best that you consider enrolling for a PLR membership due to the benefits it would have in encouraging the provision of incentives to your subscribers.

Roughly, enrolling for PLR membership will guarantee you:

- An adequate supply of eBooks. You can enjoy over 4,615 eBooks available at present for members. These eBooks are available at a subsidized cost as compared to what you would have paid when buying somewhere else. The information gained through the eBooks relevant to your niche is useful in transforming your communication with subscribers.
- Relevant and high-quality videos. PLR membership guarantees you access to over 877 video packages. Some packages have over 50 videos in them. A great percentage of these videos are developed and supplied by marketing professionals. Be assured, you will acquire important information that will transform your business.
- Other benefits of a PLR membership include access to important software, graphic packs, templates, audio packs, turnkey sites, and PLR articles. You can share some of the articles with your subscribers and see how quickly they are enticed into making their orders the next time you have product offers.

A summary of the incentives you can share with your subscribers while on PLR membership includes:

- Free e-mail courses.
- Detailed e-books.
- Important business checklists.
- Webinars.
- Coaching sessions.
- Consultation services.
- Cheat sheets.
- Business templates.
- Toolkits.
- Actionable blueprints.
- Fascinating business case studies.



A PLR membership is appropriate for you if you are starting out and wish to grow your business at a quick rate.

■ Importance of quality content to lists

In building e-mail lists, the interaction with subscribers counts more than the outright size of the list. The size of your list doesn't matter in the business world.

One way to engage with subscribers is through the provision of quality content right into their e-mails. Quality content will ensure that your communication gets through to your subscribers in the best way possible.



Furthermore, your subscribers are likely to pass the same information to their friends, family members, or workmates. This triggers new subscriptions, and you grow your email subscriber list without putting much effort and resources on marketing.

Quality content transforms the decision of the subscriber into a good experience. Most subscribers have the capability to transform the good experience into the acquisition of products and services.

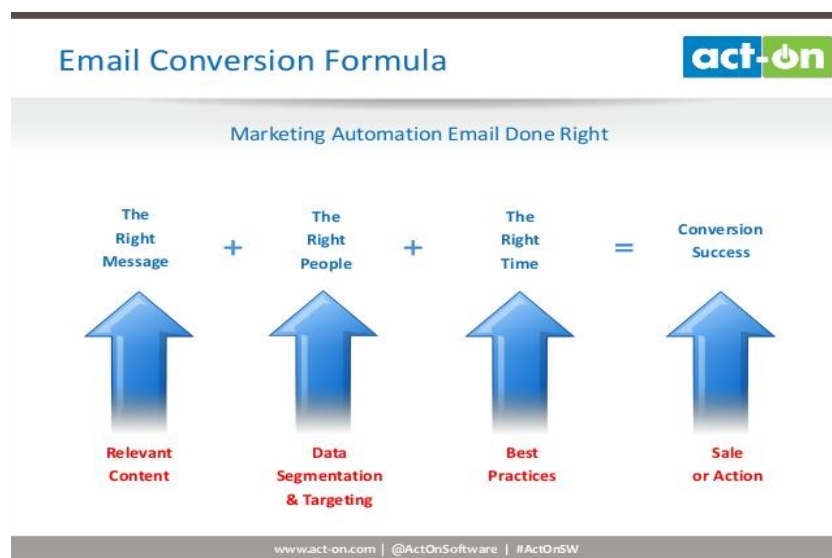
It is easy to build an email list for your business. All you have to do is listen to the needs of your subscribers and make their experience an exciting one.

Right Time for mailing

You have an updated email list, but are wondering why your subscribers are not translating into sales. Well, your timing could be wrong. Email lists do not translate into automatic sales on

their own. The secret is in learning the right time to send your emails to subscribers.

You will only be considered to be a successful business manager once your subscriptions are converting to high open and click rates. When you send the emails, you expect your readers to read through them and act accordingly.





If your subscribers are not responding, read through this article and you will learn how to get a maximum number of conversions.

▪ Email Open Rates

Deliver the Right Message to the Right Person at the Right Time

[Learn How >](#)

According to recent statistics gathered by the GetResponse team, 23.63 percent of all the emails are opened within the first hour after delivery. 9.52% are opened within the 2nd hour, 6.33% opened within the 3rd hour, and 4.8% within the 4th hour.

Through these statistics, it is evident that emails reach the subscribers best during the 1st hour after delivery. For instance, if you sent an email to your subscribers at 4.00 p.m., you expect 23.63% of your mailing list to open it during the first hour.

But, in reality this is not what happens. At 4.00pm, people are probably closing down their workstations and probably leaving for home. Also, you expect some to be stuck in traffic and unable to access their emails completely.

One hour later, some people will be probably at a restaurant sharing the experiences of the day over a cappuccino. Give them another hour and they will be home resting from the activities of the day. Thus, there is a possibility that your email won't be read until four or five hours after delivery.

At the same time, you don't expect the number of readers to be high. In fact, the number is likely to be less than 3% of your subscribers.

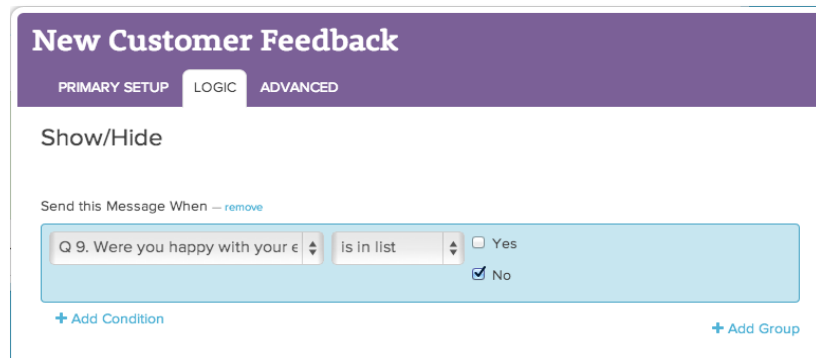
Messages sent in the afternoon have a high chance of being opened as compared to those sent in the morning. If you want your subscribers to click the emails you sent to them, consider sending them between 8 and 9 am or 3 and 8 pm.

Likewise, if you expect your subscribers to open their emails and read them, consider sending your emails between 8 and 9 am, or 3 to 4 pm.

