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PRESENTS

THE
Email Marketing
Revolution
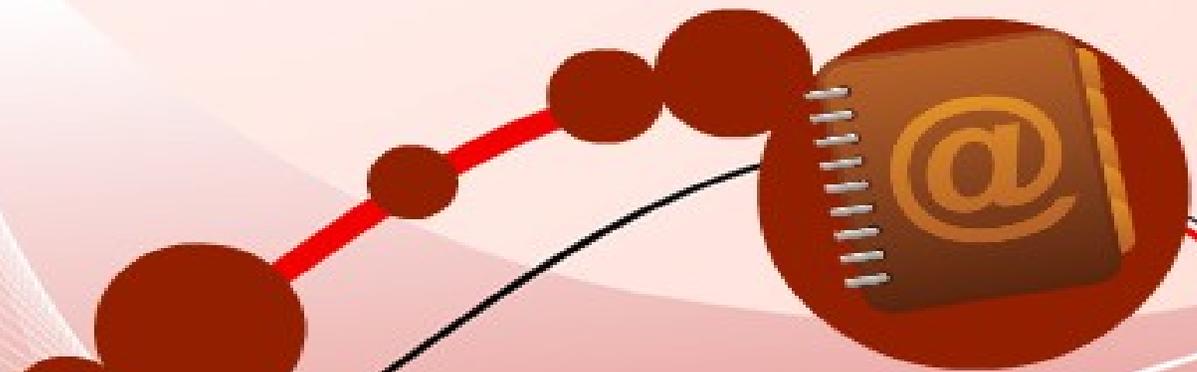
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The Email Marketing Revolution!

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Some Things Are Better Left In The Past

There is a wide variety of direct marketing methods you can explore in looking for ways to get the word out about your business and eventually get people to like your products or services.

One of the not-so-saturated ways of doing direct marketing is one that's called email marketing. Email marketing is the use of email or electronic mail to communicate with previous, current, even potential customers.

There are many reasons why companies prefer email marketing over other types of marketing or use it in adjunct with other types of marketing. Such advantages include:

- It is a low cost way distributing information to a targeted group of potential customers.

- It is an active method of doing marketing as opposed to a website that only waits for its customers to visit.

- It's a relatively environment-friendly way of marketing because it doesn't involve the use of paper.

It's quite easy to implement. Following these tips will almost ensure that everything goes well in your email marketing campaign.

1. Get an effective list. This can be done in different ways – renting a list, building your own list or hiring someone else to build your list.

2. Create compelling content to inform and convince your customers.

3.Choose a good Email Marketing Service (EMS).

4. Ensure the proper delivery of your email campaigns.

5. Track your campaign.

Tracking down your e-mail campaign will do just that. It will measure how well your campaign is helping your business. The key questions you need to ask are the following.

How many people have actually clicked through your e-mail message?

How many of those visits became leads?

How many of those leads converted to actual sales?

And the answers?

How to Track Your E-mail Campaign

It can actually be a challenge to measure your e-mail campaigns success in promoting your products or services.

Here are some tips to help you track down the effectiveness of your e-mail campaigns:

1. E-mail or Product Association. Associate your e-mail messages with a particular product or service. This will easily help you trace which campaign ads are actually selling and which e-mails are not.

2. Links in E-mails. Another way to track down your e-mail campaign success and, at the same time, build a mailing list to include the link of your website in your e-mail messages. Have them fill out a form that tells you where they heard about your site (whether through e-mail messaging or another means). This will help you know how successful your e-mail campaigns are.

3. Landing Pages. Make landing pages for your e-mail campaigns apart from your website. Create a script that traces hits to your URL landing pages and redirects this script to a single landing page. This will be recorded by your web server and will track down the number of times your pages have been accessed.

4. E-mail Marketing Service Providers. You can also employ e-mail marketing service providers to track down statistics for you. Here is how they work. You will give them the link to your site so that they can include you in their database. Then, they will provide you with a redirect link that will enable them to track down the clicks you get then send your visitors to your page. It happens in a few seconds so it is hassle-free to your visitors. There are a lot of statistics that can be given to you in a report such as how many times your e-mail has been opened, the number of recipients that opened your message the clicks to your URL, and the like. So, these are for the most part, some of the most important statistics you will need to know in order to check the success of your e-mail campaigns.

Is It Right for Your Business?

Just imagine how far the humble e-mail has come. Some years ago, e-mail was just used to send messages back and forth. These days, they are an important part of communication, learning and business. E-mails are now used to convey thoughts and ideas, build businesses, recruit members, sell products and services and create a means with which people can close business transactions. With e-mail marketing solutions, people are able to accomplish more in just a few simple steps.

E-mail vs. older marketing techniques

The convenience and efficiency offered by e-mails have made them the hands-down favorite of many businesses. Compared to more traditional means of marketing such as direct or snail mail, physical banners, promotional structures, trade shows and public relations, e-mail is much faster, convenient to use and cheaper. In fact, in a 2006 survey regarding Business-to-Business (B2B) Marketing Effectiveness, people ranked e-mail No. 3 as a technique in marketing. This is an indication that more and more people are utilizing e-mail as a means to conduct business.

Advantages to using e-mail marketing solutions |Brand building

E-mail marketing is capable of helping a business owner build his reputation or brand the easy way. E-mail marketing has a wider reach compared to other techniques and it also provides for a faster exchange.

Compatibility with network or MLM marketing and other Internet-based businesses.

E-mail marketing is also compatible with the prevailing business models currently in use today, particularly those that utilize the Internet as a medium. Businesses such as affiliate marketing and network or MLM marketing conduct the majority of their communications and business transactions via e-mail. It is also a technique that is easy to adapt and offers flexibility of use.

Less expensive than constant paid advertising

E-mail marketing solutions also offer a cost effective method. Any internet marketer will agree that all it takes is an Internet connection and your own website and domain to start communicating with customers and suppliers. The results are immediate and feedback is lightning fast.

Business owners can also choose to purchase computer programs that offer e-mail marketing solutions. Even with the additional purchase, there are plenty of functionalities that make these programs relevant to the bottom-line.

Personalized delivery

Another advantage to using an e-mail marketing solution is personalization, something that proves inconvenient and expensive when used with traditional marketing methods. Internet marketing guru Seth Godin calls it the 'most personal' form of advertising currently in use today. With e-mail marketing, a business owner is capable of sending out customized messages and uses targeted marketing. And since it is convenient and cheap, it makes sense to use it more frequently. Imagine how cumbersome that would be with older marketing techniques.

Encourages the best practices.

E-mail marketing solutions as a technique in sales and business promotion have been abused before and they are, in fact, still currently being abused. Unscrupulous individuals and companies have used this technique to bombard unsuspecting e-mail users with spam mail. The problem here is that it encourages people to be wary and mistrust even legitimate campaigns.

