

Easy Email

Marketing



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Why Email?

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 ebook, 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 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 these are 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 implement 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.



Advantages of Email



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.

Emails that 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 that 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.

Spam is bad.

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.

Make sure that your email list contains only double-opt-in subscribers. Using an email ESP will help you manage a great email list and keep you within CAN-SPAM regulations.



Email Marketing Strategies

If you do not have a great deal of information about email marketing and do not fully understand the principles involved one of the best ways to orchestrate a truly effective email marketing campaign is to hire a consulting firm with a proven track record in promoting business through email marketing to assist you in your endeavor. Similarly to traditional marketing such as radio, television and print media, the popular strategies governing email marketing are changing constantly. As a business owner you likely already have enough to deal with trying to stay up to date on business practices that you do not have the time, energy or finances to also stay up to date on the latest changes in email marketing.

For this reason, it is certainly worthwhile to hire a professional in the email marketing industry who can devote himself full time to keeping up to date with the most effective email marketing strategies and designing an email marketing campaign for our business to help you achieve your business-related goals. However, selecting a consultant from the many options available can be downright overwhelming. In general, you should look for a consultant who has a great deal of experience, a proven track record, listens to your questions carefully, explains concepts simply, and makes your project a priority.

One of the most important criteria in seeking a consultant to assist you with our email marketing campaign is experience. Specifically, it is an experience that 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.



Newsletters



Publishing and distributing period e-newsletters is another example of an email marketing strategy that can be highly effective. An e-newsletter is very similar to a newsletter which is printed and distributed by conventional methods such as mail delivery. The bulk of an e-newsletter should be quality content in the form of featured articles, short articles containing useful tips, or product reviews. The e-newsletter may also contain graphical elements. These elements may simply be graphic designs or they may be graphics that also serve as links. The links may direct traffic to your website or to other websites. Finally, your e-newsletters should contain some type of soft sell sales approach. It is important to not make the sales pitch blatant as this may result in the e-newsletter being considered spam. Finally, the e-newsletter should contain a call to action urging the readers to either make a purchase or visit your website for more information.

Another popular strategy for email marketing is to offer an email correspondence course on a subject closely related to your website or the products or services you offer. These correspondence courses should include a number of short segments, provide useful information, be of interest to your intended audience, and should also help to promote your business in some way.

One of the most important factors to consider when deciding whether or not to invest your money, energy, and time into email marketing is your target audience and how likely they are to use the Internet regularly. This is important because an email marketing campaign is not worthwhile if members of your target audience are not likely to use the Internet to purchase or research the products or services you offer. Even if they use the Internet for other purposes it is not worthwhile because they will not be likely to become online customers for your products or services. However, if you have a target audience who is very likely to use the Internet to purchase the products or services you offer and to research these items, an email marketing campaign is a good idea. In this case, it is absolutely worthwhile because you will be providing information which the members of your target audience will find useful and which they may already be looking for elsewhere.



Email Marketing Evaluation

Email marketing can be a very effective way to reach a target audience around the world. However, your marketing efforts may not reach their full potential unless you invest some time, energy, and money into evaluating your email marketing strategy. During this evaluation, you may determine whether or not email marketing is helping you to reach your goals. Likewise, you can determine if email marketing is having an adverse effect on your business.

To say that evaluating your email marketing strategy on a regular basis is important is a tremendous understatement. Regularly evaluating your email marketing is not only important it is critical to the success of your business. Failure to evaluate your email marketing strategies can have adverse effects ranging from not producing results to causing you to lose customers to your competitors.

Consider an email marketing campaign that is not effective because it does not reach the members of the target audience. Some business owners make the fatal mistake of not taking care to ensure their email distribution list features recipients who are extremely interested in the products or services you offer. Business owners who take shortcuts by purchasing large email lists, often find their shortcut did not pay off because the recipients of their marketing emails are simply not interested in the products or services you offer. In this scenario, email marketing is likely to generate very few sales or website visits. However, reevaluating the email distribution list to include recipients who are interested in your products or services will likely result in significantly more sales and website visits.

Now consider a situation in which your email marketing is being construed as spam by the recipients. If you have taken precautions to ensure your emails are reaching members of your target audience but your emails seem like over the top sales pitches, the members of your email distribution list may view your emails as spam and not take your advertisements seriously. When this happens the member of your email distribution list may be more likely to seek out a competitor when they are in need of products or services rather than making a purchase from you.

Evaluating your email marketing efforts may be formal or informal in nature. If you have specific business goals in mind you might want to consider using whether or not you are on the way to meet this goal as an indication of whether or not email marketing is working.

Alternatively, you can evaluate your email marketing efforts by soliciting customer feedback. Asking customers for their opinions about the email marketing campaign and whether or not they were compelled to make a purchase because of the content, the advertising, or some other element. Based on this information you should have a good indication of whether or not email marketing is effective. If it is not effective you should consider making changes to create more interest in your products or services. The changes you make should reflect the feedback you receive though to ensure you are not making changes that will cause even less interest from the members of the target audience.

