

CAUTIONARY

E-MAIL MARKETING



Exclusive Report

Cautionary Email Marketing

Various Types of Building An Email List (Good And Bad)

Every business online or off line needs a promotion. The type of business we wish to research is email marketing techniques.

Using newsletters, announcements, promotions, is a good, inexpensive way to reach prospects and customers with your message.

Being totally honest and keeping our integrity we don't want to send promotions without consent of the people receiving our emails.

You probably already have a number of email addresses collected in your contact management software. This would be a first source of addresses to use. With time you will know if the prospects are interested or not, usually you will get a notice

Renting lists from vendors that sell addresses of people who have given permission of address use. There are a variety of vendors who sell targeted opt-in lists for one-time or multiple use. The vendor will do the mailing for you and you retain addresses after recipients take an action that gives you their email. The prices on lists vary widely (usually starting at \$.10 per email), and it is likely that you will have to make a minimum order of at least \$500.

This can fit into the spam category, and some associations and groups specifically prohibit bulk mailings to members by other members. Some associations will expel you for this kind of activity, but some are more permissive. Do research on what is permitted here!

Add a newsletter promotion to your email signature file. In addition to promoting your web site, this is a good way to get people you know to sign up for your newsletter if you aren't comfortable with adding them to the list automatically.

You can often set up list exchanges with other businesses for one-time or multiple use. Make sure that you have the permission of your list members to do this or you can create a lot of anger among your list members.

Many people publish their email addresses on the web. This way is used by many, by manually collect these email addresses or use software to do this automatically. This method is in the spam category, so not to be recommended.

Promote the value of your newsletter or mailing list on your web site and use special functions to encourage sign-ups:

- ⤴ Pop-up windows
- ⤴ pop under Windows
- ⤴ Registration for articles
- ⤴ Membership registration
- ⤴ End of page opt-in's
- ⤴ Exit pop-ups
- ⤴ And the list goes on and on...

There are simple affiliate-type programs that enable you to buy live addresses from site visitors. Average cost is \$.25 per each email address Well, this too fits into a spam method, but it can work. Many of those list are more likely not alive any linger either, and had been sold over and over.

Create the opportunity for your subscribers to forward your email newsletter. If your content is high-value, this "viral" method can multiply your subscribers very effectively.

Your great content can encourage subscribers to sign up for your newsletter, and the cost of the promotion is the use of your content. Many newsletter publishers will allow you to promote your newsletter in their mailings for a fee or for some kind of exchange, including promoting their newsletter in yours.

There are a number of sites that promote or list different newsletters for people to subscribe to. You can also join up with other newsletter publishers with common target markets and list your newsletters together on each of the publisher's sites.

The implied endorsement is nearly the most powerful way to boost return on investment within advertising and email lists.

Presenting a great value to your niche market and becoming the "must have" newsletter is going to be important in building your list. This kind of value travels fast by word-of-mouth. Not to mention having a product, that is so attractive valuable that people are raving after it.

The product that creates its value on its own and repays and doubles its value: after all you are not after the product solely, you are buying a value for yourself, a service, a solution.

Essential Rules For Successful (And Proper) Email Marketing

You own an online business (or you're on the way to owning one) and you know that to make money you need a list of people, a list of passionate buyers who are hungry for your offer and will devour it when you send it out.

How do you create such a list? And even more important how do you maintain your list of prospects?

It's not as easy as you probably thought at first. You must have a squeeze page where people opt in to your list. On that page you should tell your prospects that the information they provide will be kept private and that they will receive only the newsletters they subscribe to but not a whole lot of spam from different sources.

Don't forget to use the double opt in model because people may not remember that they opted in to your list. Using the double opt-in method you ensure that all people on your list gave you the permission to send them your emails.

Your auto-responder email messages should be mini sales letters including a solid content to keep your list subscribed. And finally, you want to send the emails at a regular basis, but not too often, so your subscribers don't forget who you are, or worse, get overwhelmed by your messages.