The current challenge facing internet marketers is how to use e-mail marketing solutions in such a way that they pass anti-spam techniques. As a result, the standards for sending messages and promotional campaigns have been raised, encouraging the emergence of best practices and improved content. These days, it's no longer enough just to send out e-mail messages informing people about a company, brand, product or service. Internet marketers now have to choose their strategies carefully to make sure they are adapted to the current standard of using e-mail for marketing.

eMail Marketing Strategies

When doing email marketing, it is important to drive traffic to your site. And to do this, you must create an email list that will serve as the recipients of your email. Promotional emails should be read by a target group of readers and the list should be built effectively.

The main point here is to know the proper method in building this email list to be able to launch your email marketing strategies more effectively. What are the cue points to remember when building that list before you put them all in the send to destination? Keep on reading if you want to know more.

The problem with building the list is that it is not automatic that the reader recommends your website to his friends. This process takes some time because of the procedure that he has to do before being able to send the site details to a friend. What then should be done to make this automatic?

In order to build an email list effectively, you must consult experts. You can actually buy a program from the internet that will give you tips on how to do these things effectively and easily.

The important thing is to get rid of all those procedural steps so a reader gets to invite their friends in an easier way. All guests to your site should just decide that they enjoyed your page, make a comment and click the reply button.

So how do you create these things in your website so that you can make things easier for your readers? There are some things that you need to know like some basic technical knowledge and know-how on HTML and also ASP. You must know how to use these HTML forms. You should be able to copy and paste. You must also have access to any server that has ASP and CD Mail. Lastly, you must know how to create web pages that have a link to the page that you will send, has the ability to get email information and also, one that can send that email.

The next thing to do is to build your form. To do this, you must first put a link on the page that you want to send. Simply make a <a

href=sendtofriend.asp>. This link will now be clicked by the users that connects to the Send To Friend area. Then make a form that contains the following essential parts: from field; to field; message field and the URL field.

Once a reader fills in the form properly, the email will automatically be sent to all his friends. But the good thing about this is the email address of the user or his friends are not recorded in any way. This means that emails will not turn into nuisances like spam.

All these procedures will be done by your computer automatically once you have laid down the basic information and form. That is because it acts on autoresponders that does all the tedious tasks. The auto responder also lists the traffic so you are aware of how many people visit your site and are actually purchasing your products or services. In other words, the autoresponder will be the most powerful tool of your business.

The autoresponder is an essential tool for any email marketer. Your whole market will literally move around your autoresponder and it will do the majority of the job. This will ensure the smooth flow of operations for your customers and your business. All you need to do is to make up the process yourself and allow the process to build the list of customers.

What is great about this is that once you know the process, the cost is not much. This is the way to go these days. Cost-effectiveness of the program

is what counts. If you know the basic tools and the operations needed, marketing through the internet becomes easier and costless, at the most. The autoresponder is one of the greatest tools you should know about.

Think about email marketing as a business just like any other. You have to stay competitive. The only way to do it is to respond with the latest innovations and reinventions. And of course, most important is to have a good customer base that will respond to your marketing schemes. To do this, you must build an effective email list where you can send all promotional materials WITHOUT spamming your list.

Avoid eMail Marketing Mistakes

Email marketing may be a very efficient medium of reaching a targeted audience world wide. But how sure are you that your marketing efforts will reach its full potential? How do you avoid email marketing mistakes? The answer includes lots of information and a good dose of evaluation. Evaluating your email campaign may cost time, money and energy, but believe me it's worth it. Through evaluation you will determine if email marketing is helping you or not. You will also determine if your email campaign has an impact on the targeted audience.

A lot of problems are encountered in an email marketing campaign. Most of the problems encountered are due to the negligence and failure to evaluate the campaign. Some marketers take evaluation for granted and they

usually end up getting few sales and website visits that won't convert at all. Some do evaluate but at monthly or even yearly basis. They get good results but the results aren't as good as those who evaluate daily.

Evaluating your campaign daily is critical. Your success is determined through evaluation. If you don't evaluate your campaign on a daily basis, your business may fall. Effects like blank results to losing your customers may happen. Not only is it critical, it will give you piece of mind. Knowing that your email marketing is giving you good results and stable sales is better than generating a lot of sales at one time but getting no sales in the future.

Some email campaigns are ineffective because they don't reach the targeted audience. Some make a very fatal mistake; they don't make sure that their email distribution list contains the people who are interested in the products or services that their campaign promotes. Those who take the shortcut by simply purchasing bulk email lists later find out that their shortcut didn't pay off. The reason is the recipients of these purchased email lists weren't interested in their products or services. If this ever happens, email marketing will generate very few sales or visits to your website. On the other hand, reevaluating your email distribution list into a list which includes interested recipients or those who are interested in your products or services will give you good results. You will make more sales and your website visits will skyrocket.

Now think of a situation where the recipients of your campaign thought of your emails as spam. Even if you took precautions and ensured that the emails you sent reached the members of your targeted audience, some may still not take your emails seriously as advertisements and see them as spam because your emails look more like an exaggerated sales tactic. If ever this occurs, the recipient may look for another company to purchase the products or services they need. Usually these other companies are also your competitors.

Another important way of evaluating your campaign is through surveys. Through surveys you will determine the effectiveness of your campaign. Questions such as how they came to know your product or asking them what the customers want to change in your campaign are good questions to determine if your marketing efforts are giving you positive feedback or not.

You could also give surveys through your site or you could include the service in the emails you send. Through this you will determine if the recipients on your targeted list are really interested in your product. If your surveys stay unanswered, it only means you're sending your emails to the wrong audience. Meaning the targeted audience you chose aren't the right ones you sent your emails to.

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Other Email marketing software contain programs which monitor the emails you send and determine the recipients who open your emails and those who just ignore them. Through this program you will determine which ones of your recipients are really involved in you marketing campaign.

Evaluation of your campaign efforts may be formal or informal. Business goals may run through your head, but always consider if your email marketing is working in order to reach this goal. To be sure that your marketing efforts are working always evaluate you email marketing. Evaluation of email marketing will not only inform you or your campaigns status, it will also help determine what your next step in your campaign will be. That's why always remember to evaluate your campaign as often as needed.

eMail Marketing and Spam

Are You Spamming with email Marketing? Explain how spam works and how to make sure you don't cross the line.

Spam has been a common problem for e-mail users. That is why, server hosts are now more cautious than ever to support the complaints of their users. They are using spam filters that will segregate the spam mails from important messages and will ultimately not reach your subscribers. This is especially crucial for internet marketers.