Important! The best time for you to send emails to your lists is when they are likely to be reviewing their inboxes. Consider choosing morning and early afternoon hours if you want outstanding open and click rates.

■ Tools

There are various tools available that will help you manage the delivery and timing of the emails you send to



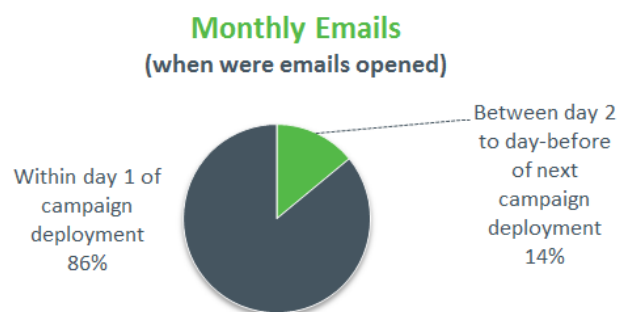
your subscribers. Some of the tools include AWeber, GetResponse, Litmus, MailChimp, Sublime Text, and Visual Website Optimizer, among others.

These tools will help you generate autoresponders whenever a user completes an action that is important for your business. The action is what triggers the email system to respond and make the subscribers feel appreciated.

Some of these tools will help you schedule emails in case you are not available to send them at the right time.

Frequency of mailing

The frequency of emailing your subscribers is important to your business. As an entrepreneur, it is important to find the right number of emails to send. The number



should be adequate enough to enable you to achieve the best response your business deserves.

But, the frequency should not be too high to distract your subscribers from the main purpose of communication. Also, the frequency should be as friendly as possible so as not to get the recipients annoyed.

▪ **Email Frequencies vs Opens and Unsubscribes**

According to statistics, the first email sent to subscribers has the highest open rate as compared to the subsequent ones. Even so, the more email campaigns you schedule for your subscribers, the higher the chances of attracting unique customers.



Subsequent emails sent to subscribers are subjected to low open rates for various reasons. It could be that your subscribers are not interested in your offer. Also, it could be because some subscribers do not like the content of your emails.

Such indifferences are responsible for the high rate of unsubscribes in the subsequent emails. Thus, the more email campaigns you develop, the higher the open rate becomes. The reason behind the increase is the high rate of unsubscribes and the unique visits from new customers.

The more email marketing campaigns you develop, the higher the likelihood for your business to be successful. Subscribers who manage to stay on your list by

the time you are running the 6th campaign are certainly interested in your products.

■ **The Best Frequency of Mailing**

Sending a huge number of emails to your subscribers can be fruitful to your business. But, there needs to be a control mechanism that every manager ought to follow. You obviously know that you can't keep sending more and more emails to your subscribers all the time.

At a certain point in time, you have to keep in mind the weakening returns of your business. Schedule enough time to weigh the rate of the increase in unique opens to that of the response you expect from normal subscribers.

Also, it is important that you consider the cost involved in preparing your email campaigns and the expected returns.



Important! The best frequency to email your subscribers is at least once every two weeks. This way, you will get most people to see your emails without yearning to unsubscribe from your list. Nonetheless, it is important to test what works for your business. Some businesses require that you maintain a closer relationship with the subscribers to convince them to buy.

■ **Monitoring Tools**

The frequency of mailing is important and ought to be monitored for a successful marketing campaign. Some marketing packages you could use

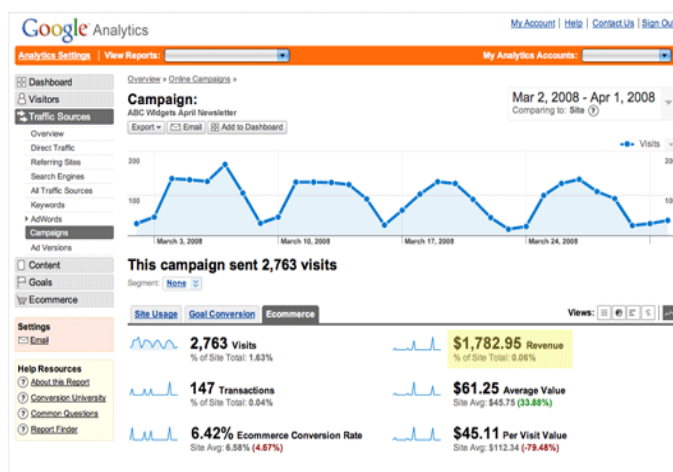


include Mail Chimp, Campaigner, iContact, and Blue Sky Factory among other software.

These tools will help you identify the problems your business is likely to face and the solutions suitable to your subscribers. Use these tools to determine the suitable frequency of your mailing list and discover the power it has over your business.

Tracking your Success



Email marketing is a broad niche that can at times seem complicated to newbie business managers. There is no single procedure on how to do email marketing well. Even though several aspects are involved, your campaign will be considered successful once you can track your success.



Your email campaigns could be optimized, but without measurable results, it is as good as useless. To track your success, it is necessary that you label your email campaigns with tags that are capable of tracking performance.

Campaign tags include extra information that is attached to the links you include in your emails. Whenever the subscriber clicks these links, information is passed and recorded by monitoring software.



Merge Tags		
Predefined Tags	Contact Custom Tags	Video Tags
Basic Predefined Tags		
Contact Detail Tags		
Merge tag	Default Value	Description
\${EMAIL}\$	\${EMAIL}\$	Contact's email address
\${FNAME}\$	\${FNAME} Customer Guest\$	Contact's first name
\${LNAME}\$	\${LNAME} Customer Guest\$	Contact's last name
Social Share Icon Tags		
Merge tag	Default Value	Description
\${SS:FB_LIKE_ICON}\$	\${SS:FB_LIKE_ICON} Like this \$	 Like
\${SS:FB_SHARE_ICON}\$	\${SS:FB_SHARE_ICON} Share this \$	 Share

Tag links allow business managers to monitor the performance of each link sent in a campaign email. Without setting up campaign tags, you can't know the exact performance of the emails that you send to your subscribers.

This article provides basic information on how to track the success of your business campaigns and enjoy the

benefits of your email list.

■ Real Time Tracking

The success of your email campaign is best explained by understanding what happens each time you send your email campaigns. Get to know and understand the behavior of your subscribers and whomever else receives your email campaigns.

