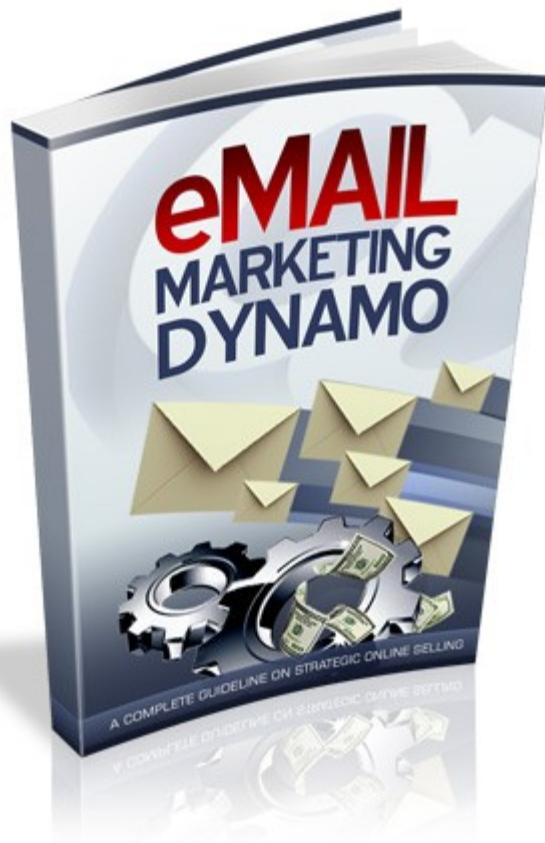


'Email Marketing Dynamo'

A Complete Guideline on Strategic Online Selling



By
Ken Northams

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Introduction

There is no doubt about it. You are one of the millions who are seeking to reap escalating amounts out of the Internet industry. You are serious about your goal that is why you picked this book. Don't worry, you are not about to be disappointed.

On the succeeding pages of Reap Success from Email Marketing, we will let you into the secrets of successful individuals who benefited from the strength and strategic properties of using emails as a marketing option. We will show you the ins and outs of email marketing and how you can use it to your advantage.

Of course, learning to make use of email marketing as a strategy for a progressive business starts with the basic knowledge of what it is all about. We will let you through that as well. We will discuss whatever there is about email marketing to help you understand what its benefits and drawbacks are; what its strengths and weaknesses are.

To put it simply, you have purchased the perfect e-book if you are engaged in or planning to get involved into the online business industry. Whether you are part of an affiliate program or you maintain your very own website that offers products and services, you will surely find the right cues by reading this e-book.

Email marketing is one of the cheapest ways of persuading prospective clients and customers to look through your business. It is also the most effective way to get return customers. Email marketing definitely works efficiently in combining your efforts of putting up a business operating online with success. It is one of the best marketing

alternatives there is to get through your communications to the other end, which would easily translate into sales and high website traffic.

If you are so eager to make money out of the Internet, so are we. Start leafing through the pages of this wonderful e-book and for sure, you will get money-generating results in the process. Reaping Success from Email Marketing will show you the way towards transforming a thriving home business into a successful livelihood source.

You do not need to tie yourself up with a boring nine to five job if you have a blooming online business, right? That's what this book is geared towards. Its very objective is to unveil the secrets of an effective marketing communication method that will help you come out on top of the numerous competitions your way. Remember, you are not the only one out there who is looking to reap millions out of the Internet. There are many businessmen who like you, have discovered the potential of the Internet as a source of income. Aside from competing with the best of them for the attention of the buying public, there lies the fact that you need to stay afloat, at the very least.

Reaping Success from Email Marketing will help you not just to stay afloat but making money while you are. It will help you realize that being successful with an online business does not have to cost that much money nor effort. It takes just a little bit of knowledge of the available resources and of how you can make use of them.

So sit back, relax, and savor every page of this e-book. As soon as you finished reading this, start making money by putting the concept into reality.

Chapter 1: Email Marketing, Discussed

Email marketing is a marketing method that makes use of emails. Commercial goals in this case are realized by sending out emails to anyone and everyone who might be relative to the success of the business. Email marketing has well defined objectives including obtaining a beautiful relationship with an enterprise's previous or current customers, establishing familiarity among prospective clients, and just advertising the offered product or service of a particular website.

There are three main classifications of email marketing. The first one is a direct email. In a direct email, advertising is done by writing a promotional piece and sending it out to everyone. This is very similar to what businesses do to a regular postal mailbox only it is sent out electronically. The second type of email marketing is retention email. Unlike direct advertising on the first type, retention email make use of newsletters or journals that documents what's new, what's hot and some tips with the goal of possibly making that individual who reads the email interested. In retention emails, the demographics of the receivers play an important role. The sender need to make sure that the information on the newsletter is applicable to the person who will actually receive it. On the third type, you get to do advertising by using another business's effort. Instead of producing the newsletter yourself, you can pay someone to just put an advertisement of your company in the newsletter it sends out to its patrons. In this case, you can easily find newsletter makers who are in the business of freeing up a space for interested advertisers to come in.

The cost of email marketing depends on how creative you are in finding the resources that will help you realize your established goals. There are software programs to purchase, advertising spaces to pay for, and in some cases, manpower to provide salary for. All the amounts you will spend for all those can be adjusted according to your skill, knowledge, and resources.