Internet marketers use e-mail marketing techniques that help them in promoting their products or services. They send in newsletters, updates, invitations and other promotional tools to their mailing list to gain potential clients. In e-mail marketing, you need to have a huge mailing list to get just a few clients. But with the use of spam filters, a fraction of their subscribers do not even get the messages they send. How can they get past being filtered as spam?

How to Avoid Being Filtered as Spam

Internet service providers often use automated methods of blocking spam messages. These filters check your messages trying to detect unwanted e-mail messages that come in to their users inboxes. Luckily, there are several ways that you can avoid your e-mail messages being filtered as spam.
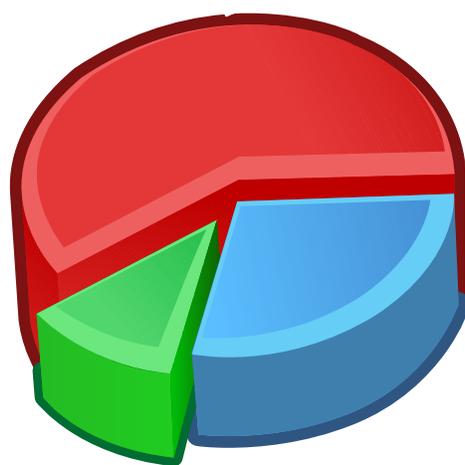
Here are some of the common things to look out for:

Be careful with your choice of words. There are several words that spam filters are well aware of. These include free, download now, click here, buy now, and other words that typically aim to sell. Contents with curses and sex words are also often canned as spam. Avoid these words or alter these words to penetrate through the filters.

You can run your message through a spam word content checker to see if your message is in danger of not being delivered.

(*One trick here is to put in spaces or periods in between the letters of your word. For example: fr.ee.)

Authenticate your IP addresses

This is especially useful for legitimate service providers. When you have a legitimate company, doing this will immediately lessen the number of e-mails that are filtered as spam.

Put in an actual name or e-mail address in the From: box. Dynamic IP addresses alarm spam filters. Using actual names or actual e-mail addresses will boost your chance of delivering your e-mail to your subscribers as opposed to inputting various numbers and letters in the box.

Try to personalize your salutations

Using Dear (the name or e-mail address of your subscriber) rather than using standard salutations such as Dear Customer will decrease the risk of your e-mail not being sent. If you don't have this information, using words such as Greetings will work as well.

Avoid HTML codes and excessive graphics

These too alarm spam filters. This is because spammers often use these codes to hide their messages. The use of plain text will help you go through the filters with ease. Remember though that a lot of empty space on your page can also trigger filtering of your e-mail message.

Avoid text shouting

This is a common mistake of most e-mail marketers. Using a loud style that commands attention will also alarm spam filters. Do not use all capped or multi-colored texts. Also, avoid overusing exclamation points and other bothersome graphics. Less is more.

Tweak your content and title. Another trick that can sneak you in the inboxes of your subscribers is to alter a few words of your title and content to give spam filters a hard time filtering your messages. This will duplicate your messages but at the same time, create a different e-mail as far as spam filters are concerned.

Test your e-mail messages

To be sure that your messages can be sent off, run them through spam filter checkers. There are a lot of spam checkers on the web. These will tell you the possibilities of your e-mails being branded as spam and will give you possible solutions and alternatives in order to increase your chance of delivering your messages to your subscribers.

These are only some things you will have to look out for in creating an e-mail message campaign. If you implement these practices, and come up with a good and convincing message, you will have a much better chance in reaching your subscribers and hopefully translating them into customers and sales.

How to Reach Your Target Audience with email Marketing

Online marketing has revolutionized commerce. It has evolved into one of the most powerful tools in promoting products and increasing sales because it reaches a more massive and global audience. E-mail campaigns have also been used as a media for its convenience and more direct and personal approach. You can promote your products or services by sending out

information and advertising your products or services through the use of electronic mail to a mailing list. The question is, just how successful is your e-mail marketing strategy?

Make sure, though, that you never compromise the quality of privacy you are giving your e-mail subscribers just to get your statistics. Trust is one-word you have to build to maintain loyalty. Avoid issues that would violate your privacy policies as they expect you to secure personal information for your own use only. Remember that these issues can instantly spread to your clients and can lead to the eventual downfall of your business. So before setting up your tracking system or employing an e-mail marketing service provider, review your approach your end.

The effectiveness of an email marketing campaign relies on the content of the newsletter, delivery of the campaign and of course, the targeted audience or the niche market. So how do you ensure that you reach your target audience with email marketing? Read on to find out.

There are different ways to get to your target market, you can buy your list from a trusted list provider, rent a list that an existing lead generating company provides or build your own list. The first two options can be viable if you don't have enough time and you have the funds to get to a list immediately. However, it can pose some problems as well if you are not careful in looking for a company that rents email marketing lists.

If you can, do your self a favor and build your own list or make a list builder develop a list that's definitely in need of your products or services.

So how do you build that targeted audience list?

Identify your target audience before you try to get their attention:

How can you expect a perfect email marketing campaign if you don't know who to direct it to? Either you hire a market researcher or if you have the means, do the research yourself to learn the trends that your target market succumbs to so you can further tailor your email marketing campaign. Use polls or surveys to learn more about their wants and needs.

Put up a website that will entice your target audience:

A well-thought of and designed website can ensure that you only get the attention of your target audience for your products or services. Only use content that will enthuse your target visitors and make the interface of your site very easy to use or user-friendly. Usability is the name of the game nowadays. And if you fulfill the needs of your potential clients with your site, it will be easy to get them to subscribe to your email newsletter.

*Give your target audience enough reason to subscribe to your newsletter:*

To kick off the use of your site, get some registration form posted on your site. Although you can make it as simple as possible, you can throw in

some added bonus in subscribing to your newsletter. You can provide relevant info products that they can't easily obtain from just anywhere.

Send your newsletters like a pro:

In the past, sending out bulk emails to your subscribers was a relatively easy undertaking. That is, until the deluge of spam all over the internet became commonplace. Because of this, internet service providers as well as email providers such as Yahoo and Google are taking a hard line stance against spammers. Legitimate marketers are affected because of this especially since they also send out a lot of bulk mail which some software regards as spam.