It requires much time, testing and measuring to choose the right email marketing strategy and set it up in the right way but it is well worth the efforts in the end.

Let's talk now about 3 simple but incredibly important rules to set you on the right path with the email newsletter:

1. Keep the lines width up to 65 characters.

Most people read many emails every day. So, your purpose is to compose your email message so that it is not boring or fatiguing to read.

The last thing that your recipient wants to do is scrolling his eyes from one side of the screen to the other. No matter how good your content is, if it is fatiguing to read, it risks to be abandoned after a few lines.

The optimum width of the line is around 65 characters.

You just type 65 symbols, for example asterisks or dashes, across the top and then measure your text returns against this. MS Outlook Express, NoteTab and some other email programs allow you set the line wrap to any character width you require. So, you don't have to hit enter every time you think you need to.

Another thing to keep in mind is that some email programs force line wrapping at 60 to 65 characters on emails received. So if you send an email wrapped at 100 characters your reader will receive an email that is broken down. This makes it look unprofessional.

2. Don't write in ALL CAPS.

It's bad email etiquette. It's like you're shouting at your reader. Nobody likes to be shouted at and if you are trying to sell something at the same time, you won't make any sales, and even worse, you may lose some subscribers.

Some caps, underlining and bolding is necessary but don't abuse it! Too many caps, exclamation points, underlining and bolding work against you. An email all in caps would destroy the reader's confidence very quickly.

3. Always check your spelling and grammar.

Have you ever seen a website, sales page or email with spelling mistakes? What do you think about the professionalism of the owner or email sender?

Some people may not pay attention to the mistakes, but for some people one spelling mistake will completely destroy the credibility of the message.

It is very important to spell check your messages before sending them. And even better if you have someone else to proof read your message before you send it out.

A fresh look always helps discover the slips and mistakes that you might miss.

Your reputation and sales are in direct proportion with your messages.

The better your message is, the higher the credibility of your readers is and, thus, more sales you make. So, take the time to get it absolutely right.

Is Your Email Marketing Considered Spam?

Email marketing can be very effective as long as it is not viewed as spam. This is critical because when your email marketing is viewed as spam, it will not likely be read by the recipient and may not even reach the recipient if it is trapped by the Internet service providers spam filter. For this reason it is critical for business owners to work hard to ensure the email marketing they use is not viewed as spam by either the recipient or the recipient's Internet service provider. This article will take a look at email marketing and specifically how business owners can ensure their emails are not viewed as spam.

The distribution list for an email marketing campaign is one of the critical elements which can help to ensure the emails sent by the business owner are not viewed as spam. Before this can be accomplished it is important to understand exactly what spam is. Spam is essentially email which is unsolicited and sent for the sole purpose of advertising or promoting a product or service. Internet users receive mass quantities of spam on a daily basis.

For some Internet users this quantity of spam is a huge source of frustration. Other Internet users have become so used to the amount of spam they receive that they barely even notice these emails. Neither of these scenarios bode well for business owners who are using email marketing campaigns to promote their products or services. Internet users who are angered by these spam emails may react harshly and report your emails to their Internet service providers. Internet users who do not even notice spam are likely to either automatically delete your emails and may block your email address to prevent future emails from getting through to them.

Paying special attention to your email distribution list and only including recipients who had specifically asked for additional information will help to keep your emails from being viewed as spam. One way to acquire email addresses for the purposes of orchestrating an email campaign is to ask interested customers to register with your website and specify whether or not they wish to receive future emails with additional

information, advertisements or other useful tips. This ensures the recipients of your emails are genuinely interested in your products and services and are not likely to view your emails as spam.

Another way to ensure your emails are not viewed as spam is to offer recipients the option of being removed from the distribution list with each email. This is important even when the recipients specifically asked to receive these emails because they are entitled to change their opinion at any time.

Offering the email recipients the opportunity to remove themselves from the email distribution list whenever they want is worthwhile because it allows recipients to have some control in the situation.