Real-time tracking software will help you compare the responses received from your email marketing campaigns. Through the responses, you can record what your subscribers like and dislike about your email campaigns.

■ Tracking the Activity of Subscribers

The success of your email campaigns depends on the number of opened, unopened, clicked, forwarded or marked as spam emails. Always pay attention to the subscribers that mark your emails as spam, since they are likely to be disinterested in your future email marketing campaigns.

Try finding out why they don't want to receive your emails and change what is needed to avoid more spam statistics.

■ Tracking Email Links

Determining the number of links that received a high number of clicks is also effective in tracking the success of your campaign. You can be more intrinsic and check out which subscribers clicked on each of your links.

■ Check for Bounced and Automatic Replies

Avoid dealing with bounced emails at all costs. Determine the number of emails that bounced and figure out the individual email addresses. Remove the hard bounced email addresses immediately when you notice them. Nonetheless, allow a retry for soft bounces.

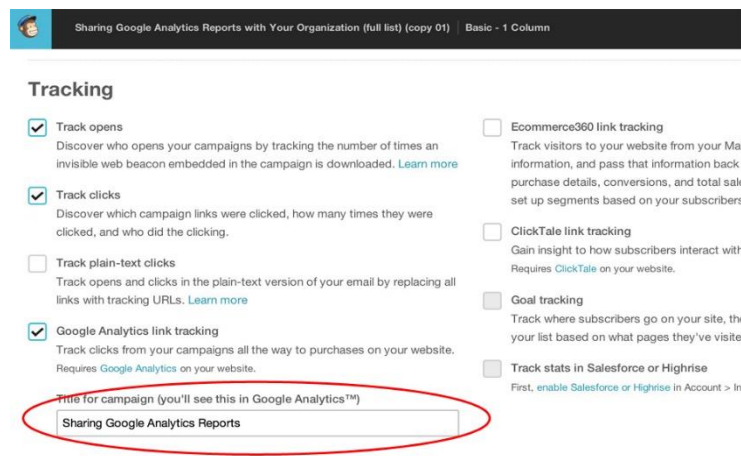
■ Analyze your Email Lists

The responses you receive from one campaign can vary immensely depending on your list. Analyze these responses based on their primary lists.

■ Tracking Tools

Popular tools used to track the success of email campaigns include:

- Google Analytics
- Campaign Monitor
- VerticalResponse
- AWeber
- MailChimp



When using Google Analytics to track your emails, you will be required to provide campaign information such as:

- Name.
- Source.
- Medium.

- Content.
- Term.

The content of your campaign is an optional inclusion. You could use it or not. However, business managers should avoid using a campaign term since it is best for tracking specific keywords rather than emails.

Campaign Monitor, MailChimp, VerticalResponse, and AWeber are good options if you have no time to create manual campaigns using Google Analytics.

Common terminologies you will encounter while tracking the success of your email campaigns include:

- Open rate – Measure of how many people on your email list open a certain email campaign.
- Click-through rate (CTR) – Number of unique visitors who click on your emails or links.
- Earnings Per Click (EPC) – Suitable for affiliate marketers.

Rinse and Repeat

Email marketing is a dynamic endeavor that largely depends upon the changes affecting the market. Also, email marketing strategies can be influenced by new trends in the marketing field, together with the changing needs of the subscribers.



A trustable email marketing campaign relies on a series of continuous processes rather than a single plan or strategy that could eventually fail.

Not every email campaign you set up will be successful. Some will be successful, while others will fail. You have to develop a *rinse and repeat* strategy that will guide you on what to do depending on what you achieve with your campaigns.

■ **The Ultimate Email Campaign Fail**

A successful email campaign isn't about carpeting a block of information to subscribers and expecting them to respond to your requests. Instead, it is about developing and building a strong relationship that can increase and even solidify the reputation of your business.

In case your campaign fails, it is important that you figure out the problems before abandoning the strategies. Most email campaigns fail at some point. If this happens to you, find out how to reinforce your strategies and integrate them in the new campaigns.

Unsuccessful campaigns will drain your resources extensively. Thus, it would be important to discard unsuccessful campaigns, but utilize the positive strategies as reinforcement to other campaigns.

■ **Why Focus on Successful Campaigns?**

Successful email marketing campaigns are useful for follow-up purposes. Follow-up is a critical step that ensures your subscribers are engaged fully in the operation of your business.

If your campaign is successful, there is the regular assumption that your subscribers are responding to your emails and even engaging with you at a greater level. Focusing on successful campaigns will allow you to schedule enough time to respond to inquiries made by your subscribers.

Nonetheless, you will make your posts confidently knowing that you have an audience that is keen to hear from you.

Successful email campaigns encourage repeat business transactions. This is good for your business and will ensure you gain as much profit as you estimates. There is no need to hang on unsuccessful campaigns when you have one that is bringing in much income and satisfying your subscribers.

Subscribers also trust in you and your business when they know that the email campaign is successful. The long-term success of your business depends on the responses you receive from your customers in your quest to keep them engaged.

■ **Critical Considerations for a Successful Email Campaign**

1. Open rate: The open rate of your emails will help you determine the performance of your strategies. These statistics will guide you in determining the number of targeted email campaigns you should be preparing each month.

2. CTR: Take advantage of a high click-through rate that comes with a successful email marketing campaign. Obviously, it will encourage more traffic to your website. Nonetheless, a high CTR means that you are supplying your subscribers with relevant content.

3. EPC: The Earnings per Click number allows your partners to discover how good your product is performing. It also encourages them to promote your activities with the benefit of earning substantially from the revenue generated jointly.

Chapter V: The 10 do's you have to apply.

When using an email mail marketing campaign to enhance your sales, just use these email marketing do's to improve the overall performance of your campaign.

1. Use automation to follow up leads

Follow up allows you to set a reminder for the prospect about your product and services which they currently receive. You can save your subscriber data in your database.

Automation emails can include a confirmation mail, cart status to motivate them to complete their purchases, receipts, and promotional emails, etc. These types of follow up emails assist you to shorten the process of purchase.

Within the email you can include graphics of product and a direct link to the particular landing page to close a deal. This is the easiest and best way to hook up the prospect with your brand.

2. Clean your email lists

Most marketers usually ignore handling their email list because they take it as a low priority work. But every marketer really needs to devote some time to managing their list to increase the open rate.