Positive results from your email marketing endeavors can be determined by the inbox delivery rate, the "opening rate" and the actual click through. Of course, more than positive results, it is important to look at the overall success of this endeavor. This can be seen in the profit that the business generates. Profits are possible with hard work and perseverance.
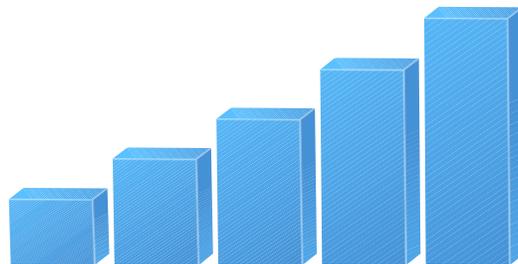
Behind email marketing success are the complex technicalities, including:

Choose a good Email Marketing Service (EMS)

Do-it-yourself DIY e-mailers can no longer do this trick because of the spam filters that ISP and e-mail providers have developed. Because of this, getting the services of a good Email Marketing Service seems to be the only option; this kind of services can give you high inbox delivery rates especially if they are managed effectively. In addition, EMS will send you a report after the email newsletters has been sent out so you can determine how many of your mails were actually opened by your target market.

Unsubscribe from bouncing emails

There are two basic kinds of email bounces including the soft bounce and then there is the hard bounce. Soft bounce means that your mail cannot be delivered at a particular time because of either full inbox or other kinds of temporary bounces. On the other hand, hard bounces occur when you receive messages such as "no user at this e-mail address". When hard bounces occur, it is time for you to delete that particular email address from your list of subscribers because it will just be a waste of time and effort otherwise.

Multi-part MIME

Most ISPs see HTML-only email newsletters as spam messages. So if you want to use HTML, it is recommended for you to put both the HTML and the

text together (this is known as multi-part MIME). Some email software enables you to achieve this technique easily. Take note that while this technique helps only a little in delivering your mail, the result can be significant when implemented together with other strategies.

Minimize your graphics

It is recommended for email marketers to limit the amount of graphics on the emails because graphic-heavy messages can be associated with spam. In this case, the problem no longer lies in inbox delivery but in getting the subscribers to actually open the email newsletter and read its contents. Marketers should be message enhancers instead if they want to emphasize attractive design and graphics.

Ask to be Put on the White list

Many ISPs immediately filter out messages that had been sent out by bulk; these are put into the spam folder. So it is important for the marketer to ask their subscribers to put them on the white list so that the newsletters will be included in the inbox messages instead.

Look into the delivery report

The Email Marketing Service (EMS) provider you choose will send you a report about the number of emails they sent, how many of these emails bounces, and how many were actually opened. However, this information may be to generate so it is important to choose a service that gives out a hundred or so "seed" addresses. This way, you can see any problem with

delivery and it is now possible to determine whether the problem lies with the EMS or the ISP so you can have a better email marketing approach on your next campaign.

How to Market Using Your Newsletter

Whether you are marketing online or offline, one thing is certain; a single marketing strategy cannot be as effective as the combination of two or more strategies. This is because the more marketing efforts you put in, the greater the chance that your business will be exposed to the most number of viewers. However, this does not necessarily mean that you need to use all the marketing strategies you can think of just to get maximum exposure.

It is important to look deeper into the marketing tactics you will use and concentrate on the most effective ones so that resources will not be wasted. Creating a highly successful multi-tiered e-mail marketing strategy coupled with several other types of advertising does not happen overnight; the marketer needs to remember that it takes perseverance, research, and hard-work to achieve success in his ecommerce endeavor.

As you probably already know, e-mail marketing becomes possible when you have a mailing list but it is not enough for you to mindlessly send newsletters to your subscribers. Every word in the newsletters content should be relevant to their needs because otherwise, the newsletter will end up in the junk folder. In addition, some people make the mistake of spamming their subscribers, this is never a wise thing to do because you are abusing their trust and they might end up unsubscribing from your list.

So if spamming is a no-no, how can you effectively reach your market then? Well, everyone knows that there are various marketing strategies they can use but they do not want to spend time and effort on this endeavor because it is difficult and time-consuming. However, for marketers who are serious about their online endeavor, it is recommended for them to use some of the following tactics.

Community participation: By simply commenting on blog posts or participating in online message forums, you are actually promoting your website especially when you put your link on your signature. You will get more traffic in this case and this will ultimately translate to more profits for your online endeavor.

Banner ads: Putting ads to relevant websites can be quite effective in internet marketing. This is particularly true when the searchers are interested in the ad you put up.

Affiliate marketing: It is true that finding good affiliate marketers is now more difficult than ever because a lot of merchants are competing for their attention. But getting affiliates is a win-win situation for everyone so you should try your chances in using this technique.

Link building: Inbound links to your website will not only cause massive traffic to your website, it is also good for search engine optimization. Take note though that you should only get legitimate links because you can be penalized if you join link farms and other techniques that are designed to trick search engines.

Pay per click (PPC): This kind of campaign is very effective because it directs searchers directly to the marketer's website. The setback to this method is the expense because PPC is not cheap especially if you have an expensive keyword.

Offline, it is also possible to combine your e-mail campaign with more traditional media such as using the radio, television, and print media. Even if these strategies do not occur online, it can be highly effective in bringing more traffic to your website and building a good reputation for your company.

Remember that the people who are offline are also the same people who go online to research for information and buy things from the internet. Putting some effort into traditional marketing channels may be worth the expense especially since people still trust companies they hear about outside the internet.

As you can see, combining email marketing with other types of marketing is not only a good idea; it is a necessity for business survival. However, the marketer also needs to be aware that when he combines several strategies together, it may be difficult to evaluate just exactly how effective each marketing campaign is. This situation can be remedied by changing some aspects in one marketing technique while maintaining the others constant. The results from the changes can determine the impact of each marketing effort to the overall performance of the company.

Combining Strategies

How to Combine E-Mail Marketing with Other Advertising

In internet marketing, one of the most important techniques for advertising and promoting your business is through e-mail marketing. It sounds easy enough; send a single e-mail to multiple recipients to inform them about new products and services and invite them to participate in your campaigns.

But this simplicity can be deceiving. The Internet is a vast marketplace, with a more complex market and ever-shifting needs. If you can combine e-mail marketing efficiently with other advertising techniques, you will increase the chances of your success. Here's how:

Identify the recipients.

Sending a batch of e-mails to people is not the way to do it. It's careless, unprofessional and makes you look lazy and desperate. Look at the way advertising is done in magazines. Advertisers and business owners take some effort in choosing the placements for their ads. Ads for home business opportunities and franchises, for example, are best placed with magazines that cater to business-minded subscribers. So placing your ad with a magazine like Entrepreneur is much more likely to reach your target audience. Having your ad posted on a magazine like National Geographic or Discover, on the other hand, would be a long shot.

Find out about the desired demographics of your target group like who they are, what they do, their social group, buying habits and preferences and even buying potential. Your e-mail marketing efforts are much more likely to combine seamlessly with your other advertising campaigns if you understand who you want to sell to. You know exactly what they want and can deliver it.

Identify the purpose of your e-mail.

