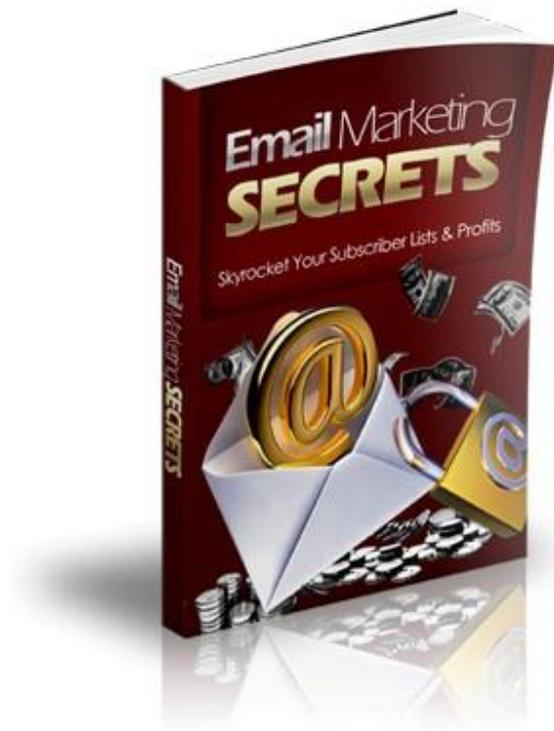


# Email Marketing Secrets



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## **Introduction**

Email marketing is one of the most successful and productive marketing strategies for anyone who owns or operates any type of on or offline business.

It is well known that Internet based companies use email marketing strategies to build businesses, dig into hungry markets, research and survey potential customers and build an online brand and reputation in their markets.

List building involves building responsive email lists of targeted prospects that have chosen to opt into your newsletter in order to receive information regarding a specific topic or niche.

Each time a potential prospect enters in their name and email address, and confirms their request to be added to your list, they are entered into a database that stores their details and allows you to send out broadcasts to your prospects anytime you choose.

Imagine the possibilities of having a highly targeted mailing list and being able to instantly send out promotional based broadcasts to a large, responsive list of targeted buyers.

If you grew a list of even a couple of hundred prospects who were hungry for the information you are offering, you could easily turn this into a method of

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generating passive income every single time you sent out a new campaign.

It is however, very important that you properly structure your email marketing campaigns so that they include specific criteria in order to maximize their effectiveness.

We will cover every required element in the upcoming chapters, so that you are able to construct the highest converting, most profitable email marketing campaigns possible, quickly and easily.

Not only will email marketing help you to build relationships with potential customers and establish yourself as an authority in your industry, you can also use email marketing to promote affiliate products, third party offers, sponsorships and joint venture projects that will further maximize your profit potential, and allow you to network with other marketers in your niche.

Having a solid, highly targeted email list is an invaluable asset as an online marketer, and something that others take into consideration when considering partnering with you.

By following the tips featured within this guide, you will have a more successful email campaign with customers who look forward to your emails and who will

be more likely to open them as soon as they reach their email inbox.

Your open rates will skyrocket and you will be able to generate traffic to websites, landing pages and new launches, on command.

Focusing on building relevant mailing lists will literally change the way you do business online, and regardless how little you may know about email marketing, with a copy of this guide, you now have everything you need to join the ranks of the most successful email marketers online.

*So, without further delay, let's jump right in!*

## **Benefits of Email Marketing**

List building is not only a cost effective method of building an online business and maximizing profit potential, but it's also the smartest way to minimize the time you spend marketing your business and instead, focus on growing it.

List building allows you to **connect with your target audience**, and helps **facilitate the process of an active subscriber becoming a customer**, by giving you the opportunity to direct them to specific products, exploring what your target audience is actively buying, and what kind of products or services they are likely to purchase from you.

Even if you are brand new to email marketing, building your system is exceptionally easy. Best of all, apart from a domain name, hosting account and autoresponder provider, there are also no other start up costs involved in becoming an email marketer.

There are a few different autoresponder providers online, with the top two being [www.Aweber.com](http://www.Aweber.com) and [www.GetResponse.com](http://www.GetResponse.com)

When it comes to choosing a hosting provider, you need to make sure that you go with a service that allows for flexibility and fast upgrades. You can start out with a

smaller package, and as your marketing expands, you can upgrade your account to a larger package.

If you aren't sure what niche you are initially planning to target, this can be a difficult step, because one of the most important aspects of choosing a domain name is making sure that it fits well with your target market, such as incorporating primary keywords, and being as memorable as possible.

