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The Ultimate Email Marketing Guide: 9 Practical Tips To Fast Email Marketing Success

By Jon Rognerud

Email marketing is easy (—ponder—) if you know how to do it. Wow, you have heard that one before, I'm sure. Is that not always the case – with almost anything? So, why even say it?

Because – in this case it is really true. Read on!

1. Get the legalities out of the way.

Always write and provide a link to your privacy page. Starter text can be obtained from links below – and always make sure to review with your legal counsel for a final review. You will then include a link to it from your outgoing email campaigns.

Here are some places to start: a)

<http://www.truste.org/pdf/WriteAGreatPrivacyPolicy.pdf>

b)

<http://www.marketingpower.com/content4740.php>

c)

http://www.microsaw.com/privacy_policy.htm

2. Your site must capture user via first name (last name) & email address.

Burn this into your head – make it your site requirement – day one. There are too many online businesses that forget this simple rule. It's a must. If you are reading this article, then you probably already realize the importance of mailing lists.

3. Example Signup forms.

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Search the internet for example sign up forms. A great technique is to look for companies that have this in their URL. Try this in Google (type into search box): `allinurl: "free newsletter"` (it will search any site that has this contained in the TITLE of the page).

4. Popups, popunders, popup blockers & search engines.

Traditional popups (yes, the annoying ones) are banned from search engines like Google. Therefore, smart marketers have come up with other means. They are called "popunders".

- q Apply a page that "slides" onto your page, and have it appear after 5 seconds.
- q Display this email form capture on all pages.
- q Only show it once, and only repeat 2–3 days later (assuming they come back). Many of the email marketing systems include this feature for you.
- q Annoying, but it works. I went from 5% signups a day a 75% increase overnight – only a few weeks ago.

5. Get the best and highest performing email service.

Don't skimp here. A few extra dollars a month can really save you a lot of headaches. We worked with one company that went from about 1,000 emails on their list, down to about 100 in 24 hours, (when they switched providers). They quickly realized that they had made a bad choice.

Here's what to consider initially:

- q ASP hosted solutions are now connected with ISPs to ensure uptime/deliverability
- q Desktop applications can work well for you, for example, Gamma Dyne Mailer:

http://www.soft32.com/download_4469.html

- q Autoresponse Plus, GetResponse, Aweber are a good

place to start reviewing options.

Make sure you have:

- q Working unsubscribe
- q Be careful where you get the lists
- q Avoid fraudulent subject lines
- q Include postal address, phone, privacy policy
- q Porn must be identified in subject line (SEXUALLY EXPLICIT)
- q Opt–out lists, including 'double–opt–in' (user must click to approve the email)

6. Test, test & track, track.

Here's how to do it:

- q Test the campaigns with A/B Split test tactics – specifically on subject line and ad copy, it can help improve newsletter and pages immensely. (A/B refers to capability of serving up different content or ads, or headlines, sections on your page and campaign – that can be tracked)

q Tracking conversions from email blasts (cookies and JavaScript and beacons on landing pages, thank you pages, etc)

q Good reporting and database segmentation to section off to demographics, recency, frequency, sales totals

7. How often to send? How about text size (content)?

Daily.

Daily if you have a good "alert" system (ex: Google alerts) – this will not make sense for most companies. CNN news alerts are ok though.

Once a week.

Weekly ok if you have a strong listener base, and compelling content.

Once a month.

Monthly probably best for most small businesses. Overall – you want to retain "mindshare" – so they don't forget you, but still not too much "in their face".

8. Auto-responders.

Auto responders are a fantastic and simple way to turn your business on automated 24x7 attendance. Use them, learn them and build your list and responsiveness from this feature alone. Your list will grow, which you will use for future mailings and offers. Auto-responders are software systems that allow for total automation of messaging.

9. What other technical issues should I review?

Check spelling, graphics, relative links, use the free software XENU to get amazingly detailed reports. The Webmaster reports at the bottom of one of their reports provide a lot of good detail, perfect for executive overview.

Jon Rognerud is a recognized authority on the subject of SEO and Internet Marketing, and has spent over 10 years developing websites and marketing solutions for companies like Overture and Yahoo. His site,

<http://www.microsaw.com>

, provides a wealth of informative search marketing articles and

more..

Building an Email Marketing List

By Megan Corwin

There's a marketing estimate that it takes something like seven contacts with a potential client before they purchase. Email is a wonderful way to handle these contacts for a variety of reasons:

you can send one message to a large number of people

compared to traditional hard copy marketing it can be a lot less expensive

if you use a list management system you can get instant results like how many people opened the email and how many "click throughs" there were to the links in the email

The most important part of an email campaign is having a list of qualified email addresses to send your marketing piece.

So just how are you supposed to get those email addresses? The best method is to have a sign up form on your website to capture the visitor's information. Here are some DOs and DON'Ts for creating a list for your online business.

DO:

Offer an incentive for them to give their email address. People usually won't give away their personal information unless they get something in return. Ideas for incentives include: a free report or guide, entry into a contest, product demo or samples, a complimentary consultation, etc.

Provide valuable content in your communications. Offer tips and advice for the customer along side your marketing message to keep it from being too "sales-y."

Ask for valuable marketing data on the sign-up form. Pick only one or two things to keep the registration process short and easy. What data could really help you with your marketing? Knowing their gender, age, location, interests?

DON'T:

Sell or give away your list.

Fill up their inbox with messages. Keep to a monthly or weekly schedule at most.

Bog your message down with lots of advertising. It will quickly be deleted.

It can take time and effort to build your internet marketing list, but the results will be well worth it.

Megan Corwin is an internet marketing coach who helps work at home professionals grow their

businesses. For more articles and advice about online marketing strategy and solutions, become a member of Megan's online community for work at home women:

<http://www.wahwoman.com/membership.html>

Building an Email Marketing List
3 Essential Tools for Email Marketers
Use Email More Effective to Market you Product or Service
Affiliate Marketing Means Using Email Marketing
A single email is never enough

Email Spider Software
Instant Email Scramble
Obesity and Weight Loss
The Ultimate Rose Garden– Neighbors envy, owners pride!
Newbie's Guide to Stop Spam



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