What do you want your e-mail marketing efforts to achieve? Will you be sending e-mails to inform your recipients about your business or is it to sell a product? You should be able to let people know exactly what you want them to do without performing a hard sell. If the purpose is clear, your recipients are more likely to respond. Never send an e-mail that leaves your recipients guessing.

Pair the theme of your e-mail with that of your other advertising material.

Whatever your advertising materials are, against them your e-mail marketing efforts will mean nothing if your recipients can't find the association. Make sure your e-mail content is the same as the theme or thought found in your advertising materials.

If you're promoting an e-book on forex trading, for example, make sure that is the main subject of both your e-mail marketing and other advertising campaigns. It's important for your recipients to see the connection. Besides, an e-mail campaign will simply reinforce the idea of the ad campaign and target a specific segment of the market.

Have content, real content.

You've been there before and you know exactly how annoying marketing e-mails can be. E-mails that rattle on about ads but rarely appeal to readers. If you truly read through these e-mails, you'll find that underneath all that talk, big words and hype, there's really no value there. Information is in bits and pieces and whatever is presented to you may be even suspect. To your recipients, this type of e-mail is just about as substantial as marshmallow. Their best reaction would be to hit the delete button and never regret it.

If you want to make an impact, remember that recipients and prospective customers want to find real content, especially in advertising and promotional materials. Look at print ads and those you see on TV. Recipients want to see something of value from your e-mails. Provide interesting content that truly presents a topic. And yes, make it brief but informative.

Test your e-mails first.

Don't send out e-mails without first running a test. Choose a small sample batch on your e-mail list and send to them. This is how you'll know whether you get positive results or not. If feedback is slow or unfavorable, you can review your content, re-design it to fit the necessary changes and then send it again.

Make sure your e-mails reach their destination.

Nothing could be more frustrating than sending a marketing e-mail only to have it labeled as spam or worse, ignored and deleted. To avoid having your e-mail marketing fail, make sure you follow anti-spam techniques. Don't use misleading information on your headlines or subject lines and include your real company address. Showing respect for your recipients will allow you to successfully combine an effective e-mail marketing campaign with your other advertising efforts.

Content for Your E-Mail Marketing

Make no mistake about it, when it comes to internet marketing, content is still the reigning king. It doesn't matter what it is you're selling, without useful content, it would be too difficult to stand out from the multitude of other internet marketers who are just as eager to get the attention of prospective customers. Providing content is a proven technique for attracting new customers and subscribers and retaining old ones. But where to source it and how to use whatever content you have? Here are ways to find content to use for your e-mail marketing campaign.

Use your internet marketing business as a basis.

Personal experience is a valuable source of content and many internet marketers have made use of their background in business to market to their prospective customers. People want to learn about your business to establish its legitimacy and this is also a good way to manage your reputation. Pick the topics that you think your audience will find useful and use those as content. They're likely to make more sense and appeal to your market.

Search for relevant topics.

Log on to your favorite search engine and look for topics related to your business. Find popular themes and subjects and take note of what other people have been writing about. Look for popular blogs as well. Most blogs are about opinions but these are often based on news and topics important to a specific industry. Find out what people in blog communities are excited about. Concerns about products, services and the industry in general are invaluable sources, so don't miss out.

Do market research.

Take the issue directly to those concerned. Use a simple survey or take note of all comments and feedback from your visitors or subscribers. Get in touch with the market segment who can be your potential customers or subscribers. If you go to trade fairs, seminars or conferences, use what you've learned here to produce content for your e-mail marketing.

Do you have people who handle your customer service or sales? Talk to them. What they know about your market is important to your business and may be used as subjects for your advertising.

Look for trends, news and prevalent sentiments.

Another great way to find content for your e-mail marketing is to be updated about the latest news in your industry, specifically in your niche. If you're constantly in touch with other internet marketers and business owners, you have a better chance of knowing what's going on. Prevalent topics, issues, concerns and emerging products and services that people constantly talk about are a rich source of content for your e-mail marketing.

Go online and search for news about products related to your niche. Or search out new information from other websites in your industry. You'll find loads of ideas from these sites, along with tips on what works and what your target market thinks. You can then tailor content as you see fit.

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Don't wait until the deadline to source for content.

The ideal thing for you to do is to make a list of content you can use for your e-mail marketing. You can then tap into this source for the best and most relevant topics. If you will be sending out e-mails to your recipients in a few days, don't begin your search now. If you're not the type who can produce effective content for a pressing deadline, make sure you have the e-mails ready several days before launch.

Use your readers and subscribers.

On your website, include a space where you can invite visitors to write down topics and subjects they want you to cover. You're more likely to hit the right spot and your readers will appreciate that you took the time to listen to them.

Write reserve content.

A good idea is too precious to waste. Once an opportunity that you can use for a great e-mail marketing campaign comes along, don't let the inspiration pass you by. Write the content immediately and then store it on a folder in your computer. Write this content in such a way that it will remain relevant to your audience in the future.

In case writer's block or some sort of e-mail emergency occurs, you can tap this treasure trove and have sufficient content to use for your e-mail marketing. Just remember to fill this reserve every once in a while and mark those that have already been used to avoid redundancy.

When to Know It's Working

Once you've set up an e-mail marketing and tracking system, you can begin expecting to receive results. However, what do you do with those figures? Would you recognize what they represent and if yes, would you know how to use them? Better yet, will you be able to identify the indicators that tell you your campaign is effective? Here are tips for recognizing the results of your campaign and knowing when it's working.

Know your standards for comparison.

You won't know how well your campaign has been working if you have nothing to compare it with. Let's say you got 150 e-mail messages coming from your market, confirming that they are opting-in for a subscription. If you don't have the numbers to compare that performance with, how do you know that is a good number to have?
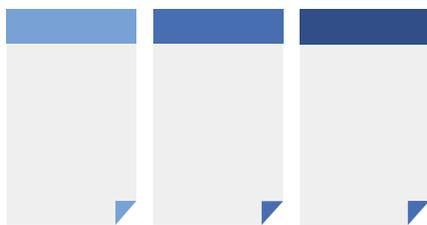
If you sent out 200 e-mail messages prior to this, that response is a pretty good indication of success. However, if you sent out 2,500 e-mail messages, that's not a very good figure at all.

If your goal is to increase your sales at the end of the quarter, for example, you will know exactly whether your efforts have been working or not. Having set the standards with which to compare your efforts will help you determine how well (or badly) your campaign is working.

Set a regular schedule for evaluation.

A sporadic assessment of your performance will not be very effective to determine whether something is working or not. Set monthly, quarterly, semi-annual and annual evaluations for your business so you have enough information to compare later on.

Know how to distinguish results from one marketing strategy to another.