*Here are just a few of the benefits from email marketing:*

**a. Customer Relations**

As you build your customer base, you will also be building a relationship with those potential customers, or prospects. The most important part of customer relations is **building trust**.

Your email marketing strategy should include allowing the customers to get know you on a more personal level, which will in turn, will help them relate to you, and eventually trust your recommendations as well as your own product line.

You've probably experienced this yourself when being on an email list from someone in your niche. The more approachable, friendly and direct they are, the more likely you are going to read their emails or look forward to future broadcasts.

First and foremost, you must always be honest with your customers. This is the most important factor in developing and solidifying a good, open relationship with your subscriber list.

You should never advertise a product at a certain price in an email and then have the price on the site set to a higher amount.

This will not benefit your company and will make your customer lose faith in you and your company.

(This happens far too often with new marketers who believe that the most important aspect is getting them to your website, when in reality, staying consistent and honest is the only way to ensure not only initial sales but repeat customers).

Once you have build up trust with your customers and you have established good communication, and open rates on your emails, you must continue to maintain this relationship by keeping up with the integrity you have established, by staying active and interacting with your subscribers.

It's far too easy for your lists to grow cold if you fail to keep on top of your campaigns, and work consistently to maintain your relationship with your list.

**b. Announce New Products**

Any time you plan on offering a new product, an email campaign can give you some insight into the popularity of the product.

In fact, you can conduct all of your market research from your mailing lists itself, eliminating any need to spend time and money surveying your market, to determine potential products worth creating or promoting!

In addition, by verifying that a product is in demand prior to creating it, you can rest assured that your time and effort will be productive, as you will be able to keep a pulse on your niche, and cater to existing demands rather than developing a product that ends up not selling.

**c. Promote Sales**

For offline companies, when your company does find that a product has not been selling well and there is a surplus, you can offer these items in an email sale campaign.

And for online businesses, you can boost up sales by simply offering special bonuses or coupons exclusive to your list.

Anytime you can offer your subscribers with exclusive specials that are only available to subscribers, you will beef up the value of being a member of your list, which will maximize your subscriber retention rate.

Email sales promotions are the best way to keep a happy client base and to also build up a new client base from customer referrals.

When your customers are happy, they will refer other customers to your site so that they can get in on the great deals as well.

Word of mouth is the best marketing strategy, even before email marketing.

By getting your customers talking about your site in a positive manner, feeling a part of a group or community and being given special offers, coupons, prizes and exclusive deals, you will consistently grow your subscriber base every single day, quickly and easily.

In other words, stand out from the crowd and give them a reason to subscribe and STAY subscribed!

## **Different Types of Email Marketing**

There are many different types of email marketing that can be utilized in any marketing campaign covering any niche market on or offline.

As mentioned in the previous section, email marketing is a great way to promote sales for a company, and further establish your brand.

Here are a few ways to do this:

### **d. Newsletter**

The newsletter can be a weekly or monthly email that you will send out regularly. You should always make sure that you send out your email at the same time or day every week or month. This will get your customer used to and looking forward to seeing this email from you.

You will want to include information that your customers can use in conjunction to offering monthly or weekly sales. Make this email fun and easy to read. If your customers enjoy getting your emails every week or month, they will look forward to your emails and will be more inclined to open them every week.

### **e. Opt - In Email**

When you set up your website, you should always add an opt-in email. This will allow new customers to be aware of new products or sales. Opt-in mail also assures a pure email list of customers who want to receive emails from you.

When it comes to setting up an email campaign, you can choose being developing a single opt-in campaign or a double opt-in one.

With single opt-in, the prospect only has to enter in their name and email address to be instantly added to your autoresponder, however with a double opt-in requirement, they must confirm their request prior to being added to your list.

For the most part, professional marketers use double opt-in simply to actively verify subscription requests, and to avoid any possible problems with sending unsolicited email.

When someone chooses to opt into your newsletter, they are sent an instant email that typically includes your giveaway as well as thanking them for subscribing to your list.

Not only will you build a loyal email base, but this is an inexpensive way to build up your email list.

Another form of opt-in emailing is to include a check box in the check out section of your website.

This offers customers a second chance at getting on your mailing list if they missed the first opts-in opportunity. Since adding this second chance does not cost the company anything extra, it should be utilized as well.

With a mailing list, once you have established a relationship with your list, you can request feedback, suggestions and information on what your target audience is actively looking to purchase, what they are interested in and what you could possibly develop that would be a surefire success.

Think about the power behind being able to instantly conduct market research with a PRIME target audience of potential buyers!

## **Email Marketing Success Tips**

Email marketing is not just for Internet based companies any more. Many brick and mortar companies are adding email marketing to increase their customer base.