But no matter how much you will be required to expend on email marketing, one thing is for sure and that is, you will spend a little lower than you actually should when marketing your online business in another manner. Email marketing is very cost effective. It is friendly to online businesses that are just starting including those that are working on a minute budget.

Then again, marketing through emails can be quite tricky. You need to be absolute, therefore, of your goals and of the things you need to do to enjoy the advantages of email marketing. You must know exactly where to come for resources that will lead you to the cost efficient way of promoting your website or online business.

Email Marketing Benefits

Email marketing as a communication method for businesses to reach their audience is one of the most effective, most inexpensive, and most creative way. It offers many advantages, which lead the marketing people to look through this alternative.

Indeed, marketing communications as a way of promoting a business is at its best when done electronically nowadays. Not many people have the time to open a letter from the mailbox and actually ponder on it. When it is delivered on the electronic mailbox, however, it becomes more convenient for anyone to take a peek and see anything that would interest them. Otherwise, the mail will end up at the trash. Trashed or not, what is important is that the material you worked so hard for gets a better

chance of being viewed as opposed to when you print it on ink and paper. Getting that chance equates to the opportunity of increased sales and traffic, which means your business gets more promising with email marketing.

In the commercial world, email marketing sounds supreme. That is because it has been remarkable in providing support to every kind of business there is with a good percentage of returns. Hitting the target is no problem with this marketing method because you can use a mailing list of specific demographics as your respondents here. You are wasting no money to reach your preferred audience if you obtain a mailing list of your potential customers.

If done the proper way, email marketing can give you back the amount of your investment. And it is not so hard keeping track of how your business is doing with this tactic. There are available resources that will help you get feedback instantly and in an accurate manner. Email generated advertisements are worked through mechanisms to show off whatever kind of responses the email recipients have displayed. You can easily measure how well email marketing is doing to make your business grow.

Email marketing is also inexpensive compared to other methods in a lot of ways. For one, the cost of embracing the tactic is not that much as mentioned earlier. Email marketing requires a little less amount than other marketing strategies available. All that you need to spend for is the software to get through email directories, a creative and skillful individual to produce the newsletter or advertisement, and the costing for sending out the emails. Unlike other strategies, email marketing also slices a good amount off generating repeat customers. Sometimes you just need to maintain your popularity to keep the customers coming and coming back for more. That's what email marketing can do at a very low price. It can help maintain your customer's familiarity by

keeping them updated of anything and everything that occur within the company without having to spend anew.

At this point in time when Mother Nature is clearly showing off signs that it can no longer contain the drastic workings of man, it also helps a lot that email marketing promotes the go green campaign. Email marketing does not make use of ink and paper. It saves up on mankind's everyday trash that ails Mother Earth further. Interested people look at newsletters and mailed advertisements as trash. As such, they are basically translated as unwelcome additions to the garbage that the environment has to deal with everyday. In case of email marketing, interested individuals can trash the newsletter or mailed advertisement and still not make any offense to the environment.

Email marketing also poses a potent advantage against other website marketing techniques. As opposed to direct advertising done through websites, advertisers enjoy a better chance of getting views through email marketing. That's because they do not have to go to a specific website to see your message. They just have to go through the email messages they have received. Typically, a person opens his email several times each day either to send or check on new messages. That frequency is also relative to the chances of your promotional copy to be viewed.

The period of time for email marketing to reach through a specific audience is also notable. Imagine, it takes just a couple of seconds or minutes for an email message to reach the addressee? That means that you need not wait far longer to get your message across. The return or feedback also comes under that particular condition. You do not have to wait that long for your message to reach your audience in the same manner that you do not have to spend a long time waiting for the response to come in. Everything in this electronic age can come instant, affordable, and accurate.

Especially if the email is consented by the user themselves, email marketing works better than any other marketing efforts that you may stumble upon. It is very affordable, very efficient in delivering the message, and very prompt in showing off results. It takes effort, yes. It requires money, yes. All that you need to spend to realize the objectives of email marketing

The Downsides of Email Marketing

It is true that email marketing is an amazing marketing method that businesses of all kinds can benefit from. Then again, it cannot be all good. Email marketing has its drawbacks, too.

The major disadvantage of using email marketing concerns the SPAM issue. Spam is unsolicited bulk email that is punishable by Internet laws. The abuse that some web administrators do over the power of interconnectivity has a lot to do with how well email marketing performs. Some people just don't know how to separate legitimate email marketing from spam.

In some of the cases, legitimate email marketing gets trashed for impressions that it could be spam or just falling at the bulk folder altogether. In that sense, email marketing has lesser chances of getting viewed and the message it contains barely reaches the audience. It does not help that email services such as Yahoo Mail, Gmail, Hotmail, and the others show messages in totally different ways. It adds to the confusion. According to reports, a little over 50% of email marketing is delivered to the inbox of specific recipients, another 20% gets rejected, and some 8% ends up at the bulk folder.