This is important if you are running two or more very different marketing or e-mail campaigns side by side. You need to identify which is which especially if you are using the same recipients. Hopefully, you don't make

this mistake and stick to managing a single marketing campaign at a time. If this is unavoidable, make sure you have a way of distinguishing results from different strategies or efforts. If not, you could end up with an erroneous, inaccurate report.

Identify isolated factors.

Certain factors affect your campaigns. Seasons, events, trends and changes in the market they all contribute to fluctuations in how your customers or subscribers respond to you.

If you send out an e-mail marketing campaign about your affiliate program, for example, just a few days after someone who made millions on affiliate marketing got interviewed on national TV, that could affect the type of response you'll have. What would happen months later on if you send out a similar campaign and there is no good news related to your industry?

What's the impact on your ROI?

Every expense including capital, labor, overhead, facilities; that go into running your business should be a basis for gauging specific performances of certain tasks and campaigns. Set up a system that lets you view how much money goes into a particular effort and then find out if the conversion is enough to cover the expense.

Let's say you've spent $300 on a marketing campaign. Over the course of 6 months, you've only received about $375 in sales. That means, over that

time period, you only sold $75 worth of your merchandise. That translates to a poor showing of earning less than $15 a month, a measly figure, considering the amount of effort, time and money that went into launching it.

If you've set your break-even point and you earned well within the time period, you're doing well. If it takes too long to get your investment back, it's time to re-evaluate what you have been doing wrong.

Find out what your customers are saying.

Customer surveys and feedback forms are important for evaluating whether your efforts are working or not. Whatever they contain, consider them as results of your campaign.

Take a look at the satisfaction survey. If you could design a measurable survey, the better and find out what your customers or subscribers are telling you. How many complaints have you received compared to the kudos and positive reviews?

How important is the segment of your market that gives you the feedback? Do they impact your business significantly or can their comments be disregarded? How useful is your feedback system for bringing in the information you need? Now that you have the results, can you truly use them or do they tell you nothing? Make sure you understand what's involved in your efforts so you'll know exactly when it's working.
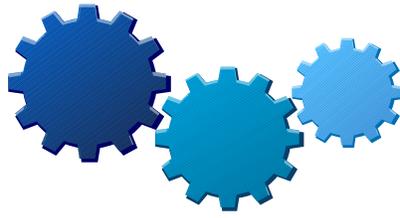
How to Create an E-mail List to Send To

The mailing list is a key determinant of how well your business will perform. Every name and address on that e-mail list is equivalent to one prospective customer or someone who will subscribe to your newsletter, buy your products, promote your services and provide you with some much needed feedback. If you've just started your own business website and want to build momentum online, here are 7 ways to create an e-mail list to send to:

Always use an opt-in e-mail list.

When you're soliciting subscribers for your e-mail list, make sure you make every invitation an opt-in. Never send a marketing e-mail to an address or contact without first asking if they want to receive it. It's not only rude, it doesn't speak well of you as a professional. And your e-mail messages could get branded as spam, something you never want to happen.

For every e-mail invitation you send out, always include a box asking your recipients for permission to include them in your mailing list. In the box, they should be able to check whether they want to receive your e-mails or

would rather not. Also include a Privacy Policy stating that you do not intend to use your subscriber's e-mail address for commercial purposes.

Do these steps before you add the recipient's information to your list. Once they've opted in, only then should you include them in future mailings you will be sending out.

Ask visitors to your website.

At the end of each well-written article, include a line that invites your visitors to become part of your e-mail list. Write something like, 'Would you like more of this information? Subscribe to our e-newsletter.' or 'To receive similar tips and updates, subscribe here.' Then include a link where they can enter their information.

Although not every visitor on your website will sign up, this is one of the most effective ways to capture an audience and create an e-mail list to send to. People who visit your website arrived there for a reason and it would be such a waste if you do not invite them to become part of your listing.

Ask people who have purchased from you.

People who buy your products or services are an excellent segment of the market to tap. They have already shown an interest in your company. Perhaps they want more information or could use some of your advice, particularly if it pertains to your product.

Notice how companies and manufacturers offer you their own newsletters each time you buy their products or request for a freebie? Do the same thing. It helps you get in touch with your customers, obtain their profile and should another relevant product come up in the future that these customers might be interested in, you'll know exactly whom to sell to.

Allow your subscribers to share the good news.

If you send an e-mail or a newsletter to your subscribers, always include a line that encourages them to share it with their friends and whoever will be interested in it. This is a good way to send out an invite to multiple recipients even without knowing some of their e-mail addresses yet. That way, should they choose to forward or share your newsletter to someone else then you also get to cover this potential market.

Create an e-mail list from people you meet at conferences and trade shows.

You don't have to restrict yourself to online mailing solicitations when there is so much more you can do offline. Each time you attend a conference, trade show or fair, let people you speak to know about your e-mail list. Invite those who seem interested in your products, service or company, particularly those who have not made any purchases.

Link up with other websites and newsletter editors.

Another great way to create an e-mail list to send to is to partner up. Go online and search for websites that cater to the same market but take care not to target those that offer competing products or services. Sites that offer reviews of products and services in your industry are a good choice.

You might also want to get in touch with newsletter editors and arrange for an advertising swap. You'll promote their newsletter and they'll do the same for you. That way, you'll be exposed to a wider market segment.

How to Select a Mail Provider

Once you've set up your e-mail marketing system, the next step is finding a reliable mail provider to work with you. Having the right mail provider is critical to your e-mail marketing success and can greatly impact your business, particularly if the majority of your communications and advertising are performed online. An unreliable provider can cost your business hundreds to thousands of dollars, something that you don't want to happen. In today's business environment, selecting a mail provider who is perfect for your business requirements should be part of your marketing strategies.

Advantages of having the right mail provider

If you think selecting the cheapest and simplest plan from the first mail

provider that comes along is wise, think again. That first choice you make will impact your experience. If that mail provider's services are below par, it will reflect how well you do with your online business and how your customers and subscribers will see you.

Furthermore, jumping from one mail provider to the next is not exactly hassle free. It's a nuisance. It means changing to a new program and learning it all over again. There's also a danger that you could lose a number of subscribers during the transition period, not to mention the lost time that you will have to make up for.

And don't think using the free e-mail accounts will suffice. Although a Yahoo!, Gmail or Hotmail account will do well for other correspondences, it doesn't have a good impact for your business. People are less likely to trust a company that uses a free e-mail account and would rather do business with someone with his own domain name and corresponding e-mail address.

When selecting a mail provider, consider the following.

Software

Do your research about the latest and most reliable software used for e-mailing. A typical mail provider will usually offer you graduated products and services in the form of a plan or package. With each plan, you will probably be getting a minimum of one e-mail account.

Speed

The mail provider services industry is highly competitive so it's rare for mail providers to offer slow connection capabilities. Generally, you'll find providers using T1 (maximum 1.5 mbs) or T3 lines (maximum 45 mbs), which should suffice for your business since these give you good connection speeds. Some mail providers may offer ISDN. Although you might find some decent plans here, it's much better to look for faster connections.

Space

Space refers to the memory that will be allowed for your business to use. The average space you should expect is around 5 MB, which is usually sufficient for web pages only.

There is also the matter of space to be used for your log files and e-mail, which can eat up a lot of space, particularly when your business starts picking up. If you will be running a working website along with e-mail and other stuff, you'll need a minimum of about 15 MB. When selecting your mail provider, always ask what types of services are offered with the amount of space that will be allocated for you.

Cost

Another important consideration when selecting a mail provider is the cost. Always ask what types of services are offered in a plan. Mail providers will provide you with different plans and packages, ranging from personal use to business use. Generally, e-mail services for business use are more expensive than personal use but you'll usually get more space at a faster speed.

Check connections, services and system requirements and whether the mail provider offers special discounts. Some companies, for example, will offer you 1 to 2 months free subscription if you sign up. Get in touch with at least 3 providers so you can compare.

Reputation

Always check the background of the mail provider company you will be working with. Do they have a reliable reputation? Do their clients trust them? How long have they been in business? What types of services do they offer and how do these services compare with their competitors? What have been their problems in the past?

Support

When selecting a mail provider, look for one that offers reliable technical support 24/7. This should make their staff available in case something goes wrong. You should be able to get in touch with their help desk and a real live person, not a computer or a Help page. Should your customers

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encounter any problems on your site, you should be able to fix it right away, with the help of the mail provider's technical support. Remember that unreliable service reflects on you and you can only blame your provider for so long.

Exit strategy

A mail provider could sabotage your business in case it crashes or folds up. Sometimes, it could even join a blacklist for some violations you didn't know about. To protect yourself, always ask how soon you can get out of the contract if you so choose.

Knowing this will help you plan accordingly if you need to end the contract prematurely. If you're unhappy with the current service, you could still get stuck. Some mail providers, for example, will keep your business domain name for a pre-agreed period, even after you've transferred to another provider. This will create problems with your customer communications, preventing you from transferring your domain name to your new host. When selecting a mail provider, make sure you know what to expect in case you want to bail out.

How to Set Up Tracking of Your E-Mail Campaign

Whether you're running a business online or off, consider including an e-mail campaign on your list of strategies. E-mail campaigns, when

implemented well, can be highly effective for your business. They're cheap and once you've gotten used to them, quite easy to implement. They could be a very important part of your business strategy, allowing you to tap more customers and subscribers from your target market, expand your reach and increase your sales. And yes, it doesn't hurt that they also help in building your business reputation but that is only if you know how to use them. Here's how to set up tracking of your e-mail campaign to find out if you're on the right track.

Before anything else, plan everything.

Never dive into territory you're not familiar with and don't try a technique you don't understand. Before you can track your e-mail campaign, consider a few things:

>   What you want to track

>   From which segment of your market you want to track

>   What you hope to know or achieve from the results

Make sure you have an e-mail account that will be used exclusively for your campaign.

The worst mistake you can make during the initial stages is to be disorganized. Imagine how difficult it will be for you to determine which e-mail messages give you feedback, which ones are for placing orders, which

ones are from the customer care department and which ones are from your spouse.
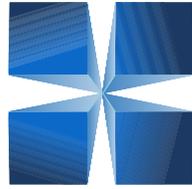
A separate e-mail account will make sure that all replies pertaining to your e-mail campaign will be directed to only one account and that it can be accessed from there. This will prevent confusion on your part.

If necessary, do not use an employee's e-mail address for your company. Just imagine if that employee leaves the job. The account must be something that you or the person assigned for the e-mail campaigns can access. This will also help avoid getting your mails labeled as spam, a surefire way to kill your e-mail campaign.

Use a clean e-mailing list.

If you've had a list of e-mail addresses sitting in your contact box for a few months or a year, make sure to check if they are still active or if they want to opt-in. If it's been a while, your e-mails could land on inboxes of non-existent recipients or worse, very unhappy people. This will help reduce the amount of useless
e-mails you will be sending and you won't be in danger of being treated as a spammer. ISPs will block your e-mails if you send them to multiple

inactive addresses, so watch out.

* Only send e-mails to those contacts that have opted-in. If you have their permission, your e-mail will less likely get deleted.

* Set up a separate landing page that is specific to a particular e-mail campaign.

Don't drive all traffic coming from your e-mail campaign to your home page. When someone who opted to join your campaign reaches that page, he will have to look for the link or banner that will lead him to the appropriate web page. Imagine if they get lost, click on the wrong link or get frustrated. Make sure that when they click on the link; they will be led to a separate landing page with a separate URL. That way, they will be easy to track later on.

Decide on what conversion will be for you.

Ask yourself what you want to happen and what you want your recipient to do. Other than read your e-mail, maybe you want them to sign in as subscribers or to participate in a survey, play a game or buy your products. With each e-mail marketing campaign, make sure to set up the specifications. Again, you can't track what you don't know. If you want your recipients to subscribe to your e-newsletter, for example, every positive response you receive becomes easier to count.

Use and understand a web analytics software.

There are specific things you will need to do and understand in order to set up the tracking of your e-mail campaign. First of all, have a web analytics application installed. This will help you obtain the right data and find out whether your e-mail campaign is working or not.

Look for an application that will help you 'read' the data. You should, for example, be able to mine data from the server log and distinguish which ones came from a generic search, a referral or a paid search. Set standards for conversion, traffic and traffic patterns, search and web referrals. This will help you keep track of your e-mail campaign and determine which campaigns are working, how and with whom.

Pleasing the ISP How to Ensure Your Mail Gets Through

We all hate return-to-sender mails. Every time this error message appears in our Inbox, we are reminded of something that we failed to perform, the time and resources we've wasted and the possible lost business it represents. Worse, it can even expose us as spammers, a label that we do not want, particularly if we are using e-mails as an integral part of our business. If e-mails are a vital component of your business or marketing campaign, here are ways to ensure that your mail gets through.

Keep spam in mind when writing e-mails.

ISPs these days are quite strict with the way they treat incoming e-mails for their subscribers. Just a tiny whiff of suspicion that your e-mail message is spam mail and your mail could get blocked or sent to another folder, never to be opened. To avoid getting blacklisted and labeled as a spammer, here are some tips you should try:

Have your own domain name and company business e-mail address.