Many of the large chain department and grocery stores offer email marketing to their customers as a way to offer sales and promotions that customers who do not wish to receive emails would be offered.

Not only does large business use email marketing, but smaller businesses are finding this a great way to increase their customer base and to entice return customers as well.

There is no other medium that can reach as many customers as quickly and cost effectively as email marketing can.

Not only are smaller companies using email marketing to promote products and to keep in touch with existing customers, but they are also creating web pages that will get their products out to the public in different areas of the world that they would not have had the opportunity to network previously.

### **f. Types of Non Internet Companies that Use Email Marketing**

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There are probably more companies than you can think of that are using email marketing. Your local band will use email marketing to let their listeners and followers know when and where they are playing next so that they can keep people coming to their shows.

This makes them money as the more people that show up to each show is more tickets sold.

More tickets sold means more money for the band. Not only that, venues will offer more money to the band if they know that their shows are going to sell out or nearly close to it. This can be used by local bar bands all the way to the top acts in the music business.

Video shops are now using email marketing to let their customers know when new releases are available for sale or rent. They may offer their email customers exclusive waiting lists for new releases that are popular and that will sell out quickly. This gives the valued email customers the opportunity to get a movie that they may not have gotten if they had to wait in line for it.

These are two completely different types of businesses that are using email marketing in a positive and productive way to build business and create a loyal following.

Any business can benefit from email marketing and should begin to utilize this strategy so that they can help their business to grow.

**g. How Non Internet Based Companies Can Create Email Lists**

It is very easy for non internet based companies to create email mailing lists so that they can begin to use email marketing to their advantage.

You can offer a customer the opportunity to get on your email list by having a sign up sheet near the front door of your business or by offering to take their email while the customers are checking out.

You can also offer a business card at the same time you are handing your customer change or make them available at the check out counter. Make sure you place your website address on the business cards. Your customers will then be offered the choice to opt-in when they browse your website.

**h. Stay in Touch With Your Customers**

Email marketing is a great way for you to keep in touch with your clients. You can send out a newsletter that lets them know what is coming up for the month ahead or to advise them of a sale or store closure that may be taking place.

You can also use email marketing to promote specialty items or events that are going to be happening in your shop or for your industry that your customers may want to know about.

Make sure that you keep these emails fun and entertaining so that your customers will look forward to receiving them when they arrive in their email as discussed above.

**i. Email Only Coupons**

One great way to retain loyal online customers is to offer email only coupons. These will be printed out by your customers and can be used in your brick and mortar store. Your email customers will feel special because they are being offered a deal that is not offered to customers who are not taking advantage of the email list.

You can also offer a two for one coupon that your email customers can give to a friend who will then want to become a member of your email list so that they can get in on all the specials that are offered to loyal customers.

As expressed earlier, word of mouth is one of the strongest marketing tools that can be utilized. What a great way for word of mouth about the great deals people get with special deals for email subscribers than a two for one deal?

**j. Offer Opt-Out Options**

It is important that you give your customers the option to opt-out of emails. There are two reasons for this option. First of all, you do not want customers who do not wish to continue to receive emails to get them.

They will not be opened and instead will be sent directly to the spam folder.

These customers will not be inclined to visit your site or purchase your products so why bother sending them an email that is useless to them? This is a waste of your company's money and of your manpower time.

By offering an opt-out, only the people who want to read your emails will get them and you will get business from those customers.

The second reason for having a opt-out option is that you will not be accused of sending out spam to customers who do not wish to receive your emails any more.

As discussed previously, spamming is a serious issue and by offering an opt-out, you will protect your company from being accused of spamming. There are more important issues companies need to deal with besides being accused of spamming.

The opt-out option not only protects your customers, but also your company. It may be assumed that if you offer an opt-out that your customers will use it. Some may, but it has been established that those customers will not be inclined to visit your site again and so this is not a huge loss to your company.

**k. Opt-In Confirmation**

Many times when people are trying to purchase a product that requires an email address to be added will give out a false email.

They may feel that they do not want to be added to an email list. They would prefer to try out your site first and then make a determination over whether to become an email subscriber after they have received their product or service from you.

When you offer an opt-in confirmation email, the recipient will have to use a click through link in order to be added to your email list. This will save you time and money on wasted emails being sent out that only come back as invalid.

When you offer an opt-confirmation, your customer will be more inclined to include an active and correct email address as they know they will have the choice to accept or decline the offer after the product or service was found satisfactory.

You will have an email list that is filled out with valid email addresses and customers who are looking forward to receiving more emails from you.

