

Secrets of Email Marketing

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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Email Marketing and How to Write a Responsive Email

In email marketing, it is important that you know how to write a responsive email. This is an email that is responding to an action or communication from a prospect or customer, such as a request for information or an order.

Emails used in internet marketing are generally sent by autoresponder. This is a piece of software that automatically sends a responsive email when activated by a trigger. This trigger can be an incoming email or a response to an online form. The message emailed by the autoresponder is held in memory, and several emails will normally be stored, each mailed in response to a different trigger.

Autoresponders are an essential part of internet marketing, since without them an individual with a successful and busy online business would likely spend all day sending emails. This was the case in the early days of internet marketing when individuals dealt with all transactions manually. Then, however, there were a lot less people using the internet, and the workload was less than it would be now were everything done manually.

When designing the documentation of your website, the responsive emails will all be pre-written. All that should be needed to be added are the recipient's name and any other variables such as addresses, order numbers and prices. These details can be added by the software from fields within the originating documents or forms. In order to add a personal touch you should include the recipient's name in the header, or subject, of your email. This is added by the software using the database to which every person contacting your company should be added.

In fact, if someone is not added to a database, you cannot use an autoresponder. When you design the email you enter the name of the database field exactly where you want the information it contains to appear. For example, a common format used by some autoresponders is "Dear &firstname . . ". In this case &firstname tells the autoresponder to look up the field 'firstname' and add the contents where requested. You can email everybody in the database or an individual identified by a reference number or name.

You will have to design an email for each individual type of response, including the fields that need to be included. Examples of responsive emails used in an internet business include the response to an enquiry. A general enquiry should simply thank the person for making the enquiry and inform them that the matter will be attended to within 24 hours. Specific enquiries can be handled in the same way, though if the information required can be sent by email, it could be initiated by the person making the enquiry clicking a box and filling in a form on your website. This would tell the autoresponder what email to send, such as information and prices on Spanish holidays, and the name and email address to send it to.

An email sent in response to an order would include the order confirmation plus other details such as items ordered, prices, delivery and order number. All of these

would be made available from the order form you designed, and the order number would be generated automatically by your software.

You know what emails are required for your business and the way it is operated. You should always have a follow-up email. Whether the original email was sent in response to a request for information, an order or was a notification of dispatch, you should always follow it up. Ask if the customer received all the information they required, or if they received the order in full. In the case of an invoice, you can ask if the customer was happy with the product and even remind them of your fantastic extended warranty offer. The customer can be emailed on a regular basis with information about new products related to their purchase. 'Regularly' could mean three monthly or even annually, as long as you are keeping in touch.

Don't be one of those people who lose customers and business because they do not know how to write a responsive email. Proper email marketing by autoresponder is easy to get right if you remember that it has only two purposes: to provide your customers and prospects with information and to make them aware of the fact that they are important to you and not taken for granted.

Email Marketing for Maximum Success

Email marketing is probably the marketing technique most fraught with danger. The rewards for success can be very high, but the penalties for failure can be very costly. To help you make sure that you are on the right side of this equation, here are some tips that might help you to improve your email campaign, and increase your chances of success.

First, any email campaign must start with a list of email addresses. Although this seems fundamental, you would be surprised at the number of people who try running an email campaign with no addresses. They try to find them on the internet, purchase them and even run bots that spam every email address they find.

The latter is illegal so I shall not dwell on them. Any decent email spam blocker should be able to deal with these. Let's instead have a look at purchasing email addresses. These are offered on many internet sites, but I would advise you to ignore them. Although most are advertised as 'targeted email addresses', in other words, addresses of people who have professed an interest that is relevant to your web site, do not take this at face value.

The advertisers might well be right, but what they don't advertise is that in most cases the addresses were bribed by free gifts and those providing them are not really very interested in what you have to offer. Most purchased lists are worth nothing, and you are likely to get zero responses from a list of five thousand addresses. Those who registered might have done so from a 'sports' web site, but have no interest in your snowboarding or lacrosse.

Those who get email addresses through spamming software should not make money through their efforts, yet some individuals appear to be active in spamming for considerable lengths of time. Unfortunately this type of spamming is cramming most people's inboxes these days and something needs to be done about it. The problem is identifying those involved, and this is difficult.

The best lists are those that you have built yourself from your own internet marketing. You can build targeted email lists through article marketing, and advertising that leads visitors to a squeeze page that is designed to collect email addresses. Once you have built your list, there are certain rules to be followed, and traps to beware of, that could ruin your email marketing program.

The first, and most common, is word wrap. Most people appear to believe that what they see on their screens will be duplicated on others. This is total naivety, and indicates a basic misunderstanding of how computers and monitors work. If the lines on your email message are longer than those allowed in your recipient's email program, the extra letters in your line will be put onto a new line on your recipient's screen, and then the line break also applied as normal. You could then get a result like
this, which is very stupid and only gives your reader the impression
that you don't know what you are doing. The end
result
will be that your visitor clicks away from your email
since
it is so difficult to read.