More than that, there is the issue of legality that might concern anyone who plans to do email marketing in the future. You see, you cannot just set out emails to everyone on

your mailing list. You have to be sure that you are permitted by the receiver to do so. Legitimate email marketing is all about sending out email promotions to people who have ticked the box that says "I want to subscribe to your newsletter" or "I want to get updates on new releases". Otherwise, you might just be sending out spam, which you will pay dearly for. Spammers are duly punished by applicable laws depending on the country from where you are operating. To keep yourself safe from being tagged as a spammer, you must be sure that you are only dealing with consented recipients. It is important that all those people in your mailing list agrees that they receive email updates from your company, otherwise, you will get yourself endangered for commercial mishaps, which is not good all around.

Chapter 2: Three Types of Email

Marketing

Email marketing is classified under three forms. Those three forms all have a printed counterpart. Each is cut out to serve the basic objectives of a company. Each is laid out to deliver the results the advertiser so wanted. Choosing among the three forms of email marketing depends on the resources and the capabilities of the advertisers themselves and what they think seems fit to the taste of their potential customers. It is very important to choose the applicable type because that will spell its efficiency.

Direct Email

Direct email marketing is basically sending promotional brochures and leaflets to peoples' mailboxes. In the electronic world, they come in as an email. People who, for example, stumbled upon your site, liked what he saw, and decided that he wants to receive email updates from your company can be sent with such messages. Direct email is laid out as a direct promotional activity, persuading people to buy the products available or try the services on offer. In some cases, direct email marketing contains promotional offers, announcement of a new product or service, etc.

Unlike the usual sending out of brochures and leaflets, direct email proves to be more convenient and very economical but with the same goals and processes. Of course, you will need to gather email addresses that agree to receive updates from your company. If you are new in the business and do not have a mailing list yet, you can lend a list from service companies, which will allow you to choose your recipients according to the specifications of your program or promotion.

In direct emails, the layout and the format has to be enticing enough, much like an advertising copy. It has to be peppered with interesting information about your product or service, making the people want to click away the links or go straight to your site and purchase something. To put it simply, you have to be effective in getting your message across through simple words, lots of graphics, and straightforward communication. You need to tickle the interest of the recipient otherwise your email marketing tactic will just end up at the trash folder.

Direct email is applicable to both potential and return customers. Advertisers just have to make sure that the message contained in their communication will work amazingly for them to get the results that they are geared towards. It all depends on how the email is structured.

Retention Email

For others who do not want to appear as hard sell, there's the choice of going for retention emails instead. In this case, advertisers produce, not promotional materials but informative ones geared towards the promotion of the product or service the company carries. Although newsletters contain promotional messages, they have that long-term appeal because of the entertainment and information contained in them. The advertising part comes subtly so that the receiver does not feel that you are merely selling them your product or service. You are helping out to make their life better and suggesting some products they could use along.

Newsletters are more appealing for some because of their readability value. For as long as you produce significant material for your specific target market, you can be sure that you will be read and will not just end up at the trash before you are opened. If you have skillfully injected advertising along with your informative material, you have a fairly good chance of enjoying increased sales altogether.

Again, it all depends on how skillful the material is made. As with magazines or printed newsletters, your email marketing must contain relevant and new information every time especially if you are sending them to the same people periodically. If you come in redundant or senseless, you will fail to get through your communication goals.

People nowadays, with their busy schedules and all, prefer an eye-pleasing reading material over letter-oriented ones. You have to be choosy with your words and graphics to make sure that you will be read. Write short but meaty articles to go along with catchy graphics. That is the only way you could steal some time off people's busy schedules.

People usually consider a newsletter more valuable than promotional stunts. That's because it contains more than sales marketing. They have relevant information in them that is usually significant to their daily lives.

Newsletter Advertising

Securing an advertising space is another option that email marketers have to get their message across. In this case, you just buy an ad space in a newsletter to reach your target market. Instead of making your own newsletter, you can scout for newsletters that you think reach your target audience or relates your own message. If you are in the business of skin care, you can use an ad space in some beauty care tip newsletter.

You will never find it difficult to come across a newsletter relevant to your business. There are many newsletters in existence that is created for just this purpose. To get the best advantage, make sure that you choose the best newsletter that will give you the perfect results. Make sure that it reaches a wide audience who may find your product relevant in their daily lives.

Some people prefer this option because it proves to be more convenient and assures a greater chance of reaching the target market. Of course, you will judge the newsletter according to its subscribers and its content to keep your best interest in check.

Chapter 3: How to Collect Email Addresses

The first step in email marketing is definitely building your mailing list. For some, this is also the most challenging part especially for those who are just starting in the online marketing industry. Gathering email addresses where you will send your marketing communication to can be obtained in different ways.

First, you can seek the help of service companies that obtains email address directories. There are free sites that offer such service and there are also paid services that you can use. This is ideal for starting businesses that do not have a mailing list yet. You have to be sure, however, that you are not about to go illegal with it. In such a case, you have got to take a cue from retention emails. You can find a newsletter that maintains a mailing list of individuals that fit your target market and use it as the recipients of your marketing communication. This is a much easier tactic to avoid getting any legal attention from Internet and government laws.

Second, you can post an email subscribing option at your website and obtain your mailing list from there. For example, at the bottom of the order page, you will put something like "I want to subscribe to your newsletter" or "I want to get email updates about your products". Each customer who ticks the box opposite those statements agree to receive email communications from you, meaning they are interested. You can build your mailing list from there.