Finally, an opt-in confirmation email also helps to avoid the spam issue. When your customer has to use the click through to opt-in to your email list, they cannot claim that you are spamming them later.

Since they have confirmed that they want to receive emails from your company it will be hard for them to prove any type of spam in the future.

### **1. Surveys**

Any time you are considering a new innovation to your website, you may want to send out a survey to see if your customers would be interested in the product or if they think it would not work for them.

This is a great marketing tool as you will get a great grasp on what your customers are looking for from you and what will and will not sell.

Before you add an expensive item to your stock, it is best to find out if it will sell well or not. A survey can help you to determine this and will save you a good deal of money in the long run.

Many times companies make the mistake of overloading their inventory with useless items that they end up

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having to sell below cost or at an online auction in bulk. Either way, they lose money that is greatly needed by the company.

Surveys are a great way to follow trends in the market. Many people may not want to complete a survey. Many feel that they do not have the time to take a survey so keep them short and to the point so that your clients will be more inclined to participate in future surveys.

You may also want to add an incentive such as a discount at your place of business for survey participation.

This can be a discount on certain items or on any items that are purchased within a certain time frame. There will be more inclination to participate in a survey if the customer feels that they are getting something for free.

### **Use Strong Email Titles**

You want to make sure your emails get opened and ultimately read.

The best way to do this is to have a catchy title that invokes curiosity and entices potential readers to open the email and explore its contents. If you are offering a sale or special offer, make sure that you include the sale in the title of the article.

The sale item should be listed and you may also want to include the sale price. The customer can then open the email to get the click through link that will lead them to the sale page of your web site.

If you are sending out newsletters as well as sales emails in your email marketing strategy, you should make each type of email distinctive according to the email type.

This will let your customers see the exact type of email that they are receiving without having to open the email to do this.

They may be waiting for the new newsletter to be sent out and may get frustrated when they get a sales email instead. You should also make any special event email titles unique as well in order to grab your customer's attention.

**m. Include Your Customers First Name in Emails**

When you are setting up your email list for your customers, you may want to give them a customer number. This is fine for your own records, but when you are sending out your emails, a number can be quite impersonal.

Make sure your customers know that they are important to your company by using their first names in every email you send them.

This may seem like a waste of time to many who are sending out thousands of emails at a time, but this personal touch can mean the difference in getting a customer to take advantage of a sale or having the email instantly deleted.

Many will appreciate the personal touch and feel like they are getting an email that is dedicated to them alone.

As stated previously, the title can mean the difference between your customers opening and email or not. By using their first name in the title, many will open the email feeling like it is from a friend instead of a company that is trying to market items to them.

#### **n. Respond to Email Queries In a Timely Manner**

Customer service is a huge part of any company. This is also a form of email marketing. When you receive an email query from a customer, you should make sure that you answer this query in a timely manner.

You should never take more than twenty-four hours to answer any query that is emailed to you. If your customers feel like they are not getting quick enough answers, they may take their business to your competitors.

Maintaining good customer relations by answering emails in a timely manner will help build trust with your customers.

As discussed earlier, trust with your customers is paramount to any email marketing strategy. A satisfactory answer in a timely manner will show your customers that you care about them and want them to remain customers.

They will be more inclined to purchase from you again if you offer them great customer service in return.

**o. Simplify the Process**

Make sure the emails you send out are informative without being too complex.

If you keep it simple, you will have no problem getting your customers to understand what you are trying to say. Do not dumb it down too much, or you may insult your clients, but be informative without being condescending.

Stay direct and to the point when composing your emails. Do not let your ideas jump all over the place.

Stay focused on one topic at a time or one sale item at a time. If you jump around when writing your emails, your clients may become confused and not get the gist

of what you are trying to say. This may keep them from missing out on a great deal or offer you have for them.

The point of email marketing is get your products sold and your website visited.

When your customers can easily follow your presentation, they will be more inclined to purchase the product offered.

You should also make your emails entertaining. There is nothing wrong with adding a bit of humor to your emails if it is appropriate. Many people enjoy a chuckle and will open your emails for no other reason than a good laugh.

**p. Keep Your Database Clean**

Every three or four months you should run email reports to see who is opening your emails and who is not. Those who have not opened one email in an entire year should be removed from your email list.

These people are probably placing your emails in their spam folder and therefore are not reading them. Remove them from your list so that you are not wasting money sending emails to a spam folder.

You will be able to keep the customers in your data base who wants to get your emails and who are actually reading them as well. You may want to also remove

those who are not using the click through links to purchase products as well.

This can be a mistake as these customers may simply be accessing your site directly from the internet and not through emails. They may be active, simply reading the emails and then taking advantage of the offers at a later date.