Create a list of those subscribers who have not clicked on your email within a complete year and drop them a mail to validate their subscription. This method will eradicate non responsive leads from your list to get a clear overview of your

actual clicks and open rate. Remember a clean email list saves both time and money, and improves conversions.

3. Offer the option to unsubscribe

It is necessary to involve an unsubscribe link in your every email. Because if they are unable to find an unsubscribe link, they probably mark your emails as spam which can adversely upset your deliverability.

Ask them why they want to unsubscribe and for what they are looking. Don't create a lengthy process to unsubscribe, it can make your customers annoyed and they will never come back.

You can manage subscriptions to maintain relationships with your customers. If your email advertisement campaign is focused and relevant, your recipients will not likely unsubscribe.

4. Use Abandoned Shopping Carts to Your Advantage

Segment your audience according to their actions and page views, and list your abandon cart leads for better targeting. You can send personalize emails to customers that left your webpage after adding a product in cart. This can clearly assist them to recall your brand and they can come back to your website.

An email letting your prospective customers know that there is something in their cart can motivate them to complete their purchase. You can send these types of emails after an hour of abandoning a cart to improve mail opening rate and online conversions.



5. Follow the CAN-SPAM Act Laws

Whether it is an email marketer or someone else, everybody hates spam. So be sure that your emails are following the CAN-SPAM Compliance rules. Ensure that you are targeting the right person with the content they are looking for. This will enhance the prestige of your brand and conversion rates.

Here are 7 rules that you should follow at the time of creating an email.

- Headers need to be clear and concise.
- Don't lie in subject line.
- Classify your email as an advertisement.
- Provide a physical address in email.
- Let your prospects know how to unsubscribe.
- Remove unsubscribed leads from your list.
- Analyze what your email marketing team is doing.

If you are following all these rules, there are more chances that your email will directly hit your prospects inbox.

6. Make your landing page one click away

A one click landing page is one of the cheapest techniques. If you want to add a video in your email, it can be difficult to find the right place for it. You can opt for embedded video, but it is still a two click landing page. One click to check out the video and another click directing customers to the landing page.

To direct your prospective customers to a one click landing page, you can choose a static image with the landing page link that has an auto-play video.



You need to seize the attention of your prospect, demonstrate what makes you different from other businesses and test variations of email content to find the right copy. You can also include a call to action with engaging content.

7. Split Testing

Before mailing an email to your list, you should always analyze it. To run an effective marketing campaign, it is certainly necessary to track and test what works for your audience. You can try to include a video in your mail.

You can test your emails subject line, copy, call-to-action and greetings. Analyze which things bring conversions to you. Regular testing can improve your open rates, conversions, sales and revenue.

8. Include a signature

Always seek to incorporate a complete signature at the end of every email to increase the opportunity of further communication. You can take advantage of the power of the signature in your email marketing campaign to improve the company's reputation.

You must include Name, Title, Business name, Physical Address, Web address and social media links. You can also give multiple details using semi-colons (:) and pipes (|).

An email signature can become an advertisement tool for your businesses, social networks and website. It boosts brand awareness and the sign line can be the prime aspect of your comprehensive branding.



9. Use a double opt-in email list

Internet Service Providers and mailing services take advantage of various filters and analysis to avoid the hazard of spam. A double opt-in email list is a great method to build an immense quality email list. It also assures that all of your email conversions are delivered into your prospective audiences' mailbox.

Utilizing a double opt-in list validates the subscribers who actually demand an email from your brand. As your prospective audience signs up for a newsletter, they receive a verification mail to confirm their subscription. This way, you can diminish the low quality sign ups and bounce rate.

10. Write enticing subject lines and messaging

Whether you are using welcome emails, new product announcement emails, promotional emails, newsletter emails or any other type of email, to boost your email opening rate it is important to add a subject line to your email. If you don't include a subject line, all your efforts are in vain.

That is why, you really need to have appealing, interactive and relative content in your subject line. Provide at least one offer that is related to your subject title. You can also present tips, guides, case studies and other giveaways to interact them. All of these little things can boost your brand value.



Chapter VI: The 10 don'ts you have to avoid.

Email marketing is an excellent technique to organize an extensive audience for your products and services, if your email advertising campaign endeavors are working accordingly. Stay focused on your email marketing campaign and eliminate these “don'ts” to build a perfect marketing strategy.

1. Don't Purchase email lists

Purchasing an email list can be a time saving approach, but it will surely disturb your brand after some time. It is the one action that you should definitely avoid.

Forcing yourself into people's inboxes is like encroaching on their space. Instead of disrupting people's solitude by imposing your brand on them, cultivate your email list instinctively in the correct manner by mailing to opt-in leads only.

The concept of creating a valuable email campaign is to attain a prospective audience. Rented lists can have a chunk of exceptions who will possibly never click on your email. This can harm your domain reputation and it can be expelled by email and internet service providers.

2. Don't ignore your campaign reports

Taking advantage of Email Marketing, but not analyzing your campaign outcome on a regular basis is a big no-no. Without measuring reports, you will not be able to observe your open rate, bounce rate, new subscriptions, and other analytics.

When you're not engaged, you can have a decreased open rate and you'll be worsening the chances of getting clicked regularly for each campaign. You should evaluate every campaign's outcome to figure out the analytics and optimize accordingly for great results. You can also utilize A/B split testing.

You should experiment with new ideas, calls to action and landing pages, and use your analytics to improve your email marketing campaign.

3. Don't send the same content over and over

Sending the same content can save you time, but it can harm your reputation. The functionalities of subscriber lists don't matter, if you mail duplicate content. Duplication can diminish the engagement rate and your audience will not respond to your email. Hence, your opening rate will decrease and your unsubscribe rate will increase.

If you copy content, you could initiate unpleasant user experiences and your audience may mark your email as spam. Internet service providers and email services may penalize and ban your business website and email address.

So, be relevant with every email to keep your subscriber with you. Create fresh, unique and informative content without copying to improve new subscriptions and your open rate.

4. Don't use Offensive content

Everyone doesn't think in the same manner. Your email may have irrelevant and low quality content that can hurt your audience's feelings.

Never try to make a sale of your product and services via email. This may cause a lower opening rate, lower engagement, higher unsubscribing and bounce rate, which can harm your brand name.