Third, you can gather email addresses by creating a promotion, like sweepstakes or something. But you have to do this very carefully. Of course, you would not want users

who will subscribe for a few hours and unsubscribe as soon as they have found they are no longer eligible for the prize. You also have to match your prize with your target audience so as to get quality subscriptions, which you can use for a long term result.

Whichever way you use, keep in mind that email marketing can only be truly effective when you do it as agreed by your recipient. It cannot do as much difference if it is not permitted. Also, you are endangering your post in the Internet community if you do spamming so you better stay away from that idea. Always keep it legal. Keep everything working within the existing laws.

Emailing from Where

It is also a great concern s to from where the emails should come from. With small businesses that cannot pay a service to do it for them, they can use a personal account to send out the emails. This is of course, very dangerous with the anti-spam act. If you continuously end up at the bulk folder, which you naturally will upon sending emails from your account, you will certainly get the attention of the email services. Doing it this way also gives you a limited choice on the layout of your email message. But if you are seriously on a budget and you have a limited mailing list, you could start from this option.

Still, it is much advisable that you use an email software to help you get your message to your target market. This appears official and lessens the danger of your message ending up in the bulk folder. If you have the money to invest, you better do so with an efficient email software because it can definitely make a difference on the end result. Since you have the money to flaunt, you better take advantage of a good email software service. Make sure that it is equipped with all the things that you need and more. Different email software services have different features. Find one that fits your requirements so you do not put your money to waste.

Aside from email software services, there are full pledged email marketing services that are armed with the complete deal. You just have to find the best among them and pick it as your choice.

When choosing free services against paid ones, there is that common impression that you are going for a lesser or a weaker choice. That may not always be true. If you only go deeper on the variety of choices available to you, you will find that with some creativity, you can make a free service do the trick for you. Join into Yahoo groups and get to send emails to everyone on your list. This is but one of the many options available. There are many other sites that offer the same effect under different conditions. Just because you are doing marketing for your business doesn't mean that you always have to spend on every move. If you can save up on some without sacrificing the quality of your campaign, why not do so?

Chapter 4: How to Generate The Emails

After gathering email addresses to be in your mailing list, it is time to start thinking about the email message. This part of the job is definitely challenging since you have to be effective to be sure that your next message will be viewed as well. You have a choice between sending an all-text email or an HTML one, which only gets through email marketing software services.

In case of an all-text email, you can have it done and send out through your free email service provider. Since it is an all-text one, you need to be powerful with the words that you use. You cannot be tentative or boring with lengthy texts that all say the same things. It is important for all-text messages that they are straightforward and lets out the main idea in the first two sentences. You definitely have to be skillful with words when doing an all-text email because it is all that you have there. And oh, don't forget the links. Linking through your website or any other site that would give the recipients of your email more information about your message is important. You see, the email message is but a stepping stone towards what you are truly inclined to do, which is to sell your product or service. Your email recipients have to go somewhere to deliver the results that you wanted.

All-text emails require less effort. They are much easier to make as opposed to the HTML kind. With enough creativity, you can create an all-text email that could make an impact to your subscribers. They are also very cheap to get through the target market. Since they are laid out that simple, you can simply use a free email service provider to send them.

You cannot make use of graphics with all-text emails. Remember that you are limited as to what your service provider can give out and that would be a few versions of text appearances and some smileys. You cannot be too ambitious with your layout when you are doing an all-text email.

Another downside to an all-text email is that it has a lesser chance of getting viewed since it most likely ends up at the bulk folder. Sending out all-text emails repetitively from the same service provider could also get you noticed and be accused of spamming. That is why you must not abuse this option at any given time.

Then, there are the HTML emails, which are complete with text and graphics. This kind comes in magazine-type with all the elaborate creative concepts and ideas filling in a page. HTML emails look like a page off a website and could have the same effect and impact as one has. Then again, the creative mind that will do the email must be at its best condition to make the most enticing, most interesting, and most effective email message. Doing an HTML email is also easy. You can always use some help from regular, everyday programs such as Microsoft Word to do the trick for you.

Some images or graphics in HTML emails don't load and that makes them look spam. That is one of the drawbacks of using such an alternative. They are also much expensive to produce since they cannot be placed through a free email service. You have to avail of an e-mail software to get them to your subscribers.

Making the Headline

The headline or the subject line is one of the most important parts of an email message intended for marketing purposes. As with any kind of advertisements, the title has to be catchy to get enough attention to persuade people to get to the body.

The headline is the first thing that will greet the subscriber's eyes so it has to be interesting enough to create the impression that everything else is. If you fail in exciting your subscriber with your headline, you are a failure altogether.

The first key to making a headline is to not to appear as spam. Do not make lengthy introductions or deceiving statements. The only response that you could get for that is being thrown out to the trash folder or being tagged as spam. In both case, you are on the losing side. Avoid making use of statements that implies the recipient won a prize when he does not or his email is endangered when it truly is not. For all you know, email users have been exposed to such workings and are very well educated on how to deal with them. You cannot persuade everyone to open up with a lie. You might trick a few to open your email message but that is about it. You cannot have return subscribers if you make deceiving or annoyingly untrue headlines.