**q. Keep up to Date with New Email Technology**

Many industries technology expands and grows very quickly. This is also true with email marketing. It seems like every month there is a new product or software that makes it easier for the business owner to conduct email marketing.

It is highly probable that your competitors will be utilizing this new technology and you should as well to keep up with the competition.

This technology can enable you to optimize your email marketing strategy so that you can send out the most emails with the least work.

Some of these types of programs can help add first names to emails for those who wish to implement this tip offered earlier.

There is software offered that can analyze your competitions web hits and allow you to see where customers are spending their time on their websites.

This will help you to optimize your website and can offer the possibility of acquiring new customers as well.

#### r. **Email Reports**

There are programs offered that analyze your website and offer email reports that can give you useful information. These types of reports will allow you to see where your customers are spending their time and when they are utilizing certain aspects of your email marketing.

One type of report will offer you the click through rate on your email campaigns. If you offer more than one click through link, each link can be analyzed separately so you can see what products or services are being accessed the most and which ones are not getting any traffic.

When you are setting up future promotions, you can use this data to determine future sales or free offers that you may want to make.

You will also be able to see how many people are opting out of your email list in a set period of time. There may be a marketing strategy that you tried and that did

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not work and caused people to opt-out. Learning where you have made mistakes will help you to not make the same mistakes again.

This is an important aspect of email marketing strategy.

You can also use these reports to see what type of emails are being opened and read and which ones are not. You can then change your email content to make sure that all of your emails contain content that is relevant to your readers.

Using email reports can help you to optimize your email content so your customers will want to continue to receive them and your open rates will skyrocket.

Remember to split test your squeeze pages and campaigns, so that you are consistently tweaking and improving them for best results!

## **Common Email Marketing Mistakes**

While email marketing is a great way to stay in touch with your customers and clients, there are many common mistakes that companies make that can cause a loss in customers.

Learning what not to do is as important as knowing how to optimize your email marketing plan.

By learning these common mistakes and avoiding them, you will keep your current customers happy and you will also increase your customer base. Your customers are your most important assets so you do not want them to be the recipient of email marketing strategies that they may not appreciate.

This can also ensure that your company stays within the moral and legal boundaries that are not so widely known by new Internet business owners.

Many new internet companies, in their desire and excitement at getting their business started can make these simple and common mistakes that, at times, can be disastrous to a company and can some times lead to financial ruin.

### **s. Sending Too Many Emails**

This is the most common mistake that a company can make when it comes to email marketing. Your customers do not want to get two or three emails a week. Some companies send that many out in a day. This can lead to the customer adding your email address to their spam list.

When this happens, they will have no chance to receive the emails that they may want to see. You will not get any click through activity that will increase sales if your customers are sending your emails to their spam folders automatically.

When you overload a customer's inbox, this can create too many emails for a customer to read. They may not always send your emails to their spam, but they may not read all the emails you send out either.

They may simply delete them as bothersome. They may open one once in a while if the title appeals to them, but the bulk of the emails you send will not be read and you will be wasting money and time.

Instead, send out only one or two emails a week with one larger newsletter a month. The emails that you send out each week can have special offers or sales that will entice your subscribers to read the email.

Make sure you keep them entertaining to keep your customers opening them when they are sent out.

The newsletter can be a bit longer and should contain all the specials for the next month. You can also add tips and tricks that the customers can utilize when purchasing your products.

For instance, if you are selling knitting supplies, each newsletter can contain a free pattern of the month. They will then want to go on your site to purchase the thread so they can make the new pattern you have offered them.

Each month they will be excited to get the next instalment and will be more inclined to use the click through link to purchase more products.

#### **t. Selling Answers**

Many internet based companies make the mistake of selling answers for email addresses. One way this is done is the process of having a frequently asked questions page that requires a customer to sign up for before the answers are given. The customer will only get the answers if they send in their email.

Another way this is done is by offering a portion of the answer or tip the customer is seeking and then when they have opted in to the email list, they will be directed to the full answer page.

Again, for the reasons stated above, this may not be the best strategy for building a customer email marketing list for most companies.

The customer database that you create will not be entirely targeted either.

What this means is that you are going to have a plethora of customers who only entered their email to get the answers and a good percentage of them will spam your emails away or just delete them when they get them. They may also opt-out, or request that you stop sending them emails, as soon as they have the answers.

It is best to use different methods such as the opt-in option to create your email list.

This way you will have a solid data base of clients and customers who truly want to receive your emails and who will be more inclined to open them and use the click through option when purchasing items from your internet based business.

