# Email Marketing Made Easy

## I. What Email Marketing is all about

- Definition
- Email Marketing types
  - Confirmation Email
  - Informational Email
  - Lifecycle Email
  - Transactional Email
  - Promotional Email
- How to get started
  - Define your audience
  - Define your goals
  - Define your strategy
  - Test your strategy
- Latest trends of Email Marketing
- Go Mobile With Your Email Marketir

## II. Why you should definitely use PPC for your business

- Amazing Benefits
  - Low Cost
  - Easy to track
  - ROI
  - Reduced Time & Effort
  - Segment Users
  - Personalized Messages
  - Increases Brand Awareness
  - Driving More Sales Conversions
  - Targeted
  - Nurture relationships
- Shocking Facts

## III. The Top 10 Email Marketing Automation Tools

- MailChimp
- AWeber
- Constant Contact
- iContact
- Get Response
- Mad Mimi
- Infusionsoft
- Benchmark Email
- Graphic Mail
- Campaign Monitor

## IV. How to get the most out of Email Marketing

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

## V. The 10 do's you have to apply

- Use automation to follow up leads
- Clean your email lists
- Offer the option to unsubscribe
- Use Abandoned Shopping Carts to Your Advantage
- Follow the CAN-SPAM Act Laws
- Make your landing page one click away
- Split Testing
- Include a signature
- Use a double opt-in email list
- Write enticing subject lines and messaging

## VI. The 10 don'ts you have to avoid

- Don't Purchase email lists
- Don't ignore your campaign reports
- Don't send the same content over and ove
- Don't use Offensive conten
- Don't Send Emails too frequently
- Don't Spam
- Don't forget to socialize
- Don't forget to use proper subject lines
- Don't use too many offers
- Don't use too many graphics

## VII. Shocking Email Marketing Case Studies

- Shoe Zone
- Sobieski
- Craghoppers
- Bags ETC
- Mango Bikes
- ITV Studios
- Sundance Catalog
- The Motley Fool UK
- Vemma Europe
- WeDo Technologies

## VIII. How to use Email Marketing as an Internet Marketer

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