You should also ignore html, unless you also have an alternative plain text option. I always send my emails in both, but if I was unable to, I would offer only plain text every time.

Once you have overcome these basic errors, that most email marketers have been guilty of in the past, email marketing can be very lucrative. The Number One Rule is never to email anybody that has not given you permission. This permission is normally given when they sign your opt-in list, and that is what we will now concentrate on. What is the most effective way to use such a list.

The first rule is never to over-use your email list in email marketing. This could prompt many people to unsubscribe, and others just to stop opening your emails. You should email your list when you have something genuinely to offer. This can be a free gift or even just some free information on the topic of your site. Don't try to sell in every emailing. A reasonable rule is to offer a hard sell for a product in every third or fourth email you send to your entire list.

Where appropriate you can split your list up into interests. For example, you might have a health list. There is little point in emailing every one with the same product. It is best to try to identify those most likely to be interested in the product, and then email only to them. Your conversion rate will be much higher, though you must provide them with an immediate means of making payment, or they might change their minds.

Finally, email marketing for maximum success involves a lot of interaction with the customer. This can come from the provision of free items now and again, and through encouraging them to email you personally whenever they have a problem in their business that they think you might be able to help with. If you can get this sort of relationship going, then that is email marketing at its best.

Email marketing can provide you with maximum success, but you must know how to go about it, and to do it in such a way that your customers feel that you are providing them with a service, rather than relying on them for your income.

Emails in Internet Marketing: HTML or Text Format?

Many newcomers to internet marketing get excited when they learn the rudiments of HTML and want to use it everywhere they can, including their emails. At first sight, HTML seems an excellent format for emails since they can be designed to look a lot better than just plain old text. However, there are pros and cons for each.

Why is it that some people love HTML emails and others detest them? One reason for both is that you can include a lot of fancy formatting with HTML and even include graphics or links to graphics. Sometimes this improves the readability of the message. If the message is long with several headers and lists, then it is much better if you can format the text with highlights, bold and underlining.

Lists look better if they are bulleted, and some passages look better in italics. Where links or URLs are provided, then true hyperlinks frequently work better than a simple URL, especially the longer ones that can lose integrity if they flow over more than one line. Some charts are better in color, and in fact color overall is sometimes preferable to an email only in black and white.

However, it is these same features that put many people off HTML emails. To some they look like adverts, and in some cases they are. Excessive use of hyperlinks and graphics by the overzealous user of HTML can add complexity to what should otherwise be a simple email message. For every useful message with an embedded voice mail message, there are several more that have been very badly compiled and are full of adverts.

Much of the reason why many people hate HTML is that it is frequently used for emailed adverts. A lot of spam is in HTML because it looks attractive at first, until you realize what it is. Too many email providers have HTML as the default format, and this is particularly annoying to people who do not know what it is or how to switch it off.

However, there are some forms of email where HTML is preferred, especially newsletters and e-courses provided by professional internet marketers who know how to use HTML properly. A newsletter looks better, more professional and is

easier to read and follow if it is formatted properly. It is better to offer your email list an offer that is hyperlinked to your sales page, or even directly to an affiliate merchant's page, rather than publish the full URL that clearly shows your affiliate references.

It's easy enough for those that know, how to check the source code and find out the same information, but it is just an added piece of security and also makes the whole mailing look neater without these URLs, some of which can be very long and look practically meaningless to a recipient reading the message.

If you are in the habit of sending HTML emails, however, you should also provide the option of plain text. Most of the good commercial email providers send a plain text version with the HTML version. The reason that many people prefer plain text is for simplicity. Many feel that if you want to provide a page with all the bells and whistles attached, then a simple link to a web page with the same information would be easier and quicker.

Don't forget that HTML emails are much larger in size than the plain text equivalents, and available space can be an issue with many people, especially if they want to keep your email rather than delete it. Plain text can also be quicker to read. Some recipients prefer a quick message and an invitation to visit your website to a long HTML email that provides the information there and then, whether they want it or not.

Since HTML emails are frequently associated with spamming, some mail services might send the HTML formatted mails straight to the spam folder and you never see them, and other strip the HTML off leaving a text-type format that it extremely difficult to make sense of.

However, HTML does have its uses and many people like to use mainly text with just a small amount of HTML to add stress, underlines and highlight specific parts of the message. Such simple usage of HTML is also easy to provide in an alternative text form without losing any of the sense of the message.

Do not assume that everybody likes HTML just because you have found it a good way to format your emails. Many associate it with adverts and spamming, and do not want their emails to look like web pages. Why not just send them to a formatted web page? That way you do not annoy your recipients and offer them a choice. In the long run, that may work better for you than an 'in-your-face' brash HTML email.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with email marketing.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize