



EMAIL MARKETING MASTER

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BECOMING A MASTER EMAIL MARKETER

Do you understand email marketing? If you do not, you do not have to worry just yet. This is because the concept of email marketing is relatively new and many business owners have not started to take advantage of this wonderful marketing tool yet. However, there are some savvy business owners who are already employing email marketing techniques to create additional business for themselves and to gain an advantage over the competition. While not having a great deal of knowledge about email marketing is not an immediate threat to your business, you should start learning about this concept to ensure it does not become a problem for you later as more and more business owners in your niche begin to take advantage of the concept of email marketing. This article will provide information on email marketing which should be useful to business owners who do not have experience with the subject matter.

Business owners should first understand the options available to them in terms of email marketing.

The most common options include sending out mass emails with promotional materials, publishing and distributing e-newsletters and offering correspondence courses via email. The advantage to all of these marketing strategies is the ability to reach a worldwide audience. Unlike traditional methods of marketing such as television and radio ads or print media ads which only reach an audience in a limited area anyone with access to the Internet can benefit from your email marketing techniques.

Mass emails are the most popular form of email marketing. This includes emails which are sent to hundreds, thousands or even millions of recipients at once. The problem with this type of marketing is the potential for having your emails viewed as spam. This is likely to occur if you send your emails to recipients who have no interest in your products or services and have not expressed interest in receiving emails from you.

E-newsletters are also becoming increasingly popular as a form of email marketing. E-newsletters can be a simple or as complex as you prefer and may include text, graphics, advertisements, links or any combination of these elements. One of the first decisions you will have to make is whether you wish to make your e-newsletter strictly text or include graphics in the e-newsletter.





If you are on a tight budget, it may be worthwhile to only include text to avoid the need to hire a graphic artist. You may be able to incorporate graphics yourself but they won't look nearly as professional as the graphics provided by a professional. Likewise you can certainly write your own copy for your e-newsletter but you will likely create a much better impression if you hire a qualified professional writer to create the content for you instead.

Hiring a professional graphic artist and a professional writer may seem like an extraneous expense but it is actually quite important. Your e-newsletter may be the first impression many potential customers get of you and your work so it is important to make sure everything is of the highest quality.

Correspondence courses offered via email is the final email marketing strategy we will discuss. These courses may be either offered for a fee and turn into a source of income themselves or they may be made available for free. The theory behind offering these courses for free is they often contain subtle advertising urging visitors to invest in the products and services offered by your business. Whether you charge for your email correspondences courses or offer them for free, care should be taken to ensure the information contained in these courses is completely accurate. This is critical because potential customers who receive these email courses will be judging your business based on the quality and accuracy of these email courses. If they are filled with errors the potential customer may doubt the quality of your work and seek out the products and services offered by others including your direct competitors.



EMAIL MARKETING MASTER PLAN

Email marketing is quickly becoming one of the most popular forms of Internet advertising. This is because there are many distinct advantages to the concept of email marketing. However, email marketing does have some disadvantages as well. In this article we will examine the advantages and disadvantages of email marketing and will also provide some insight into how to plan and execute an effective email marketing campaign.

Email marketing certainly has a set of unique advantages over other types of marketing both online and offline. Perhaps one of the most significant advantages to email marketing is the ability to reach a worldwide audience with minimal effort. It is certainly possible to reach a worldwide audience with other types of advertising but traditional types of advertising such as television, radio and the print media are not nearly as effective for reaching potential customers around the world all at once.

Another major advantage to email marketing is it is extremely affordable. This is significant because there are many other types of marketing, including Internet marketing, which are significantly more expensive than email marketing. The costs associated with email marketing are minimal. Ideally you will already have a list of email recipients who are interested in your products and services so there is no cost associated with obtaining a list of email addresses. Additionally the cost to send out emails is minimal and can be considered part of your regular operating costs. All of these factors already make email marketing extremely cost effective.



However, there is some cost involved in email marketing. Primarily this is the costs associated with writing the advertisements and creating any graphics which will accompany the email advertisements. This will require hiring a writer to write the copy for the advertisement and a designer to create and implements the graphics. The cost of these services will vary pretty widely but in general you will pay more for writers and designers with more experience. This is because these writers and designers are expected to be able to produce a higher quality of work than those with less experience could produce.

The most obvious disadvantage to email marketing is the possibility of having your email marketing viewed as spam. This is a very important problem because it could prove to be quite costly in terms of the profit margin for your business. Each day Internet users are bombarded with unsolicited emails serving as advertisements. This problem has reached epic proportions and the abundance of spam infiltrating the email boxes of innocent Internet users has to be cautious and suspicious about any email they receive which is unsolicited and appears to be promoting a particular product or service.



Emails which contain subject lines or content which appear to be similar to spam may be automatically transferred to a spam email folder by the email system. Emails which are not automatically deleted may be deleted without being opened simply because the recipient does not recognize the sender of the email. Both of these problems can result in essentially wasted time for the business owner because the recipients are not even viewing the emails advertising the products and services offered by the business. Additionally, they may result in complaints being lodged against the company for being a purveyor of spam.

Now that you understand the advantages and disadvantages of email marketing, you might wonder how you can maximize the advantages to use email marketing to your advantage. The most important factor to consider is your email distribution list. This should consist of former customers who have expressed a desire to receive emails with information and advertisements as well as potential customers who have also expressed interest in more information.



The content of the emails should also be carefully considered. They should certainly highlight the products and services you offer but should do so without appearing to be a hard sales pitch. A writer with experience in writing this type of copy should be able to assist you in providing insightful and accurate copy which also entices the reader to find out more about your products and services. Finally your emails should provide the readers with a call to action. This should be a statement urging the reader to take a specific action such as making a purchase or researching a product.



HITTING THE E-MAIL MARK

Everyday Internet users receive tons of emails telling them to buy certain products or visit particular websites. While these emails arrive in the inboxes of unsuspecting Internet users each day, most of them pay very little attention to these emails. That is because emails which are blatant advertisements are often viewed as spam. Most Internet users have very little tolerance for spam. Reactions to spam tend to range from simply ignoring the emails and having the email addresses blocked from sending future emails to reporting the emails to their Internet service provider for further investigation. We realize many Internet marketers have difficulty keeping their email marketing subtle. Therefore this article will provide some useful information on how email marketing can be kept subtle so it is not viewed as spam.

One of the most important criteria for ensuring your email marketing is subtle and will not be viewed as spam is to provide something of quality to the recipients. This may include insightful articles, interesting quizzes or other useful facts which members of the target audience are likely to find useful. When email recipients realize an email they received is offering them something worthwhile such as knowledge or information about a particular niche subject they are much more likely to spend some time reviewing the email because they will not consider the email to be spam. In addition to using the creation of this copy to convince recipients that the email is not spam, the business owners can also take advantage of this copy by providing subtle advertising. This may include product references in the articles or links to your website throughout the email.

Avoiding language which makes outrageous claims can also help to keep advertising quite subtle. Using superlatives and describing the greatness of specific products is likely to be viewed as blatant advertising. When this happens, it is not likely that website owners will believe there is validity in anything contained within the email because they will believe the entire email is simply one big advertisement for your products or services.

Another way to keep advertising subtle when running an email marketing campaign is to only send your email to those who are likely to be extremely interested in your products and services. This is important because when email recipients receive an email which does not reflect their interests at all, they are not likely to take the email serious and may view the email as a blatant advertisement.



However, when the email is only sent to those who share a common interest the email seems more personalized. In this case the email recipients are not likely to view every product reference as a blatant advertisement because they understand there is sometimes a need to mention products or services.

Finally email marketing remains subtle when the content of the email is written as though it is not coming directly from the business owner. The copy may speak about the products and services as though they are being offered by a third party. This makes the advertising seem more subtle because it does not appear to come directly from the business owner.

Finally, business owners can help to ensure their email marketing efforts are not viewed as blatant advertisements by keeping reference to your own website to an absolute minimum. Most Internet users often view links from one website to another strictly as an advertisement. For this reason it might be worthwhile for business owners who are marketing an email campaign to keep links to a minimum and to carefully weave these links into even the most quite benign copy. The links should be provided as though they were only included to provide you with an opportunity to learn more about the products and not as a way to encourage you to purchase these products. It might be worthwhile to consider hiring a writer with this type of experience to ensure the copy conveys the desired message and has the desired effect on the email recipients.



SKIP THESE E-MAIL MISTAKES

Many business owners who opt to try email marketing make the mistake of believing any type of email marketing is beneficial. This is simply not true; there are a number of mistakes business owners can make when they organize an email marketing campaign. Examples of these types of mistakes may include allowing promotional materials to be tagged as spam, not following up with promotional emails, not being prepared for an influx of customers after an email marketing effort and not marketing specifically to the target audience.



We will begin our discussion on email marketing mistakes with spam. Spam is a problem which is reaching endemic proportions. Each day Internet users are bombarded with spam from around the world. This may include a host of unsolicited emails which are promoting products or services the recipients may or may not be interested in purchasing. A critical mistake business owners can make in email marketing is to issue emails which are likely to be construed to be spam. This may result in the emails never reaching the recipient or the emails being deleted, without being read, by the recipient.

Avoiding the potential of falling into the spam category is not very difficult. It basically involves ensuring your promotional emails contain more useful copy than blatant advertising. This will make it more likely for your emails to be taken seriously.

Another email marketing mistake often made is failure to follow up on promotional emails. Sending out emails to interested parties can be very beneficial but it is even more beneficial to contact these email recipients by other methods such as mail or telephone to answer any questions they may have and offer any additional information they may require. This type of follow up can be much more effective than simply sending an email and allowing it to fall into the abyss of an overcrowded email inbox.

Business owners may also run into the mistake of not preparing themselves for an influx of customers after an email marketing effort. The express purpose of email marketing is to generate increased interest in your products or services. Therefore it is critical for business owners to anticipate an increase in business and be prepared to accommodate this increased demand for products and services. This is important because potential customers who have to wait for products or services may seek out your competitors who are better prepared to provide them with products or services immediately.

Finally a critical mistake made by business owners is to not tailor an email marketing campaign to their specific target audience. This can be a problem because it may result in the email marketing being less effective. Business owners typically make this mistake because they fall into the trap of believing that it is more important to reach a large audience than it is to reach a target audience. You may blindly send your email marketing materials to millions of recipients and only generate a few leads. However, you could send the same email marketing materials to a smaller group of only a thousand recipients who all have an interest in your products and services and will likely generate more leads from this smaller email distribution list. It is not only important to send your message to members of your target audience but to also tailor your message to suit this audience. Creating an email message which will appeal to a variety of individuals is not as important as creating a message which will appeal to members of your target audience.

You will need an autoresponder system to market with email. We recommend www.TrafficWave.net for sending your email.



THANK YOU

Email Marketing
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the Biggest Problem of Writing Email
Marketing Newsletter Content by
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