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# Foreword

Generally email marketing is more effective in many ways because of several underlying factors. These factors contribute to the positive attraction to use email marketing as a viable tool. This will show you how.



## ***Email Marketing Mojo***

Using Email Marketing To Expand Traffic

# **Chapter 1:**

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## ***E-mail Marketing Basics***

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### **Synopsis**

Sending email is first and foremost the cheapest if not a cheaper way of communicating. With the element of having the essence of a more personal tone and touch the email marketing tool is able to deliver this sentiment quite well.



## **The Basics**

Using email as a communicating factor for marketing creates the circumstances for the user to deliver the message to the target audience directly instead of having the viewer search for it on the internet.

Doing it right can ensure that email marketing as a tool is an asset to building a respectable number of customers and to keeping them loyal.

There are several types of email marketing styles some of which include direct email, retention email, and advertising by tagging on other people's email.

All of these, when applied to the correct target audience can generate the desired interest in any product or service.

Direct mail involves sending a promotional message in the form of an email to the target audience. These emails may be about special offers being featured or the launching of new products.

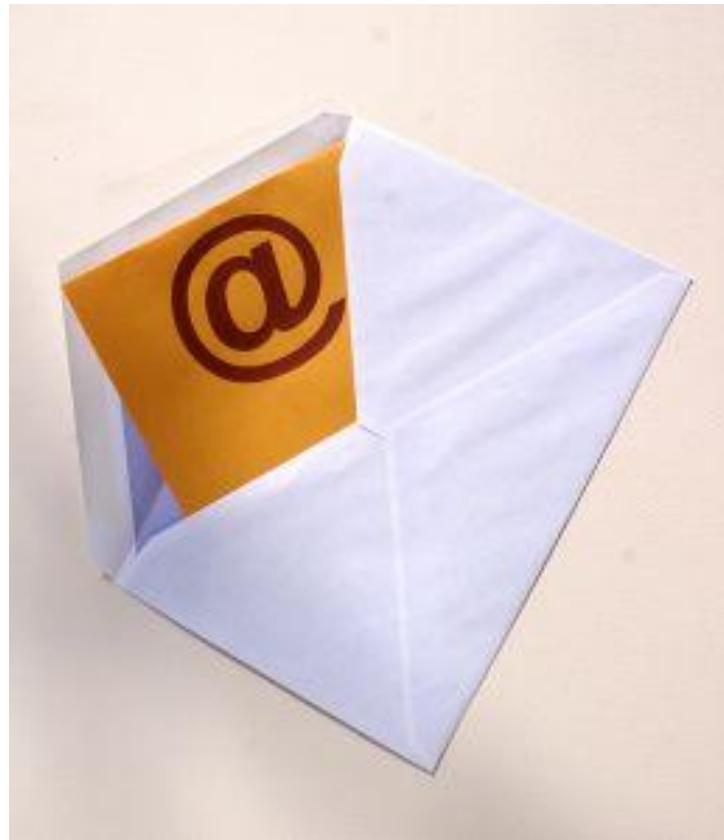
This more personal approach gives the impression of making the customer feel privileged.

Retention email is designed to only encourage the recipient to take action in the form of buying or signing up for something.

In this instance too the recipient is made to feel privileged to be on the list of selected clients.

Advertising on other people's email is also another way of using the email marketing feature as a tool. Here the user tags their products or services onto the advertisement of more established players for a fee.

This will ensure the user is able to reach the target audience of the established entity.



# **Chapter 2:**

## ***The Benefits Of E-mail Marketing***

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### **Synopsis**

As in anything one always looks for the benefits before making the decision to use any marketing tool. Besides this the marketing tool must be compatible with the product itself.

As the internet is fast becoming a very important tool to reach large amounts of viewers, choosing to use email marketing could prove to be viable indeed.



## **How To See The Benefits**

The most important benefit evident is the fact that every corner of the world can be reached through email marketing. There are no limitations in using email marketing to reach the target audience.

The relatively low cost involved in using email marketing makes it a very popular tool for creating the direct contact factor. This is better than having to expose the product or service to a wide viewing audience who may not even bother to open the site. Less time and effort is necessary for this style of marketing.

