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## Top 5 Tips For Effective Email Marketing

By Robert Burko

Over the past few years, research has continued to prove the benefits of e-mail marketing for

business: low costs, high conversion rates and detailed tracking are all notable features. But e-mail marketing is becoming much more than just a tool for spammers and e-businesses. Consumers are becoming increasingly savvy on the differences between spam and permission-based emails, and more and more of them are accepting permission-based e-mail marketing as a positive replacement for direct mail.

The best news is that the majority of people who receive permission-based e-mails open, on average, 78% of them.

Jupiter Research reports effective email marketing campaigns can produce nine times the revenues and 18 times the profits of broadcast mailings. But crafting an effective business email is both an art and a science. Here is a list of factors, potential problems and effective solutions to keep in mind:

1. Spam! Spam! Spam! I don't need any Viagra! The average consumer receives more than 300 emails a week, 62% of which are spam. No wonder there's such hostility towards the industry. But spam filters, bulk folders and "report spam" features are helping consumers become more at ease about the perils of spam. While 89% of users cited spam as a major concern in 2003, that number dropped to 85% in 2004, proportionally to an increase in the use of spam-fighting tools.

So as a permission-based business email marketer, what can you do? One tip is to remind your subscribers to add you to their "safe senders" list. The second, and most important, tactic is to make sure your email marketing service provider has a good relationship with ISPs. This will ensure that your email marketing campaigns go into your subscribers' inboxes, not their junk mail folders. When choosing an email marketing software, make sure the company has strict anti-spam policies and complies with the guidelines of Can-Spam.

2. Images and formatting: Why do my emails look broken? Broken email campaigns are an increasing concern among email marketers, especially since several companies and web-based email providers now block graphics as a measure to combat spam. In fact, according to ClickZ, 40% of email marketing

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messages delivered to inboxes are "broken."

So what's the solution? Some email marketing programs publish all your sent email campaigns to a secure location on the web (a location only original recipients of the email can access, thanks to encrypted technology that automatically authenticates the user). In some programs, the technology also ensures you can track your users' behaviors, even if they are reading your email campaign at the secure web location.

3. Personalization and relevant content: In a business e-mail, one size does not fit all. In a recent study by DoubleClick, email users were 72% more likely to respond to a business e-mail if its content was based on the interests they had specified. That number points out the absolute importance of allowing users to choose their own interest groups and have control over which business e-mails they receive. The most popular interest categories, according to the study, are coupons and household goods.

But your coupon is no good unless the user opens the email. Users in the study said the most compelling reason for them to open a business email is the name in the "from" field. So it's a good idea to make sure your company name is clearly stated there. Another major factor is the "subject" line. Users cite discount offers and interesting news as the most compelling subject lines, followed by new product announcements and free shipping offers.

4. Click-through and conversion: Show me the money! So the user has opened your email and read the content. Great. But where's the sale? There's good news here. For one, consumers are increasingly likely to make purchases as a direct result of a business email campaign. One-third of users in the DoubleClick study had purchased something by clicking a link on an email. Another 42% clicked on an email link for more information, then purchased the product at a later time. Second, online couponing is booming: 73% of consumers have redeemed an online coupon for an online purchase, and 59% have redeemed an online coupon offline.

In terms of industries, the top performers are travel, hardware/software, electronics, apparel, food, home furnishings, gifts/flowers and sporting goods. All companies sending business emails in those categories said between 71% and 80% of recipients have purchased their products because of an email campaign.

There's no need to fret if your company doesn't fit in to one of those industries. The overall landscape for email marketing conversions is looking brighter every day. The average click-to-purchase rate has increased nearly 30% since 2004 and the average orders-per-email-delivered rate has increased more than 18% since last year.

5. Stats tracking: Who are my real consumers? E-mail marketing is an increasingly popular tool in effective CRM, and it's about time more businesses recognize that. First off, if your provider's email services for business do not include detailed, real-time tracking, you're getting a raw deal. Real-time tracking is now an industry standard, and it's highly valuable, as it allows you to see the exact moment a user opens your campaign, clicks on your link and makes that purchase. Studying your users can help you improve your communications efforts, so each campaign performs better than the last

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(several email service providers also let you compare the performance of your campaigns).

But many marketers are still in the dark. According to a recent WebTrends research, only 5% of marketers are very confident in the measurement of their online marketing efforts, while 26% admit they're "flying blind." WebTrends says the low confidence comes from a lack of knowledge when it comes to measurement, which means there's still a lot of work to be done.

In email marketing, a blind shot won't take you very far. But if you aim properly by following these essential rules of play, you should soon be reaping the same major results as so many online and offline businesses.

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), a web portal that

provides Fortune 500 solutions for small and medium-sized businesses. Eliteweb.cc's Elite Email Marketing program is optimized for all the above tips. For a 30-day Free trial, visit

<http://emailmarketing.eliteweb.cc>

### **Email Marketing – 8 Tips How NOT to Get Your Advertisement Read**

**By Edward Gause**

#### **Email Marketing – 8 Tips How NOT to Get Your Advertisement Read by Edward Gause**

Email marketing is one of the most effective marketing methods available – if done correctly. With the recent wave of email viruses going around, people are becoming more reluctant to open email from strangers, including me.

With that in mind, here are some highly effective methods to get your advertisement, that you worked so hard on, sent straight to my trash folder:

– If your email address looks like gibberish or appears to be coded as in x748cJhb@adomain.com, cBGtTnfP@anydomain.com, jt12355@anydomain.com, or 68340224@anydomain.com, I don't know you – TRASH!

– If your email address is friend@anydomain.com or addressed to friend@mydomain.com, I don't have any friends by the name of "Friend" and my name is "Edward" so I don't know you and you obviously don't know me. – TRASH!

– If your email subject begins with "ADV", or "URGENT" or Re: to a subject I never sent – TRASH! I'll take my chances not reading those "urgent" emails.

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Ok, your ad has initially made it pass my "trigger-happy" delete finger and didn't get tossed immediately in the trash. Good deal, but still not there yet. Here's how to get your ad tossed in the trash after it's been opened but still not read:

- If your email requires me to write you via "snail mail" or call you (long distance at that!) to be removed from your list – TRASH! I don't want anything to do with you if I have to spend money to request removal from a list I shouldn't have been on in the first place.
- If your email begins with "Thank you for sending information on your money making opportunity, now look at mine..." – TRASH! If I'm a responsible emailer, I KNOW who I sent information to. If I can't remember, I must be a spammer.
- If anywhere in your email, you have a statement that begins with "This email is not spam..." – TRASH! If you have to say it, then it's spam!
- If anywhere in your email, you have the statement that's similar to "Under Bill s.1618 TITLE III passed by the 105th U.S. Congress this letter cannot be considered spam..." – TRASH! Again, if you have to say it, then it's spam! Do your research. The bill never passed. Also, last time I checked, U.S. laws don't apply to other countries.
- If anywhere in your email, you promise that I can lots of money with little or no work – TRASH! Don't insult my intelligence.

There you have it. Eight effective techniques to NOT get your email advertisement read. Use them wisely and best of luck!

Edward Gause is webmaster of the Cynted Internet Marketing Center and publisher of the Cynted Chronicle, a bi-weekly ezine targeting the interests of novice internet marketers. To subscribe, email: <mailto:subscribe@cynted.com> or visit <http://www.cynted.com>



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