#### u. **Spamming**

This can be one the most common and also the most dangerous of all types of email campaigns. You should never take part in any sort of mass mailing deals that are offered online. This is considered spamming and is highly frowned upon by the internet community.

Many new companies make the mistake of thinking that they can send out as many emails to as many people as they wish and that it is perfectly reasonable to do this. There are many scammers that offer mass email lists to companies for a price.

The make claims that it is perfectly legal to do and these companies are highly successful.

The problem is, spamming is not legal in the internet world. While there are no agencies that regulate internet content, spammers who are caught do face severe repercussions that can cause the termination of their business websites.

When a spammer is reported to a web hosting company that is responsible for uploading the business' website, the web hosting company can shut down that web site permanently.

If you purchased your web address from the same company, they may have sole ownership of it and may reclaim so that you can not use it again until they decide to sell it.

Many people who open web based companies spend a good portion of their marketing budget on the actual website. This can run into thousands of dollars if they also added high tech keyword optimization and other bells and whistles to get to the top of the search engine lists.

Because of this, losing your website address can literally ruin a company who may not have the money to expend on another website and website hosting company.

Do not use this method if you do not want to lose your company.

Not all companies who use spamming non list customers lose their companies, but why take the chance with yours? It is much easier and more cost effective to send emails only to those who genuinely wish to receive them.

It is much better to have one hundred loyal customers who will read your emails and shop at your store than it is to have ten thousand people sending your emails directly to the spam folder.

**v. Sending False or Incorrect Information in an Email Campaign**

Always make sure that the information that you send is one hundred percent accurate and that any promises or deals that you have offered you are willing to follow through on.

It can be easy to send out emails offering great deals to your customers to get them on your website. But if once they are there and the product is not available or

if the price has not been modified properly, you can lose a valued customer.

There may be the select few who will contact customer support to see why this issue occurred, but in the long run, your customers will lose confidence in you and your product if you do not keep your word.

Always make sure you have plenty of a sale item offered in an email campaign and make sure that the product is listed for the sale price so that your customers will get the price you promised.

You will also want to double-check any information or news that you offer in your newsletters. Sending outdated or the wrong information is also a great way to lose customer confidence.

Make sure you have a fact checker who can make sure that all of your email content is current and correct. This can be a third party who has a grasp of your industry and who can offer you the most up date information.

You can also send out for short articles that will be checked for accuracy before being sent to you that can be included in your emails.

Finally, you will want to double-check any spelling and grammar errors that can occur while typing your email.

## Email Marketing Secrets

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If you have more than one company, you may be creating a good amount of emails every day.

Even with the best spelling and grammar checkers that are offered for word processing programs, mistakes can be made.

Some may find that printing out the email before sending it to the customer will enable them to catch mistakes that they may not have noticed on the computer screen.

Conversely, you can also have a trusted company employee or partner proofread your emails before they go out as well.

## **High Profit Email Marketing**

Using email-marketing campaigns to create new business and further maximize your outreach is one of the easiest tactics for smart marketers looking to minimize their marketing requirements, while still pushing out their brand quickly and easily.

Better yet, email marketing if done correctly, can become a viral method of advertising your new business, products or services.

The people who receive these campaigns will tell their friends about the great deals that are offered by simply opening an email that your company has sent to them, especially if you focus on offering exclusive deals, coupons and incentives available only to list subscribers.

These email promotions should not be sent out too often. You want them to be special events that your customers will look forward to receiving.

You can make the title of this email similar in each campaign so that the customer will know that this is a special event and not simply a sale that is offered to all customers whether they belong to the email list or not.

People like to be singled out and made to feel special. When your customers see that you are taking the time to let them know you appreciate their custom in this way, they will be more likely to visit your site again and continue to purchase items or services that you are offering.

### **Customer Only Specials/Events**

This can range from super sales that are only offered to those email recipients who visit your site through the click through provided in the email.

Once they click on the link you provide, they will be directed to a sales page that will only be accessed through this link. They will then be able to purchase the sales items and you will make a loyal customer happy.

This marketing technique does not only have to be used for special sales, this can also be used for group discussions, special guest appearances or other events that can occur online.

Only your email recipients will be able to access this special event and if they want their friends to be in on these events, they will have to sign up for your email list as well. This can be a huge addition to your email database if your customers all tell at least one friend about these special customer only events.

If you have a data base of two hundred and fifty customers, this type of email marketing campaign can double your database to over five hundred with just one event. When you have an event every two or three months, you will continue to create more business with each event.

You should not hold an event too often as this will take away from the special nature of them. By only having an even four to six times a year, your customers will come to know that it is worth viewing and will open these emails with relish.