If you are to include the word "free" in your headline, make sure that it is not used the same way spammers do and make sure that you are truly offering something for free. Since spammers commonly use that word, you have to elaborate when it is your turn of using it or put it in another way that do not appear you are just deceiving your recipient.

One of the most effective ways of making a headline is providing a deadline for a specific promotion. For example, "Free wrinkle cream sample for the First 10 Customers" or "Save up to 20% Discount on Linens Today!". Such statements of a headline, however, are not ideal when you are making your first message. Your recipient will think no farther than that you are misleading them to open up the email only to find junk.

For your first email, it is advisable that you go informative or entertaining first. Establish trust among your subscribers and for sure, they would not mind opening a message from you even if it bears a headline of direct advertisement.

If you are becoming too confused as to what kind of headline is ideal for your purpose, try to avail of software programs that are created for this. You see, the headline is an all-important element. You cannot just make it; you have to create it beautifully to convince your subscriber that your message is open-worthy.

The Body

After making sense with your headline, it is time to make substance with your body. The body text does not have to be lengthy and boring. It can be short and straightforward and make a lot more impact. Consider the fact that we are in a fast paced universe. Not everyone has the time to read a novel-like marketing communication that goes round and round but still says the same thing. If you can get through your message with fewer words, do so. You will be more effective doing that than writing a long message.

When you write the body of your email message, make sure that you have that purpose in mind. All the words should lead as to what that purpose is. Of course, for the most part, advertisers do marketing communications to sell. But let's face it, not a lot of people are interested to be sold with a product they barely know about. That means that you have to offer something more than selling. You have to include some relevant information on your body text. Be creative in weaving your sentences. Starting out with sentences such as "The main purpose of this advertisement is..." is very elementary and boring. Appear as chic and cool as possible with your statements.

Although you are being creative and all, always keep in mind that the main goal of your email marketing efforts is to persuade your subscriber or recipient to take action towards the benefit of your business. Make sure, however, that when you expose your request for the reader to take action, you have established trust and confidence with that reader. You cannot expect a positive result if the request for action sprung from nowhere.

Establishing trust is therefore, an all-important goal that you must keep in mind when creating an email message for email marketing purpose. Regardless how much you ask from your reader, if he has already trusted you, you would surely get your request.

An email campaign has to be informative, interesting and persuasive. Otherwise, you cannot expect it to make any difference in your business. Creating the message is like brainstorming for another magazine issue. You cannot be tentative, you cannot be boring, and you cannot be deceiving. Since you need to establish trust, you need to be always straightforward yet your request for action has to be underlying. You cannot go and be clear cut with your purpose before you establish trust and confidence among your readers. As with anything, you need them to warm up to your idea before you can actually make them bite it.

Mind the Layout

Graphics and sounds are extra elements that you can play around with to be more effective in email marketing. They are not required but if you have the resources to include them in your email message, do so because they certainly add up on the appeal. However, much precaution must be taken when using such extra elements. You would not want to destroy the whole concept of your email marketing effort with a single wrong move.

Graphics and sounds, if ever you will find use for them must enhance your email campaign. They must be brought out to improve your message's chance of getting viewed, read, and acted upon on. If you are not too keen about using such extra elements, ask a professional. A nice layout does so much in the outcome of your campaign. You cannot sacrifice it for anything as it will spell the difference in the end result. If you want to enjoy increased sales or a more successful business, make sure that you make every marketing effort work for you. Using graphics and sounds well and minding the layout of your email message have so much to do with this.

Using the Right Graphics

Yes, it's true. People nowadays cannot take on all-text mails. Something has to interest or excite them to stay on that page. With that, you can make use of your creative mind and pepper your email message with graphics that please the eye.

When using graphics in your message, make sure that they fit the whole idea. Do not use off images otherwise you are losing the purpose altogether. The images or graphics that you use in your email message can come from anything at all. Of course, we are thinking about an HTML email here. You cannot possibly have an endless choice of graphics if you are doing an all text email. It is only with HTML emails that you can be playful with the appearance of your message.

Always choose an applicable image for your text. Remember that you are to be persuasive, informative, and interesting. You cannot put elements that do not go well together. Coherence is the key to get your message reach your target audience and it should always be in your mind whenever you pick out the elements for your email message.

As much as you have to be careful about choosing the images or graphics that would go well with your text, you also need to take extra precaution with their quality. You would not want an image or graphic that does not load, making your email message appear as if it is spam. To be sure, make use of low-res high quality images. If the problem is in the subscriber's system, you barely have any control with that. But at least make sure that the majority of subscribers receiving your email would have it as it appears on your monitor. If it is otherwise, you will have a hard time achieving your goals unless that reader is a longtime customer or a frequent return client.

Playing with Sounds

As with the graphics, sounds are extra elements that you can choose to include or not in your email campaign. It could be quite impressive if you do but if you put it when it is not applicable, your objective is lost. So before you decide as to what kind of sounds to attach to your campaign, establish the need for it first according to the kind of product or service you are promoting, your target market, your marketing style, etc.

If you do find a need for sounds to appear along with your text and graphics, make sure that it is done in good taste. Always include a "Sound Off" option so those who find your sound irritating to their ears can continue reading the message and savor its contents minus the sound.