Your email needs to be compatible based on your audience's requirements. Always try to engage your audience with your brand. You can tell them about your product's benefits and other free content to get more subscribers and potential buyers. In every email, remind them about yourself and they will be more likely to complete a purchase from you.

5. Don't Send Emails too frequently

Every marketer and business need that subscriber to click and check for their revealing and impressive email instead of rolling their eyes. Increasing the frequency of your email can force your subscriber to opt to unsubscribe or mark you as spam. Overdoing it can harm your email marketing campaign.

Yeah, you can increase the frequency of your emails during the holiday season such as Cyber Monday, Black Friday and more. You can create numerous emails for numerous objectives to diminish the unsubscription.

6. Don't Spam

Never spam your prospective audience. If they see that you're spamming, they will promptly request an opt-out from your email list. If there are too many emails stated as spam, your email marketing campaign can be blacklisted by email services.

Spam like subject lines, too frequent emails, unrecognizable email addresses, email with all images that users are unable to see, emails that look completely

different from the pre-email and hiding the unsubscribe button are the types of emails that are sent to spam.

To avoid spamming, send your list with a request to opt-in for your services and follow the CAN-SPAM act correctly. Remove those subscribers immediately who opted to unsubscribe.

7. Don't forget to socialize

If you ignore placing social media links in your email, it means you're losing your audience. Without social media links, you are limiting your reach.

Using social media links in your email can extend your reach and add an extra edge in your email marketing campaign. You can emphasize to them to follow you on social media. Thus, you can engross your prospective audience on other platforms and this will improve brand recognition and give you a second opportunity to remind them about your products and services.

This integration of email and social media will drive more customers toward your website, increase revenue and conversions.

8. Don't forget to use proper subject lines

Neglecting the use of proper subject lines can hurt your email marketing considerably. Using lots of CAPITAL letters in your subject line may provoke the spam filters, and your email will immediately end up in the junk folder.

Never try to use promotional and advertisement related subject lines. In the subject line, you should always try to communicate what is inside your mail. Create your subject line as a question and show them that the answer is inside the email. Don't include spam words in your subject line.



Also, test different versions of the subject line to find the one which converts best.

9. Don't use too many offers

Don't include too many offers in your email. It can become confusing to your prospective audience and they could become annoyed. Try to communicate with and engage your audience, instead of selling with email marketing.

With more images, more links and calls to action, your customers will be unable to find where to click. Multiple offers in an email can reduce the effectiveness and your chances to get to your goal. Don't be in hurry and try to do it all at once. It can ruin your brand.

Use a single call to action with a proper landing page to maximize your open rate and conversions.

10. Don't use too many graphics

Everyone knows that “a picture speaks a thousand words”, but that does not completely fit with email marketing. Some email services immediately ban images, and it becomes irritating when you click an email and no image appears; instead of text and graphic HTML elements.

Don't use too many images which don't fit into your email campaign. Use fewer images with a valid reason for their existence to improve your branding efforts. Take advantage of the numerous display options and file types, so that you can resize your image according to your campaign.

Chapter VII: Shocking Email Marketing Case Studies.

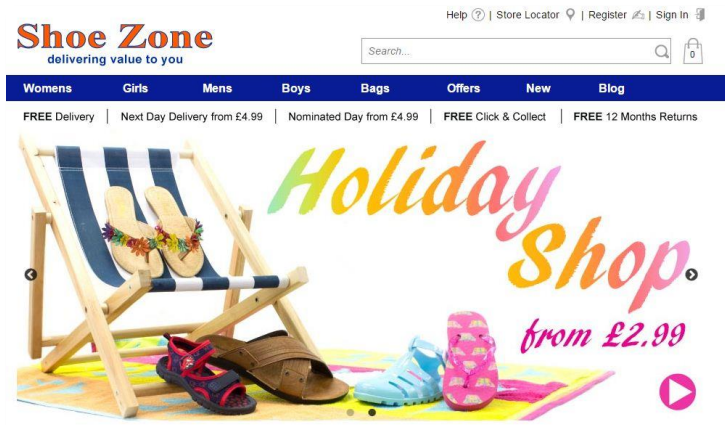
1. [Shoe Zone](#)

Shoe Zone is a footwear dealer and wholesaler that has more than 500 stores in the UK (United Kingdom) and Ireland, which deals in shoes at modest prices.

The company wanted to extend and prosper from a digital marketing approach to boost their profits and attain their business objectives with more competitive online retail marketing.

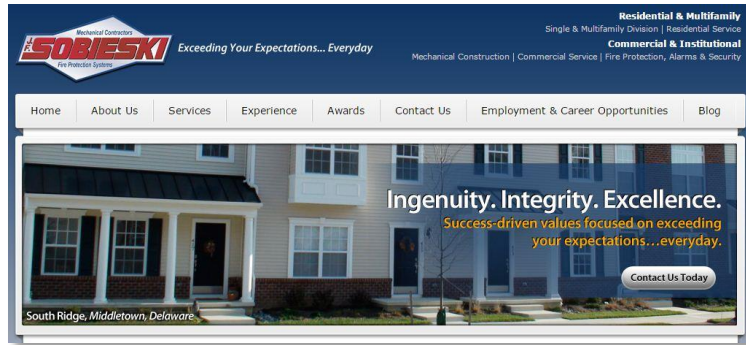
Shoe Zone opted for Pure360 services to cultivate and remodel their biweekly email template with the added features of subject lines and layout. Pure360 also encouraged its social media followers to subscribe to Shoe Zone's newsletter.

Shoe Zone accomplished an ROI of 1000% with increasing sales of 100% year over year. There was a boost in CTR of 15%, website traffic straight from the emails improved by 150% year over year, open rate was increased by 2% and hard bounces were diminished by 0.2%.



2. [Sobieski](#)

Sobieski services Inc. is a part of The Sobieski Group that offers mechanical construction, commercial services, residential services, single and multifamily divisions and plumbing, HVAC, fire protection, alarm and security services.