Your mail is less likely to be treated as spam if they come from a legitimate company with a legitimate domain name. A free account from common e-mail services such as Google, Yahoo! And Hotmail may be convenient and easy to set up but you'll be viewed as an amateur and not to be trusted. If this happens, forget about your mail getting through.

Always use an opt-in e-mail list.

Opt-in mailing lists are part of permission marketing and should be an important strategy for your business. If you have permission from your recipients, your mail will be viewed as legitimate, along with its content. Sending e-mails to contact addresses who did not expressly give you their permission will not only annoy your recipients, it can also get you blocked.

Use a clean e-mail list.

A clean e-mail list pertains to a list of contacts that contain active e-mail

addresses. If you used an opt-in list that you acquired recently, that should have active e-mail information. Sending mails to dead or inactive e-mail addresses is a very effective way of getting bumped off by ISPs. It will also increase the number of spam complaints against you.

If you have e-mail addresses that are at least six months old and are currently inactive, consider deleting them. Or, you could send an invite with an opt-in subscription to check if someone is still using it.

Never send to an e-mail address you have not confirmed.

The reason here is simple. ISPs and companies specializing in anti-spam services regularly use spam traps for e-mail addresses that have been set up in order to trap spammers. Spammers will think nothing about sending e-mails to these addresses, which is an indication that they do send messages to addresses without permission. Again, to ensure that your mail gets through, use an opt-in subscription on the e-mails you send before using them.

Use the subject and 'From' lines carefully

The subject line should be brief and if you can, use a phrase pertaining to the subject of the mail and not a full sentence. Use your company name,

brand or department in the 'From' box. This will help establish you as a legitimate sender.

Send only to your target market.

Of course, there is nothing wrong with expanding your market and including prospective clients or customers but if you want to ensure that your mail gets through, send to those who are willing to receive them; your target market. By now, you should have already established strategies on identifying and capturing your target market.

Make sure to keep the purpose of the mail in mind when sending out messages. You can't, for example, send a mail selling a product or service to a recipient who only signed up for a newsletter subscription. That will break your unwritten agreement. Make sure your e-mail system is organized so you know which mail came through and which ones got redirected or ignored.

Test your e-mail.

As a last step to ensure that your mail gets through, test it by sending it to e-mail accounts you've set up. Use free e-mail accounts for this purpose and then send your mail there. Next, check how the e-mail accounts received the mail you sent and whether or not there are errors or worse, if the mail got labeled as spam. Should this happen, you can make the necessary adjustments. It's extra work, true, but it can make a significant difference in your campaign.

How to Apply Results | Evaluating Your E-Mail Marketing

Now that you've carefully planned your e-mail marketing campaign and launched it, do you know if it's working? More importantly, do you know why and with whom? These questions should be foremost in your mind when promoting your business. An e-mail marketing campaign may be cheap but it still requires much of your efforts and resources. If you have no way of assessing whether the campaign works positively or not, you will be wasting your time and that of your subscribers. Make sure evaluating your e-mail marketing efforts is part of your business. Here's how you can do it successfully:

Determine which information you want to evaluate.

Chances are, you will have customers belonging to different demographics. Sometimes, their reaction to the same campaign will differ, primarily because they don't have the same background and habits.

Prior to launching an e-mail marketing campaign, try to organize your customers into categories based on specific characteristics or profiles. When this is done, it will be easier for you to zero in on the kind of information you want from a specific segment of your market.

If you have male and female customers, for example, you might want to know why a specific campaign was much more effective with female customers than with male customers. This will also help you track and evaluate the reactions of your loyal customers, new customers and seasonal customers. Later, you can design an e-mail marketing campaign that will appeal to all.

Set the goals and standards with which to compare results.

You won't recognize a roaring success if you don't have any idea of what it looks like. During the initial stages of your campaign, write down the goals you want to achieve.

What do you want your e-mail marketing efforts to accomplish? What do you want your recipients to do? How many responses will it take to make the campaign successful? How will you know it failed? What type of

behavior from your market do you expect? If sales are involved, what's the ideal amount you want to raise? What is the time period? Are your goals short term or long term? If so, how long before you should start your evaluation process to make it relevant?

Set the type of evaluation you want to use.

Evaluating your e-mail marketing can come in different forms. Determine what type of evaluation results will be useful for your business and decide on where and how you will get the basis for this evaluation. Will customer feedback alone be enough or should you include your sales per month as well? Will the number of subscribers who opted-in give you a clear picture or do you need to get this number translate into sales at the end of the month?

Take note of your marketing strategy.

The way you use e-mails for marketing will matter. What are the concepts, ideas and materials involved in the e-mail marketing? Are you merely offering information to drum up interest in your business or are you selling the product or service directly through your e-mails? Are you offering something other than the main product or service or a discount, gift or freebie?

Knowing what comes with the e-mails will help you establish the type of

effect certain marketing strategies can produce. If you send an e-mail promoting your e-book, for example and don't get a lot of response, you might want to change your tactics a bit. Let's say you sent the same e-mail but offered a free subscription to your newsletter with it or maybe a special price or bonus. You can then compare how the response to your e-mails has changed. This is important information you can use in future campaigns.

Let your customers do the talking.

Your customers are the end-users of everything you do in your business. After all, they are the reason you want to evaluate your e-mail marketing efforts. You want to capture their attention, retain their interest and loyalty and offer them a better product or service.

Solicit feedback from your customers through simple customer surveys. Information such as where they learned about your product or company or what they think about what you have to offer will be highly valuable for subsequent e-mails you will be sending. This is your target market talking and while you might have done research to learn about what they want, they are still in the best position to let you know where you should be going next.

Isolate the responses for each campaign.

Always keep a record of how every campaign performed. If you filed it

away in your memory, it won't be long until you forget how and why it worked. Simply write down your notes on a document file or keep copies of customer feedback. You might also want to include the strategies you used for future reference. That way, you will have something to compare with when it's time to make another evaluation of your e-mail marketing campaign.

Our personal favorite Autoresponder Service is **GetResponse**, however many people prefer **AWeber**

There are several others out there that people use, but those are the top two most popular. They are the most popular because they have excellent customer support and training. They also have the highest of reputations that we know of.

We can give you a 30 Day Free Trial on GetResponse Aweber probably has one also…

**Get 50,000 Guaranteed Visitors
To Your Website (targeted):**
HomeProfitsChoice.com

Build An Email List For Free:
HookedOnDigital.com/leads

Free Software With Built In Income Engine:
Creationoffice.com/software

Free Giveaways:
MarketOfMarketing.com/resources/freebies

**Start Your Own PLR Business
[Get 200 Products Free]
High Quality And Updated
Templates - eBooks – Software - Videos & More
With No Obligation To Buy:**
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