Effective Email Marketing

Generating the email can make or break your marketing efforts. Do not take this sitting down. It is important that you make use of all the available resources to create a beautiful and effective communication. Email marketing starts and ends with the email message, what it contains, how it affects the readers, what impacts it makes to the sales.

Do not be afraid to seek help from marketing experts if you have a way to do so. Better yet, go around the Internet community. Most of the answers that you need can be found there. Whether that is for a specific software that will do you this and that or some manpower that could help you pull the whole thing together.

It is important that you establish trust and a positive impression among your readers or subscribers so no matter how many times you send them emails, you can be sure that they will open them and read them. If trust is not there, you cannot expect a positive reaction among them. No matter how nice you say "buy this", "purchase that" or "avail of our offer", you cannot extract anything in the positive if your readers don't trust you. Be on the legal, guided side of things, especially if you are new to this e-mail marketing thing.

Chapter 5: How to Monitor The Results

When the process of creating the email and sending it out to everyone in your mailing list, it is time that you measure how well your marketing communication performed or how the people who received it responded. Again, this work is pretty easier nowadays since online help is generously available. You could get help even in getting feedbacks.

Keeping track of the recipient's responses is easier if you are associated with an affiliate program. Usually, a service is provided for through the network itself. Getting feedbacks would not require extra work. This is but one of the many advantages of being part of an affiliate network. Work is just easier because you are not alone doing everything. There are many special features that are bundled. You would not have to worry about other things such as getting feedbacks to guide your future moves.

In case of website owners and developers, they have to employ specific tracking software programs to do the dirty work of monitoring through the number of link clicks, sales, impressions, and leads that have spawn from their email marketing effort. Such a service sometimes comes as a separate program or as a feature of an email marketing service. With the former, this means spending some extra dollars for the tracking operations. With the latter, the email marketing service fee includes that for monitoring the feedback of your campaign.

Keeping track of the results of your email marketing effort is much more complicated than simply monitoring traffic. Website traffic just determines the number of hits your site gets from its visitors. It does not determine how many visitors do how many clicks,

where they are mostly based, whether they just trashed the email or read it, etc. The above mentioned details are very important to you because from there you will base your succeeding moves. Since they tell you how effective or weak your campaign has been, you can easily make proper adjustments according to the responses. That is how important employing a tracking device in an email marketing campaign is.

If you are still clueless as to where to seek help when it comes to tracking the results of your marketing tactic, take a cue from the following list:

- * Atomic Email Tracker. This web service is especially created to track the responses to email messages. It can be used with other mail sending software or with its own and still perform what it is actually expected of. Aside from the stats of link clicks, Atomic Email Tracker is also able to list names and some important details of the recipient. This is very helpful considering how much of a vital role demographics play in a marketing effort. Subscribing to this service basically requires some information from your end and a fee of \$12.85 monthly. If you choose to lock-in for a year, you will only be required to pay half the price.
- * G-Lock Analytics. Unlike Atomic Email Tracker, G-Lock Analytics can only be used with its mother software created specifically for email marketing, G-Lock EasyMail. You just have to create an account, fill-out some form for your details, and the tracking properties of G-Lock Analytics will start working for you. G-Lock Analytics employ tracking links to your email message so every time your message is opened, the identity of the recipient is revealed and you get to know your subscribers better. This way, you will be able to address their needs accurately.
- * EliteEmail.Com. This is another email marketing software that has tracking features bundled with its many other services. The tracking report of this particular server is real

time, meaning you get the vital information that you need after you send the email. Details such as how many of the recipients actually opened the email, which click is popular among them, which particular visitor clicked a particular link, how many email messages have bounced, and more. Aside from all those, EliteEmail.Com also gets to monitor how many subscribers are added to your mailing list and how many unsubscribe each day. You can easily monitor your growth rate and the performance of your email marketing when you use this software program.

* Sign-Up.To. This online marketing solution has a very potent tracking tool that lets you obtain comprehensive information about the people in your mailing list. It will show you how well or how poor your email marketing efforts are working towards your goal by unveiling details such as stats for each and every campaign, the number of recipients who actually open the email message, the links that are popular among the recipients, and others.

Your Tracking Report and Open Rates

Tracking is an important element of an email marketing campaign. Without it, you will never find out if you are ever doing the right thing since the performance of your email message is not measured. Then again, things should not stop with just an email tracking software. You must be keen enough to use any information obtained in the tracking report for future marketing moves. After savoring on the delight of being able to find out how the people in your mailing list responds to your email, you must get back to work immediately to adjust anything and everything needed to keep your growth rate ascending.

One thing that you must remember when reading tracking reports is to never get disappointed. There is always an opportunity to make adjustments to realize your long term goals. After all, your email marketing campaign does not start and end with the

first email message. You must be more focused on your long term goals rather than what transpires in your first try. Email marketing is a step-by-step process. You cannot get everything at once.

An important detail in the tracking report is the open rate. The open rate is the percentage of people who actually open the email message that you send. Those recipients who completely ignored the email, who forwarded the message to the trash folder, and who have wrong email addresses (bounced messages) are not included in the equation. The open rate states only unique opens. That means no recipient was counted twice no matter how many times he opened the email. Of course, you can never discount the fact that open rates are sometimes slightly inaccurate. This is a particular glitch in the system but should never give you a reason to raise doubts with tracking reports because they barely make any big difference.