This is a stark contrast to spam in which the recipients feel as though they have no control over the situation and no way to stop the spam from bombarding their inboxes on a daily basis.

Lastly, business owners can help to ensure their email marketing campaign is not viewed as spam by including quality content in the emails they send to the recipients on the email distribution list. This may include providing feature articles, product reviews or a series of short useful tips which will likely be of interest to all who receive these emails. These emails may also include a soft sales pitch but this sales pitch should not be the focus of the emails.

Putting too much attention on the advertising is likely to lead the recipients to assume the email is nothing more than spam.

Conversely, providing quality information which is useful to the recipient and subtly urging them to perform an action such as making a purchase or investigating the details of a product can make the email seem much more worthwhile and less like spam.

The Art Of Subtle Email Marketing

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's simply 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.

Keep in mind, 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 make the advertising seem more subtle because it does not appear to come directly from the business owner.

Hiring A Consultant

Savvy business owners realize the importance of email marketing even if they do not know how to run an effective email marketing campaign. Simply stated this means a business owner may realize it is imperative for him to run an email marketing campaign to help him meet the needs and expectations of his target audience but he may not know how to orchestrate an email marketing campaign which is truly effective.

Fortunately for these business owners they don't have to know a great deal about email marketing because there are plenty of Internet marketing consultants who can assist them in planning and running an effective email marketing campaign. This report will provide some tips for finding a consultant to assist you in orchestrating an email marketing campaign.

One of the most important criteria in seeking a consultant to assist you with our email marketing campaign is experience. Specifically it is experience which has resulted in past success. This is important because one of the best indicators of how well a consultant will perform for you is how well they performed in the past. This means if a consultant was able to help a variety of past clients to attain their goals through email marketing, the consultant will likely be able to assist you in the same way.

Another important criterion when hiring a consultant to assist you with your email marketing campaign is the opinions of past clients. Before committing to work with a particular consultant you should request references from past clients. You should not only request these references but also contact each of the past clients provided and question them about their experiences with the consultant. It is important to keep in mind the consultant will likely only provide reference he is confident will offer a positive opinion of his services. However, you can still learn a great deal about the consultant's style, personality and techniques through these references. This is important because the consultant's personality as well as his skill and abilities is also very important.

If you do not get along with the consultant and have difficulty talking to him, it can be difficult to work with him. Additionally, it might be hard for you to meet your business related goals because you are likely not providing the consultant with enough information or offering feedback which could help him to adjust his strategies to better meet your expectations. While it is true that skill, knowledge and ability are all important sometimes none of these matter if personality conflicts prevent you and the consultant from communicating adequately. Therefore your personal opinion of the consultant should always be carefully considered before making hiring a consultant.

Although consulting references is a good idea, you should also consider contacting the Better Business Bureau (BBB) as well and also seeking out independent reviews of the consultant you are considering hiring to assist you in your email marketing campaign.

The BBB can provide you with a great deal of information regarding the past performance of the consultant. If the consultant has been in business for a number of years and does not have any unresolved complaints with the BBB, this is a good indication the consultant performs adequately and treats clients fairly.

Conversely a consultant with a number of unresolved complaints against him is not likely going to be a good choice.

Similarly a consultant who has a number of independent reviews raving about the quality of his service is likely a good choice to assist you in your email marketing campaign while a consultant who has a number of poor reviews on the Internet is not really a good choice for assisting you with your email marketing campaign.

Likewise, you can assume if past clients were not happy with the services he provided, you will likely also not be happy with these services.

Final Thoughts

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.

Take all of these points and this information into consideration when you're developing and maintaining any email marketing campaign at all. It's important that you stay safe, legitimate, and don't tarnish your reputation in the realm of making money online.

Your word is your bond, and you should always be honest and follow the rules when it comes to marketing both online and offline.

With that said, good luck and stay safe! To your e-mail marketing success!