#### **Follow Up Offers**

You can use follow up offers to entice your customers to come back to your website. If a certain item was purchased, you can send out an email to the customers who purchased that item and offer another item that would benefit the customer while using the item that was previously bought.

Using the knitting example discussed earlier, you could offer a customer who purchased a certain knitting needle special thread that could be offered at a discount and that can be used with the knitting needle.

You can also have follow up offers that will entice the customer to come back to your website by offering a flat rate discount on all items in your store by

clicking a click through link that will automatically give them this offer.

This type of offer should be limited to new customers. When a new customer opts-in to emails and makes a purchase, you can send them an email that will give them five percent off their next purchase. This can be a great way to get return business from new customers.

As with any promotion, you should not overload your customer with follow up emails.

They may get tired of seeing them and then they will be ignored or deleted and you will not have the return customers that follow up offers should garner you.

### **Affiliate Marketing**

With affiliate marketing, you can easily monetize your list by promoting third party products, where you will earn a commission each time one of your subscribers purchases the product using your referral link.

This is also one of the easiest ways to monetize your list, because you aren't required to create a product of your own, nor must you deal with the customer support aspect of launching a product.

To begin, visit <http://www.ClickBank.com> or <http://www.PayDotCom.com> and review products relating to your market from within their marketplace.

With these two resources alone, you will have an unlimited number of products available to promote, covering dozens of niche markets.

When promoting affiliate products, always personally evaluate each product itself, as well as the merchant's website. You want to make sure that if you are sending leads to their landing page, that they are doing their job at converting these visitors into buyers.

### **Newsletter Sponsors**

When you send out your newsletter, you can offer promotions to those who are subscribers of your newsletters. You can offer free items to your customers who receive this email.

This can be an inexpensive way for your company to reward the customers who are loyal and reading your emails. These offers do not have to be expensive. They can be as simple as a free software download to an ebook PDF file.

One tip when offering free items in your newsletter is to not make the free gift part of a must purchase program. This promotion should be absolutely free.

Saying it is free if you spend a certain amount should be kept to your email campaigns that are directed at your sale items.

If you keep the promotion absolutely free, then you will be more likely to have customers who are going to be opening your newsletter every time they receive it to see what the next freebie will be.

As with other promotions, they will tell their friends about the great free items that they receive by simply becoming a customer of your company.

Their friends will sign up for your emails and you will increase your customer database each time you send out a newsletter.

### **Build a Blog**

Blogging has become a very popular and is a great way to promote your website.

Not only is a blog promotional, it can also aid in creating keyword optimization and more hits for your website. Your website should contain a blog and you can also post blogs on websites that are designed simply for blogging.

If you aren't familiar with HTML and aren't comfortable editing code or CSS, you could consider using Wordpress to develop squeeze pages, quickly and easily.

With Wordpress, you can set up a static website in just a few minutes, and by simply copy and pasting your autoresponder code into its main page, you can have a fully functional squeeze page set up within minutes.

You can download a copy of Wordpress from [www.Wordpress.org](http://www.Wordpress.org) and a free copy of Code Banter's Wordpress autoresponder plugin that will instantly feature an opt-in box on your blog, at <http://www.CodeBanter.com>

You can also purchase pre-designed HTML based squeeze pages that allow for you to instantly plug in your autoresponder code.

Always include a link to your blog or article posts in your email campaigns so that your current customers can take advantage of the information you are offering. This will add more hits to your website and your customers will get useful information at the same time.

### **Monetize Reviews**

One great way of making money with your list is to tie in affiliate marketing with offering reviews based on the products you are promoting.

When creating reviews, be sure to be as detailed and as thorough as possible and showcase both the pro's and con's of each product, so that your reviews appear to be more genuine.

Instead of including the review within your email itself, send your subscribers a link to an internal page on your website, so that you are able to generate traffic to your site as well as increase the chances that they will purchase the product by allowing them to explore the different categories on your website.

### **Sell Your Own Products & Services**

Whether or not you initially plan on creating your own product, once you have established an active list of subscribers, you can leverage your email marketing campaigns by both promoting third party products and in creating your own line of high quality products.

If you aren't ready to make the jump into becoming a product developer, you can use ready-made private label content as a way of generating revenue quickly and easily.

Best of all, if you purchase unrestricted rights to solid PLR content, you can brand it as your own keeping 100% of the profits generated from your sales. Just be sure to focus on high quality, limited content where

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the developer has limited the availability to a select few.