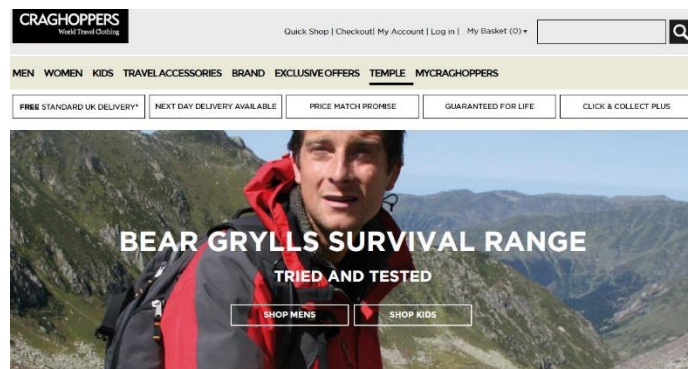
The company's prime objective was to improve their understanding of digital marketing endeavors as a team. They were using not-segmented emails, non strategic SEO and unyielding CMS in their campaign.

Sobieski used HubSpot SEO built-in tools which boosted their website traffic by 55%. Sobieski started generating quality leads with HubSpot landing pages and inbound marketing. The company used integrated systems to learn the audience's demeanor and used lead intelligence to nurture leads.

Sobieski achieved great results, there was a 33% decrease in PPC spend, paying customers were increased 2 times, and online revenue was boosted by 125%.

3. [Craghoppers](#)

Craghoppers is a British exterior attire manufacturer and dealer that was established in Batley, West Yorkshire. The travel clothing



company delivered two catalogues per year - Spring/Summer and Autumn/Winter. The goal of Craghoppers was to accomplish a positive outcome from cart abandonment.

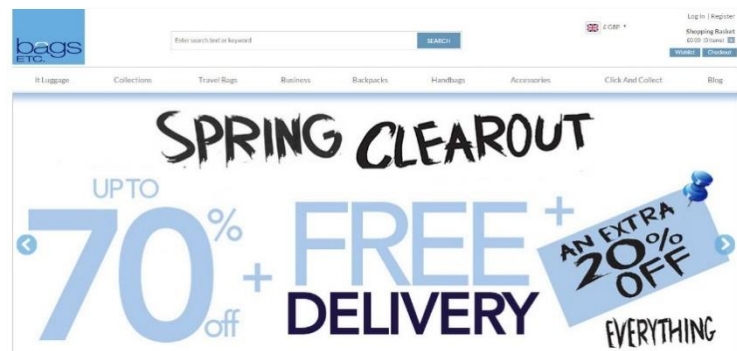
Craghoppers associated with Redeye's powerful tagging structure to classify the features of products that customers had included in their cart before relinquishing the purchase.

Redeye sent two emails to Craghoppers abandoned customers – one was after 24 hours and the second was three days after abandoning the cart. The agency utilized numerous unique email layouts based on their previous purchases and interest with adaptable content.

Craghoppers obtained a return of investment (ROI) of 711% and recaptured profits from 56% of the existing audience that abandoned a purchase, with an increment of 30% in email click rate. Of emails sent, 10% brought in sales.

4. [Bags ETC](#)

Bags ETC is a series of suitcase and handbag outlets in the United Kingdom and Ireland whose products follow the latest trends and



novelty with high prices. The objective of the company was to get a higher email open rate and click from mobile recipients to generate revenue.

The company partnered with Genie Goals advertising agency, which is a specialist in PPC and email marketing campaigns. Genie Goals decided to cultivate mobile optimized email layouts. They moved to a single column layout,

created an adaptable logo design, unnecessary content was eliminated and Calls-to-action were made easier to get clicks.

Mobile responsive email layout worked great, and assisted Bags ETC to achieve 1151% growth in mobile transaction, and mobile revenue grew 850%.

5. [Mango Bikes](#)

Mango Bikes was founded by Ben and Jezz in 2012 with an objective to assemble and sell high quality and stylish bikes at competitive prices.



The aim of the company was to increase sales by motivating customers who have bought a bike in the earlier years to upgrade or purchase add-ons.

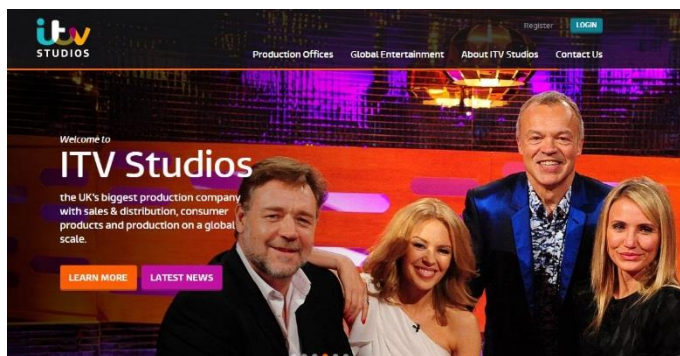
Mango Bikes contacted Toinfinity, a digital marketing agency that assists businesses in increasing their online capability. Toinfinity established a re-engagement campaign with a focused message noting the 'Birthday' of a bike by refining the customers' data by their purchasing date.

The content and copy of the emails appealed the to customers celebrating the anniversary of their bike's purchase by discounting their Mango Bike's accessories or upgraded peripherals.

The email open rate was increased 56% with the subject line "Your Mango is 1 year old! Say Happy Birthday with 10% off". The email campaign improved 3 times to a 22% click-to-open-rate. Mango Bikes attained a 2337% Return on investment.

6. [ITV Studios](#)

ITV Studios is a television production company situated in London and owned by the British TV broadcaster ITV, plc. Attracting the right viewer demographics is why ITV Studios relies heavily on email to boost enthusiasm among the buyers.

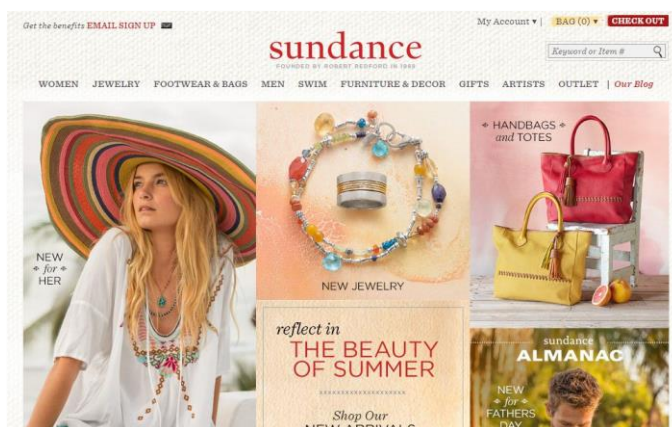


The objective of ITV studios was to boost their program sale with an imaginative email. The company used dotmailer as their automation tools and utilized the precise targeting which was a seamless and integrated operation. They collected data from the audience that was viewing the trailers and similar kinds of programs and targeted the prospective customers.

