

How software advances are revolutionizing email marketing tactics?

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**How software advances are revolutionizing email marketing tactics?**

**By C.S. Raman**

**How software advances are revolutionizing email marketing tactics? by C.S. Raman**

Email marketing offers the unique opportunity of direct contact without the hassles of paper-based mailings. Delivery is instant and response can be as quick circumventing the usual pace of snail mail. Email marketing is used in three distinct ways:

To inform customers about offers, discounts and the like

To send updated information on a company's products and services

To send free informative articles and write-ups to maintain contact and build customer loyalty.

Email marketing strategies of the future are set to undergo a dramatic change and much of this can be attributed to software advances in email marketing tools. Before we understand how, we need to first put in perspective the key issues in any email marketing program.

Who do you target: Identifying Your prospects

How often: The frequency with which you email them

What will you say to them: email content

Tracking results

Indications are that software advances will positively impact all these aspects of email marketing.

The impact of software advances on email marketing trends

Rising to the demands of business users, service providers offer improved features and advanced email-marketing capabilities. The advanced capabilities have been studied for each of the 4 key issues in email marketing outlined above:

## How software advances are revolutionizing email marketing tactics?

### Who do you target: Identifying your prospects

--Targeting messages by segments using advanced database and search options: You can vary messages by geographic area, by purchase history, and if available in your opt-in list- by demographics and lifestyle. Software features allow you to easily identify specific type of customers for customized promotions. You can mail customers who purchased Product "XYZ" a complementary offer for a new Product.

--List Management & Filtering Tools to organize your Opt-in lists, you can also merge more than one opt-in lists and duplicated addresses get automatically removed.

### How often: The frequency with which you email them

You will be able to fix the precise the month, week, day, and even the hour that email messages go out to prospects. You can schedule the exact dates for an autoresponder series

### What will you say to them: email content?

Email content is developing into "made of internet" material as writers become savvier with this medium

--More visual oriented and high impact glitziness is envisaged using animation features to make the email messages more appealing.

--The ability to sell effectively through email will be based on marketing dictates and strategies much like mainstream ad campaigns. Is your information relevant to the customer need? Is it different from competition?

--In the emerging email marketing era several providers will have readymade email templates that simplify the process of designing email promotions

--There is a lot of learning built-up in the last few years on winning emails and on email content that worked. Books and ebook resources written by those with experience (on what type of email content, titles or questions increase response rates) will greatly help new comers in this field. A great deal of study is going into email "subject lines" that work.

--Another key development is in software tools that allow a degree of personalization without having to individually carry it out email by email. Merging each subscriber's personal information into every email or newsletter, and merging subscribers' names into the subject line of every email is a strategy that minimizes the risk of being mistaken for SPAM.

--Your customers can choose to receive your message as HTML or text if you use technology called multi-part MIME technology

### Tracking results

Analysis of how your email marketing campaign is faring is an important part of the whole process.

## How software advances are revolutionizing email marketing tactics?

There are advanced features that help you in evaluating your campaign results and take any corrective action if necessary. You can view your subscriber's history and instantly identify which email promotions; autoresponders or newsletters have been sent and view the response rates. And all this will be available in real time.

Tracking your email campaigns in real time means you know instantly how many people bought your product, how many chose to subscribe to your newsletter, or even how many autoresponders were sent out in the last two weeks.

In conclusion

For successful email marketing you also have to be backed up with a marketing strategy that taps into the traditional concepts of marketing. Your product must serve a need within your target in a better manner than any competing product, you have to hit the price point at which people will buy; arrange easy and quick delivery of product and secure payment systems. Once you have these in place, the persuasiveness of your email messages and the interesting tools outlined above will act on your customers to deliver results.

<http://www.emarketinganswers.com> C.S. Raman is a prolific business writer on topics like marketing, web copy content, and business management. He is a guest writer for [emarketinganswers.com](http://www.emarketinganswers.com), providing free emarketing resources and promotion tools. He has over two decades of work experience as VP of two top US ad agencies. You are free to reprint this article in your web site. However, please keep the author's section at the bottom of the article as [is.editor@emarketinganswers.com](mailto:is.editor@emarketinganswers.com)

## **Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities**

**By Wendy Hearn**

Developing an online marketing strategy is essential before you do any marketing or promotion of your business. Without a strategy it's like stabbing around in the dark, not knowing what you want to achieve. You risk your marketing becoming unfocused and not producing the results you really want.

An online marketing strategy is the general and overall approach you'll take with your marketing and encompasses the big picture. It's the starting point for choosing the most effective marketing tactics to use and then the actions you need to take. A clear strategy helps you make the right day-to-day decisions, saves you time and keeps you focused.

Before doing any marketing of your business, you need to develop your strategy. This gives you a clear

## How software advances are revolutionizing email marketing tactics?

picture of what you're up against and what you need to overcome through your marketing. This enables you to choose the best marketing tactics. The tactics are the means of achieving your strategy.

With so many different marketing tactics to choose from it's too easy to do what many people do and that's just pick any tactic. Just picking any tactic prevents you from maximising your marketing and the results it produces. You may use a variety of marketing tactics to fulfil your strategy.

So, how do you develop an online marketing strategy?

First you need to do an appraisal and gather information about your company, competitors, customers and other industry players. You need a clear picture of what you're up against. This includes identifying your target market/clients and carrying out a SWOT analysis.

**S – Strengths**

What are the strengths of your business?

**W – Weaknesses**

What are the weaknesses in your business?

**O – Opportunities**

What opportunities are available to your business?

**T – Threats**

What threats is your business facing?

Next, define specifically what are the challenges and problems that you need to overcome. From this answer the question, "What will it take to overcome your main marketing challenges and problems?"

Once you've developed your objectives, then choose the strategies to support these objectives. Your strategies could include:

Improve communication

Educating potential clients

How software advances are revolutionizing email marketing tactics?

## Sharing information

Increase awareness of your products/services or company.

Then select the most effective marketing tactics to bring your strategies to life. These tactics then need to be turned into an action plan.

Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities

Is Your Marketing Strategy Killing Your Profits?

Developing a Web Site Marketing Plan

TRUTH IN ADVERTISING

Three Online Advertising Tools That Do Not Work

Email Spider Software

Instant Email Scramble

The Buy Impulse

Web Audio Plus Software

Killer Conversion Tactics



**This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).**



How software advances are revolutionizing email marketing tactics?

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**