

Use Email More Effective to Market you Product or Service

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Use Email More Effective to Market you Product or Service

By Scott F. Geld

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Email is an excellent marketing tool, but to make the most of it, you need to use it effectively. Here are some tips for effectively using email as a marketing tool.

Don't Ramble

Stick to the point. Keep your messages short and to the point, in the same way you would any marketing communication. Most Email users value their time. Make sure your Email is worth reading.

Remember to Use White Space

Reading long stretches of text is hard on a computer user's eyes. Customers will be turned off if your messages are very text intensive and don't contain any white space. Use the return key on your keyboard to break up the text into reader friendly chunks,

KISS

You've heard this one before: Keep it Simple Stupid. Well we know you aren't stupid, but sometimes it's tempting to try and include a complicated chart or spreadsheet in the body of an Email. Often this method is not the best choice for delivery of this kind of information because sometimes formatting can change in transmission. It's always better to save documents of this type in the application that you created them in (Excel, for example), and send them with the Email as an attachment. That way the formatting remains intact and your document is easily read.

Don't Hit That Send Button Too Quickly

Before you send off that marketing Email be sure to read it over. Check for spelling and grammatical errors. Is the information you want to get across accurate? Consider the tone of your message. It's easy to be too casual in an Email. Remember you want to make the best impression possible.

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If used properly, Email can be a great marketing tool. It's ideal for contacting busy people, or those who are hard to reach due to time zones and work schedules. When time is of the essence, Email can give you a competitive edge. Make sure that it works for you, and not against you!

Do Not Sell in the Resource Box!

By David McKenzie

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Most people assume the resource box at the end of the article is their opportunity to sell.

You write an article and can sell your product or sell yourself via a link or email address in the resource box.

However this is NOT the most effective way to use the resource box. You can actually increase sales by not using this approach.

You really should not sell in the resource box but rather get the interested visitor to take further action.

You give' with your article but you try to receive' with your resource box. But what should you receive?

Instead of trying to sell a product directly through the resource box, there are more effective techniques that provide long-term benefits.

Here are 3 offers that you can provide in your resource box:

1. A free email course. This way you get subscribers and you can then market your product throughout the email course.
2. A free ebook download. Promote your product via links throughout the ebook. Also, offer the email course in the ebook as well.
3. An ezine packed with valuable content published either weekly, twice a month or monthly. Then promote your product with ezine ads throughout each issue. But make sure you do not go overboard with ezine ads. Generally, the fewer the better.

The resource box is an invaluable marketing tool but is often used for making direct sales.

However, my own research has shown that by providing offers through the resource box rather than the product itself, your sales will actually increase.

In the resource box provide an offer for readers to take further action.

David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free

Use Email More Effective to Market you Product or Service

Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!



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