Creating the interactive platform is also another benefit of email marketing. Using campaigns that are innovative and audience focused will ensure the recipients attention.

Adding the factor of being more personalized further ensures a certain level of loyalty between both parties.

There are no time constraints when using email marketing as the recipient can view the mails at their convenience and comfort. This then also allows for the circumstance where fairly immediate responses can be seen. In comparison other tools may take longer and thus creating an unacceptable timeline of delays and disappointments.

The simplicity factor should be overlooked when it comes to choosing the most appropriate tool to use. Sitting in the comforts of home this exercise can be carried out with the minimal amount of fuss and accompanying resources.

Using email marketing also provides for the Opt-in and unsubscribed options. This allows the user to target only those who are genuinely interested in what is being offered.



# **Chapter 3:**

## ***How To Use E-mail Marketing Correctly***

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### **Synopsis**

Large and small businesses all around the world are using email marketing as a tool to increase sales and bring in a high revenue percentage. Comparatively easier to use and definitely more effective in reaching the target audience email marketing is fast making an impact in the business world.



## **Get A Grip On How To Do It**

However as is all things good there should careful thought and implementation methods to ensure the email marketing too is used effectively.

Below are some of the relevant facts that should be considered when deciding to use the email marketing tool:

- Having sound knowledge and a very clear plan on which the desired target audience is very important to the success of using email marketing.

This tool only works when it is specifically directed to the recipients who would have some level of interest in the product or service being offered.

- Another area to consider is the understanding the statistics, metrics and analytics involved in email marketing. There is documented proof on the reasons most people ignore these email and some of which are because the content is repetitive and boring and also because the email are too frequent.
- Understanding that the process of attracting the customer to the actual purchasing stage consist of only a small window, the pitch and signing up steps must also be very short and simple.

Most target viewers attention spans are rather short, thus the key to keeping the attention is to ensure speed and simplicity. Using other tools like RSS URLs to RSS directories are also helpful.

- Making use of other media tool to enhance the overall process or experience is also something that should be explored to ensure the effectiveness of email marketing.

Social media networks like Twitter, YouTube, FaceBook, and others should be underestimated in its capabilities to be an added source of connecting to potential customers.



# **Chapter 4:**

## ***Making Money With E-mail Marketing***

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### **Synopsis**

With the huge number of options available in the market today choosing to use email marketing is one way of ensuring the best strategies to making money online is followed. There are many reasons why email marketing is a better option to choose when a comparison is made against other tools currently available.



## **The Ins and Outs of the Revenue**

Here are some of the ways to ensure the optimum amount of money is made by using the email marketing tool:

- Understanding the market environment the individual is about to address to garner sales is very important to the success rate derived using the email marketing method.

The wisest way is to select and send to only a niche group that would most likely be interested in the service or product being offered. Choosing to email randomly is not only unwise but a total waste of time and effort. Take the time to draw up a targeted Opt-in email list.

- The next step would be the challenge of getting and holding the attention of the recipient of the email in order to encourage the desired effect of garnering a successful sale.

The content of the email must be exciting and attractive in order to be able to achieve this. Avoid lengthy and boring written material as no one really wants to take the time to read anything that is too long.

- Some experts advocate the repeat formula, but this is a rather contradictory area. For those who do, the idea is to keep reminding the recipient of the missed opportunity should he or she decide not to purchase the product or service being advertised.

- Having an effective auto-responder in place is also something to consider. This is a great tool for emailing, organizing, and generally keeping track of the email list accurately and easily.

This is most helpful when the target audience base is rather large and the individual needs some kind of feedback regarding the recipients who are more receptive.



# **Chapter 5:**

## ***Some In Depth Info On Email Marketing***

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### **Synopsis**

As the already elevated stakes in the fierce search engine wars are being advanced by the day, more and more webmasters are seeking non-SEO ways to yield traffic to their web sites. Email offers numerous extremely effective ways of yielding traffic to any web site.