The performance of your open rate always depends on how well or poor you performed the last time you sent out an email. Experts say a 35% open rate is fairly acceptable but if your previous rate is 50% and you fell down to 35%, that rating is in no way satisfying. As with any kind of marketing strategy, your goal is to always climb up the ladder and not down the ladder. If you see that your sales are increasing, you can certainly claim that your email marketing campaign is performing well.

Improve your Open Rate

No matter what value you get at the start of your email marketing campaign, your goal should always be to increase your open rate the next time. Below are some guidelines to do better:

- * Establish your target audience. Based on the tracking report of your past email campaigns, you can measure what your target market actually looks like. With that

particular detail unveiled, you can create your next emails according to the actual needs and preferences of your target market. You should no longer work blinded. With the tracking report as your guide, you must think out ways to impress and excite your recipients.

* Look for ways to improve your email's impact. As mentioned earlier, the headline or the subject line is the most important element of an email. If you have not been very effective the first time, you should start improving by changing the attack on the subject line. Since you have a baseline from the tracking report, you can start thinking what pleases your recipients and what not. Try to hit the target point blank to get closer to your goal.

* Mind your "from" line. Like your subject line, your from line should be thought out well. Remember that people usually ignore emails that do not look official. A "from" line that is too personal is mostly ignored or tagged as spam. You see, people usually count an email message a spam if it is from a name they are not familiar with. If you haven't established trust and confidence with your subscribers yet, avoid sending emails with a personal "from" line.

* Evaluate your timing in sending the emails. Check out the trends by sending out emails at different days of the week each time. Observe the best day that turns up the highest open rate. Think about what might be the cause. If you think you can adjust to it, do so. But if you think the reason is purely time-oriented, send the email on that specific day to ensure a consistently high open rate. Generally, experts say that open rate is higher during weekends for very obvious reasons. But time trend is different for every kind of business. So you really need some time to study the trend and see what really is best for you. The time to send your emails depends of course, on your recipients as well. After analyzing the tracking report, you should be able to figure out

the usual schedule of your recipients. Aside from time, frequency also has something to do with the efficiency of your email marketing campaign. If you are more effective in doing the weekly or monthly, meaning you achieve a higher open rate that way, continue doing so. If not, do the opposite.

Through tracking, you will be able to obtain a concept of your target market. To make your campaign successful, use the feedbacks and tracking reports as a basis of your next move. Do not repeat the same mistakes over and over. It would be costly and senseless to do so. Learn from your previous mistakes and make sure that you improve on that particular part so as to improve your next open rate.

Chapter 6: Tips and Tricks

To finish off this e-book, here are some do's and don'ts, some tips and tricks, and a few secrets to help you make your email marketing efforts successful.

- * Start off on the right foot. Never do anything illegal. Always stay on the legitimate side of things. If email marketing is something new to you, you better do a thorough research first and foremost. Do not just trust somebody for your fate at the Internet community. Fraudulent acts, even if you didn't mean to commit them, can never do you good.
- * Mind where you obtain that all-important mailing list. Build your mailing list through a reliable source. If you need more than those who agree to receive email updates from you through your website, seek the help of email directories. There is a wide range of service that can provide you with help on this.
- * If possible, personalize your email by addressing your recipients with their names. This way, people feel less likely to be fooled. Some people feel it is worthy to take the risk of clicking away if it addresses them on a personal basis. Depending on your campaign type, you can use either the first or last name of your recipient on the subject line. In such a case, your email has a greater chance of getting opened and read. If you are lucky, you can even translate it into links click and sales.
- * Find ways to get to know your subscribers personally. Seek help to determine their personal details so you can address them personally in your email. Greeting your reader with his name puts a strong impact on return of your effort. That is why anything that would help you put names to anonymous subscribers is worth it. Go out of your way

and send out each of your subscribers a personal email asking them of their names. If that doesn't work, you can make it easier for them to include their names in the sign-up form by making it appear as friendly as possible. If everything fails, you can always count on special tracking software programs that could do the dirty work for you in exchange of some fee, of course.

* Choose your "from" line carefully. Some people, especially if it is regarding an email from someone they do not know personally, prefer a "from" line that looks official. Avoid using your personal email address when sending out the emails. An email marketing service is ready to do the task for you and make it look official as it truly is. But don't worry, you can also use a personalized "from" line. That is, of course, considering that you have already established familiarity among your recipients. If it is the first time for you to send out emails, it would be more appropriate to go official, especially on the "from" line.

* Dollar signs may bring bad news. A common impression is that Internet frauds find their way to the mainstream because people trust that they will bring them money but actually do the opposite. If you include the mention of money in any part of your email marketing campaign, earning them in any way at all, you are doing the surest way of letting a recipient go. Most likely, your subscriber will hit the delete button or worse, report you as spam.

* Be specific with your timing. Timing has so much to do with the effectiveness of your email marketing campaign. On your first take, keep a close watch on the timing of your emails, including the frequency. Once you have determined the particular day of the week that your email marketing campaign is most effective, stick to that specification. Still, it is not bad at all to try out different days of the week every once in a while. You can further strengthen your campaign if you are able to have several samplings. It is

not advisable to send out email campaigns during the holidays. Since people are in relax mode, they could hardly have the time to check on new mails. Email marketing is said to very effective during weekends and less effective when people are busy tending to their day jobs. Then again, every kind of business might have a different requirement. You cannot say that what is good for others is good for you, too. That's where the benefit of tracking feature comes in. Through it, you can weigh what you need to do and what you should refrain from doing.