You can find high quality PLR packages at <http://www.ContentGrab.com>

## **Simple Lead Generation Tactics**

Once you have created your squeeze pages and incorporated your opt-in code, you need to drive targeted traffic to your websites, consisting of potential leads interested in the overall focus of your newsletter or email campaigns.

Here are a few ways to build the highest performing mailing lists, quickly and easily:

### **Video Marketing**

With video websites like [www.YouTube.com](http://www.YouTube.com), it's never been easier to use the power of viral video to generate fresh traffic to your websites. All you need to do is develop a video or slideshow presentation that highlights your giveaway and directs people to your squeeze page.

You can also place these videos on video websites where they can be viewed by those who are searching for instructional videos. You can include a click through link on the actual video so that these potential customers can find their way to your website easily.

Use a free movie making program like Windows movie maker, if it came with your computer, or download a trial copy of Camtasia (<http://www.TechSmith.com>) and create a short video or slideshow that speaks directly

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to your target audience and showcases the benefits of your mailing list or newsletter.

### **Social Marketing**

If you have a Squidoo lens, you can now add opt-in pages right into your existing page. It's available as a module, and it's a great way to generate instant traffic to a remotely hosted opt-in page.

Since Squidoo is considered an authority website and carries exceptional weight within the search engines, not only will you be able to generate fresh leads from your opt-in page itself, but you could also add links to your Squidoo lens pages that lead visitors to your other squeeze pages as well.

Hub Pages is also another great method of drawing in new traffic and subscribers. HubPages works similarly to Squidoo in terms of being able to create instant single websites even if you are unfamiliar with HTML.

<http://www.Squidoo.com>

<http://www.HubPages.com>

### **Article Marketing**

With article marketing, it's all about offering high quality, relevant content that targets your market and propels them into investigating your resource box and visiting your website to find out more about you.

Start out by submitting 3-5 articles every week, and before you know it, your article campaign will generate consistent traffic to your squeeze pages. As you continue to expand on the number of articles in circulation, you will be able to generate more traffic on a regular basis.

Just make sure that the articles you do submit into article directories are exceptionally well written and highly targeted to your niche market.

After all, these articles represent you and your brand, and you want your readers to be impressed with the quality as they are likely going to base your other products on the information found within your article content.

Pay attention when creating your author's resource box:

This resource box is the only place in which you are allowed to include external links and you want to include a call to action that motivates your reader into clicking on your link and visiting your squeeze page.

You also want to use anchor text whenever possible, so that not only are you able to generate traffic from article directories, but you can also rank for specific keywords within the search engines.

**Example:**

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"Click on the link for more free [article marketing tips](#) and techniques".

Then in another article, I could use a different resource box that featured a slightly different keyword anchor such as:

'Click on the link below for a free guide to [article marketing for newbies!](#)'

*Here are a few article directories to get started:*

<http://www.EzineArticles.com>

<http://www.GoArticles.com>

<http://www.ArticleDashboard.com>

<http://www.SearchWarp.com>

<http://www.ArticlesBase.com>

### **Participate In Giveaways**

If you do not plan on having a monthly newsletter, you can still offer free give items at certain points in the year. These free offers can be the same as the ones that are offered in newsletters.

You can make these offers every couple of months during your regular email campaign. You do not necessarily have to do them regularly, you can stagger them or offer them at times of the year when most will be interested in the free gift you are offering.

Once you have joined a giveaway as a contributor, you

will be able to edit your gift so that it directs potential subscribers to your hosted squeeze page. Subscribers join your list directly, and are not managed by the giveaway host.

Here's a great resource to keep you up to date on future giveaways that you can join as a contributor:

<http://www.newjvgiveaways.com/>

## **Conclusion**

When utilized properly, email marketing can be a great way to gain trust with your customers while maximizing your outreach quickly and easily.

If your customers trust you, they will be more inclined to continue using your services or purchasing your products, which is why building a relationship with your subscriber base is exceptionally important.

Maintaining your customers trust ensures repeat business. Repeat business will typically account for 60% of your sales so this is a vital aspect of your email marketing campaigns, and something you should place emphasis on with every email broadcast you send out.

You can offer sales and free gifts in to your email customers so that they will feel appreciated and special. They will in turn tell their friends and that will induce more business at your site. You should never offer free gifts that require a purchase unless you state this in the email.

Following the tips provided will enable you to enhance your email marketing campaign and will allow you to also keep your customers happy and entertained when reading your emails.

Remember always that your customers are the most important aspect of your company; let your customers know that and they will continue to be repeat customers that you can count on.

The most responsive lists are those that are given an abundance of high quality content, the same type of material that people would eagerly pay for.

Build a reputation for value and you will build a successful business all at the same time.