

E-mail Marketing 101

Presented By Snurtl.com

Many marketers don't realize the importance of e-mail to their marketing campaign. You will hear over and over build a list.

Ok now you have your list what is the best way to use it?

The tips below if you use them will generate income, and create a bond with your customers/clients. That bond will make you money pure and simple.

1. Use a reputable e-mail client. If you start out cheaply on a client that doesn't offer you features that will allow your business to grow then you will lose customers when you have to change and get them to re-subscribe. Take it from experience....you can lose thousands of potential customers that are already subscribed just by not starting out right. We recommend.....Aweber it has proven itself valuable over and over. If you want a total integrated website and e-mail client then you should check out We use these two for all of our marketing.

2. Put a link to you membership sign in page. You can say check your account. If you are marketing anything they are ordering right from your web page...or you have a membership site this is extremely important. It also saves your client a step. One business claimed that over 60% of their click through came from the "Access your Account" link.

3. Be sure you are placing your links in optimized places in your e-mails. This has been tested and tested. However each niche group has it's own peculiarities. Most often people quickly scan their e-mails. They look for text that is bold, bulleted or in sidebars. Any thing that will capture their attention, photos or bright text. If you just place links in the body of the e-mail you will find that they are rarely clicked. However tests have shown that in some instances up to 80% of clicks from a single e-mail came from the callouts.

You should always test this, change the first few of your e-mails around and see what your niche is looking for. Be sure to put multiple links in every e-mail.

4. One thing that you should do is mail weekly. We often think that our customers will unsubscribe if we bother them. However in most niches this is

not the case. If you give them value every week you will find that e-mail revenues will increase dramatically. Women marketers especially find it hard to “bother” people...get over it. People will trust you more as they get familiar with your name and your information.

5. Be sure to use an e-mail address that is an attention getter. Many times the subject of an e-mail is cut off but the first part of the e-mail address will make up a person’s mind whether to delete it or to read it. Use names like ... weeklyspecially@catablogg.com , or onsale@snurtl.com, or coupon@catablogg.com If you give a great deal in every e-mail something that they can get for free, even if it is just information, once they click through and are on your site, you have a potential for a sale.

6. One lesson that we learned early was to make sure your subject line was about the important link you wanted your customers to click on rather than just fluff, or about the entire e-mail. You will find that clickthroughs are greater because they are genuinely interested so they opened the e-mail. An e-mail with “50% off all books” will have more people opening than “This weeks snurtl news”

7. Be sure your e-mail can be read on a blackberry or i-phone. Today more than ever people are checking their e-mail on these instead of on their computer. HTML e-mails are awesome but do not always show up well or at all on these devices.

8. Testing has proven that if you send positive news then your unsubscribe rate will be significantly lower than if you send bad news. If you must send some type of bad news be sure to put a positive spin on it. People get enough bad stuff shoved at them through the media. E-mail should be upbeat and positive.

9. When you are putting up your subscribe box on your website...be sure to explain what is in the newsletter or e-zine, what it will do for them and why they cannot afford to miss out. This will increase your serious subscribers. The next step is sticking to it. That is why you should use an autoresponder like aweber. This will give everyone that subscribes all of the information you have carefully worked on. Be sure you don’t put anything time sensitive in your auto-responder. If you have something that is time sensitive put it on your website in

the same place every time so if they click that link it will give them something to look at.

10. Finally the number 1 thing that will increase your sales. Re-send the e-mail about a week later to the unopened. This has proven to increase sales on an e-mail by 50% time after time. Test this by sending the exact same one, or just change the subject line. Make sure you are only sending it to the unopened subscribers the second time.

We have been very busy in our lab working on more [snurtls](#). If you check back often you will find new and exciting information on all areas of marketing among several other things.

Please feel free to forward this to anyone you think might benefit.