## **Important Info**

Directly when you mention the word e-mail, the first thought that comes to the minds of most individuals is illegal SPAM or unsolicited e-mail messages which are such a pain and are now illegal in most parts of the globe.

But, there are a lot of perfectly legal and acceptable ways to yield traffic for a site utilizing e-mail.

E-mail signature files are likely the most underutilized net marketing tool. The fact is that most webmasters undervalue the true power of that petite, subtle ad message that may be set to go out with each e-mail message that you send.

A lot of them forget that there are gobs of success stories that illustrate simply how effective e-mail signatures may be. Likely the most famous is how Hotmail, the popular free e-mail service, grew from zip to millions of users inside a really short time, utilizing e-mail signatures as their only marketing instrument. Every e-mail sent out had an easy e-mail signature at the bottom inviting folks to open up their free e-mail address.

Confessedly, composing effective e-mail signatures isn't easy. Still, there's plenty of gratis data on the subject available online.

Anyone with a net presence must perpetually build an opt-in e-mail list. This is supposed to be returned from visitors to your web site.

This opt-in e-mail list may then be utilized to help you build a relationship with your list of leads – as that's what they truly are. Regular e-mails of interesting data ought to likewise include all sorts of alluring promotions to get people to re-visit your site over and over.

There's no other more effective way of holding high targeted traffic to any web site.

There are measures of targeted safe lists that anyone may join that let you send out your e-mail ads and promotions to members. By linking up with a few, you may easily find yourself in a spot where you're sending out your ad message to a million individuals. You may join these lists at Yahoo groups or Google groups amid a host of additional popular safe list sources.

Constantly remember to set up a separate e-mail account for your safe lists as you'll likewise tend to get vast volumes of e-mail messages from the other members.

The chief challenge with safe list advertising is that you have to come up with the kind of headlines (that appears in the e-mail subject area) that will get your e-mail opened up and finally read. A dim headline will mean that barely anyone will wind up reading your e-mail and

consequently the reaction to your e-mail ads and promotions will be zilch. On the other hand potent headlines will win you a vast reaction.

The additional thing you'll need to be heedful about is to ensure that you join relevant safe lists and groups that are destined to be the most responsive to your e-mail messages and forwardings.

Rather than distributing advertisements through e-mail groups and safelists, you may distribute valuable promotional articles instead. All you have to do is join groups that allow article posts.

Posting articles to these e-zine lists is extremely effective as some of them have 1000s of members whom you'll reach when your articles are published in them.

Articles tend to have a much bigger audience than ads or promotions distributed thru the same groups or safe lists.

# **Chapter 6:**

## ***What To Stay Away From***

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### **Synopsis**

In the process of wanting to ensure the effectiveness of using email marketing as a tool to garner the interest of potential customers some very important points should be considered and avoided.



## **What To Pay Attention To**

Making use of common words that may be also construed as trigger words should be avoided. Avoiding these words is important in ensuring the process of reaching the desired target audience is not hampered in any way.

Using the spam tool to help detect the possible trigger words in the email, the user is then able to replace these words with other similar words and thus successfully avoiding the rejection of the email in the filtering process.

Using short cut methods of cutting and pasting information to form the contents of the email is a definite thing to avoid. Besides being deemed unimaginative it can also end up being incoherent as the final piece reaching the recipient may not appear as it would on the user's newzapp template.

Also if the content is so similar to the perhaps original designer than there is a high probability of it being recognized as a copy and thus causing the recipient to choosing to go with the original promoter rather than purchasing from this sender.

Avoid underlining the general text content of the email. The links usually already appear as underlined content and if other ordinary text also appears underlined it would only confuse the recipient. If

something need to be emphasized then opting to use other different fonts is a better style to consider.

Keeping the content easy and simple to download is an important consideration, especially if the recipient does not have good internet connection or is still on the old dial up system.

Avoid using large images and lengthy text content and this is very time consuming and difficult to download not to mention it may cause an inpatient recipient to delete the email altogether.



# Wrapping Up

Using e-mail marketing has a lot of avenues for you to be able to get traffic to your site or to promote a product that you may be selling. So get going today and use all the info in this book to ramp up your traffic!