ITV Studios website relaunched an email campaign and the results were amazing, 58% more visitors came on the launch day, Total visits were boosted by 163% and webpage visits were increased by 22%.

7. [Sundance Catalog](#)

Sundance catalog is a multichannel dealer which specializes in different varieties of collections such as attire, jewelry, home décor and other items.



The objective of the company was to boost their moderate order value and email click through rate; employ new subscribers to improve brand awareness and trust; enhance subscriber communication with brands and increase webpage visits.

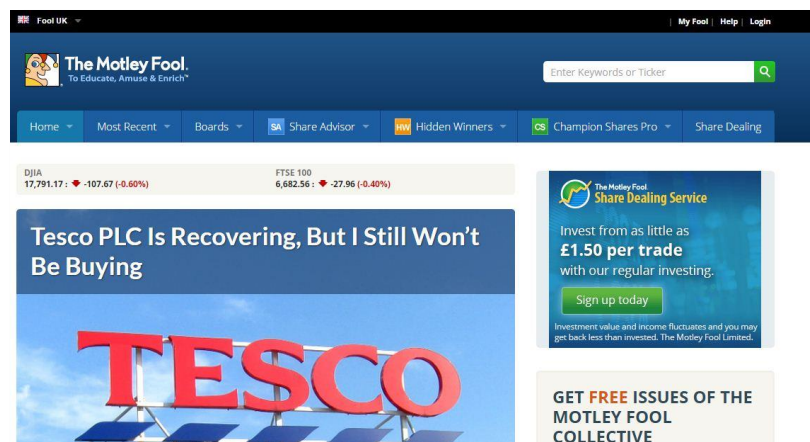
Sundance Catalog worked with Experian CheetahMail to design customer-centric email for good results. They added inducement into their welcome email. To enhance the deliverability and engagement via email, they utilized Real-time welcome emails for the customers who signed up via their home page and daily welcome emails for the customers who signed up via the checkout page.

For the daily welcome email, their transaction rate increased 11 times and revenue per email grew 19 times. The real-time welcome email enhanced their Click- through-rate 2 times and revenue per email 2 times higher.

8. [The Motley Fool UK](#)

The Motley Fool UK is among the country's well-known financial companies that is devoted to establishing the world's best investment

association. Email is an important aspect of their business helping to achieve nearly one third of their UK revenue.



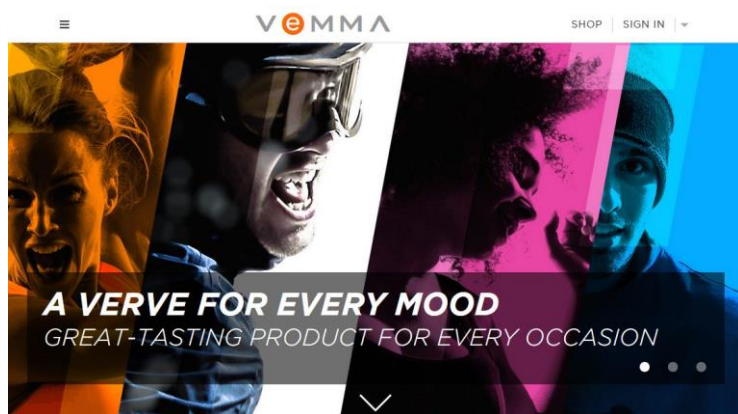
The prime objective of The Motley Fool UK was to enhance their customer retention, relevancy and deliverability. The company opted for StrongView to build engagement and fulfill their business need.

StrongView eliminated thousands of email addresses which were worthless and not responded from in a long time, and generated a fresh list of active users. The deliverability, real time reporting, segmented audience, unique and informative content helped the company.

As a result, the deliverability rates were boosted from around 85% to 99% and real time visibility of mailing was 100%. Email drove more than 30% of the company's revenue.

9. [Vemma Europe](#)

Vemma is first in the world of food supplements. The extremely excellent nourishment products have an effective mix of vitamins, minerals and nutrients. The company



wanted to customize each email with a subscriber YPR magazine photo cover, 8 language variations in email newsletters with the least resources and minimum amount of time.

The company partnered with Get Response to meet their requirements. Get response designed customized image blocks and formulated multi-language variants of newsletters to keep their lists arranged to grow more quickly.

Vemma Europe got amazing results with enormous commitments, they got a 73% unique open rate, 42% unique click rate, 244% overall email opening rate and a 57% overall email click rate.

10. [WeDo Technologies](#)

WeDo Technologies is a global leader in Enterprise Business Assurance, assisting with software and proficient consulting designed to increase ROI.



The company had always focused on email marketing to nourish and produce leads. They wanted to take advantage of emails to communicate with audiences and enhance their online endeavors with an excellent search strategy and developing a conversion path to drive traffic.

HubSpot helped WeDo Technologies with targeted and segmented email with a message. WeDo also utilized HubSpot Email Tools that created newsletters, event invitations and product updates. Multiple variants of email were tested with different calls to action to find the best one. They interpreted the performance of each email they had sent.

WeDo Technologies got average click through rates of over 20%; with focused market and unique email content, website traffic was increased 54%; conversion to customer rate from email was improved by 6.3 times; new leads were boosted 62% with an overall growth of 93% in the creation of new contacts.

Chapter VIII: How to use Email Marketing as an Internet Marketer

If you are an Internet Marketer, you know the benefits of staying on your toes. One recognizable benefit is that staying alert helps you avoid becoming irrelevant to your audience. A popular way Internet Marketers are using to



stay active in their niche is through the use of email marketing techniques.

Email marketing is thought to be a time and cost efficient way to remain active within the eyes of your subscribers. *This article highlights the various mechanisms on how to use Email marketing as an Internet Marketer and make more money online.*

How to use Email Marketing

- Advertising Affiliates Products to your Email list
- Advertising CPA offers to your Email list.
- Make money by selling solo ads.
- IM Product Launches

■ Advertising Affiliates Products to your Email list



Wouldn't you be happy if you sent out a few emails to your subscribers and pulled in a few dollars to pay your bills? It is possible to advertise your products or those of other selected affiliates to your already established email list.