- * Avoid the waste in mistyped email addresses. A well-built mailing list is very important in any email marketing campaign. Every mistyped email address, therefore, is a big lost on the advertiser's part. To save yourself from this, better create a retype option when you ask for email addresses. This way, you will not have to wonder why your emails keep on coming back. It would be much harder to guess the misspelled part of the email address than requiring the extra effort of typing the email address twice.
- * Do not attempt to correct an email address if you happen to stumble upon a mistyped one. Remember that email addresses are very delicate and personal matters. You cannot just give out a hand to fix them in any way just to get your message through. As annoying as it may be, you will just have to turn your backs on bounced messages due to misspelled email addresses, no matter how obvious they may be. Take out that address from your list rather than tempting yourself to make a move that could earn you your place in the Internet community.
- * Set out your goal and make sure that it is attained with every single email that you sent out. For the most part, selling is the main point of an email campaign. That goal will only be achieved if the plan of action you require in your email hits that very target. Apart from exciting your readers or entertaining them, you must persuade them to do some course of action. However, you need to be clear about your request. Drop one

request at a time. This means that putting out a lot of links in one email can be an ugly sight for your readers. Also, make sure that you're not giving out false hopes. Be truthful with your offers. If you say you are giving away 20% discount, make sure that your company is very well capable of. Remember, trust is very, very important!

* Permitted emails only. If you do not want to face Internet laws and every thing else, make sure that you only do one-on-one permitted email marketing. This means that your recipient agrees to receive your communication campaigns. This means that you give him the freedom to turn his back if he no longer wants to receive email updates from you. You can put out the sign-in form for your newsletter in your website or some sponsored pages. As always, be specific with what your readers are supposedly getting themselves into. Permission-based email campaign has been found to be really effective, not to mention, safe.

* Choose well between all-text and HTML emails. As mentioned over and over, every case is a different one. You cannot just adapt the tactic of a business thinking that it might suit your target market as well. Every business has its own identity and that is from where you should base all your decisions in terms of your marketing moves. It does not matter which style you use. What is important is that you are effective in getting your message across. Being able to translate your email marketing campaign into increased sales is highly impressive. Yet it is not always possible, especially when the advertiser was hardly focused about his goals.

* If you do not want to guess, you may ask your subscribers if they like text-based or HTML-based emails better. You can do it by providing them with both two choices as they fill out the sign-in form. If you are doing it this way, be ready with two versions of your email marketing campaign.

* Design your email campaign as you would any of your other advertising copies. Uniformity in your marketing communications is significant for people's confidence and trust. Always give that impression that you are official; that you are dealing with your readers as part of the company that runs the business. Include the corporate character in your communication campaign from the layout and design down to the tag lines.

* Be choosy with your words. Lengthy sentences are a waste of time if they do not in any way deliver the message that you seek to get through the other side. If you can manage with a shorter text, a fewer words, do so. You would be far more impressive that way than going through the loops of language stunts. Avoid using exclamation points in any part of your communication campaign. You can make a sentence work its way with importance and urgency without having to pull out an exclamation point.

* Try out retention emails and linking to other newsletters as part of your email marketing plan. This is quite helpful especially when you constantly run out of other things to say than straight promotion. Other than being persuasive, you also have to be informative to be effective with your tactic. Take advantage of good contents that reach a good number of interested individuals by making yourself counted, even as just a link.

* Grab attention through promotions and competitions where your readers can win something. Freebies are a great way of getting attention. Be careful when you do such kind of promotion, however. Make sure that you can give out what is promised. It is also important that since this is an investment, you will get a high quality mailing list that would give you long term benefits. If your end does not justify the mean, you can forget about this thing altogether.

* Always give your subscribers or readers the freedom to choose. Certainly, they will appreciate you for it. Think about it, you are wasting precious time and efforts with

subscribers who are sticking it out because they have no choice but are utterly uninterested with whatever you say in your emails. It is far better to stick it out with a few, numbered subscribers who always open and reads your message.

- * If you are to avail an email marketing service, make sure that it includes all the features that you need for your campaign to be successful. Depending on what you may require, email services may contain a lot of different things. Make sure that yours is bundled up with the features that agree to your marketing strategy.
- * Learn about spam to avoid creating them. The best teacher, they say, is experience. If you want to learn more about spam messages, see them for yourself. By analyzing spam and how some other people take an impression that they work but do not, you will be able to determine how you can avoid doing them.
- * If you are clueless as to where you can find ideas for your newsletters, try not to look any farther than your target market. Ask your subscribers questions that may lead you to new concepts that you could use for your future campaigns. Better yet, be observant of the questions they have for you. Subscribers' questions are specific according to their very need. Since your goal is to satisfy them and fulfill what they are actually looking for in a newsletter, there is no better source far better than them.

There, we hope we are able to satisfy your mind's cravings for more information on email marketing, how it works and how you can make it work for you. Happy earning!