Affiliate marketing is an honest way for you to make money on the web. There are no tricks involved. However, you have to be keen to make it as an affiliate marketer. Critical considerations to keep in mind before launching your campaign may include:

- **Providing Value to your subscribers** – Your Email Marketing Campaign for affiliate products will only be successful if you have been providing quality and relevant content to your audience. If you have not been doing this in the past, then your subscribers are likely not to open your emails. What will happen to your campaign? Think about that.
- **Find a relevant product** – You could create a product based on what your subscribers love. Also, you could get products from other marketers and promote them to your subscribers at a price. The secret is that **the product you decide to promote must be valuable, relevant, and very helpful to your subscribers**. Try this and see how many sales you make and compare the results to your old marketing strategies.
- **Learn how to promote the products on your email list** – You are likely to go wrong at this stage even if you have all the marketing tips at hand. At times, you may be required to engage your efforts in a series of pre-

launch and launches, as well as send automated messages to your subscribers. If done well, you are likely to make a lot of sales from one product that captivate the interest of buyers.

The whole topic of advertising affiliate's products to your email list can be exciting. However, it is more enjoyable when you earn a lot of money from enriching the lives of your subscribers. Popular affiliate's products can be found on ClickBank, Amazon, and JVzoo among other platforms.

- **Advertising CPA offers to your Email List**

CPA (cost per action) is an affiliate marketing model that can help you make some additional cash. Even though lucrative, it is often challenging to find straightforward CPA offers. I am assuming that you already have a few CPA offers in place and have tested them to be legit and profitable.



In CPA marketing, your payment will depend on basic qualifying actions. Such actions may include the registrations or sales you make for a certain company. If you have an active email list, it should be easy for you to spread the word to your subscribers and have them sign up, or even buy products from the other companies.

Remember, no subscriber is going to open, let alone register for the CPA offers unless they trust in your quality of service delivery. That is why you have to use the segmented email list to build the trust they need to make any purchases from you.

If you follow all the other guidelines on how to email your subscribers, you should have an easy time making money while solving the challenges faced by your subscribers.

Popular places for CPA offers include www.offervault.com, www.maxbounty.com, www.PeerFly.com, and www.Neverblue.com, among others.

- **Make money by selling Solo Ads**



You have heard of other business managers making money from solo ads and don't know where to begin. Well, that active email list could be the solution to your worries. Selling solo ads is not completely free. You have to spend some money. Nonetheless, it

requires patience and effort to be successful.

In selling solo ads, you will have to buy the clicks from renowned sellers. You will then craft a short email message, commonly referred to as a 'swipe' and deliver the message to all of your email subscribers. In most cases, you might be required to provide a squeeze page that automatically redirects the seller traffic.

You can use the squeeze page to collect important information, such as email addresses, using the traffic coming from the seller. You can integrate your squeeze page with free offers such as a PLR eBook or report that will get your subscribers interested.

- **IM product launches**

You can also decide to use email marketing to promote your Internet Marketing Product launches and make money. Create a product on an Internet Marketing topic, or one that your subscribers like. Once the product is complete, create a joint venture contest.



Invite other Internet Marketers with huge subscriber lists to your product launch. Encourage them to mail all their subscribers about the product for the purpose of promotion. Pay them a percentage of the sales they manage to make. Also, provide special prices for Internet Marketers who perform exceptionally well and help you make more sales.

Avoid creating products based on the product launch you expect to initiate. Instead, create or even buy products while keeping in mind the impact they can have on your business activities. Your major task is to make money and survive in the industry.

As long as the product appeals to a greater percentage of your subscribers, make sure you get it for them. Sign up for all the important launches that could help you make a huge number of sales. Popular platforms that can help you achieve this objective include ClickBank.com and Jvzoo.com.

Popular sources of Joint Ventures Include: www.warriorforum.com & www.muncheye.com

Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.



And in order to take your Email Marketing even farther, we invite you to get the most out of it by getting access to our Live Video Training [clicking here](#) (Insert your Upsell offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Email Marketing.

Email Marketing has come to stay in the market forever.

To Your Success,

Your Name

Top Email Marketing Resources



Videos

- ✓ <https://www.youtube.com/watch?v=p9FPwTwIXU>
- ✓ <https://www.youtube.com/watch?v=j6rRTnjv2g>

Tools

- ✓ <http://www.hubspot.com/products/email>
- ✓ <http://smallbiztrends.com/2014/04/55-email-marketing-tools.html>

Training Courses

- ✓ <http://www.onlinemarketinginstitute.org/classes/email-marketing/>
- ✓ <https://www.udemy.com/courses/search/?ref=home&q=email+marketing>

Blogs

- ✓ <http://blog.mailchimp.com/>
- ✓ <http://blog.hubspot.com/marketing/topic/email-marketing>

Forums

- ✓ <http://www.warriorforum.com/email-marketing/>
- ✓ <http://moz.com/community/q/email-marketing>

Affiliate Programs

- ✓ https://www.jvzoo.com/products?csrf_protected=a673cbd7e594d9d616844cea1a3a054&terms=email+marketing&cat=&subcat=
- ✓ http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=email+marketing

Demographics

- ✓ <http://www.alexa.com/siteinfo/mailchimp.com>
- ✓ <https://app2.follow.net/#portfolios/port-8bcb72198fe6aa3/domains/mailchimp.com/overview>

Webinars

- ✓ <https://www.youtube.com/watch?v=qyTNFIQX4wo>
- ✓ <https://www.youtube.com/watch?v=sc4LRijAons>

Infographics

- ✓ https://www.emailonacid.com/blog/details/C4/best_email_marketing_infographics
- ✓ <http://blog.hubspot.com/blog/tabid/6307/bid/24396/11-Excellent-Email-Marketing-Infographics.aspx>

Case Studies

- ✓ <https://econsultancy.com/blog/65329-seven-inspirational-email-marketing-case-studies-from-the-digital/>
- ✓ <http://www.verticalresponse.com/about/case-studies>

Facts

- ✓ <https://www.salesforce.com/blog/2013/07/email-marketing-stats.html>
- ✓ <http://blog.capterra.com/statistics-email-marketing-not-dead/>

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