

EMAIL MARKETING “BEST PRACTICES” FOR OFFLINE BUSINESS OWNERS

HOW TO AUTOMATE WEBSITE VISITOR FOLLOW-UP TO CONVERT MORE PROSPECTS INTO PROFITABLE CUSTOMERS, CLIENTS OR PATIENTS WITH MINIMAL COST

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FACT: U.S. online advertising spending for email marketing increased from \$338 million in 2006 to \$481 million in 2008, with projected annual increases through at least 2011.

FACT: U.S. online marketers stated that in 2007, email marketing (to an in-house list) was the 3rd best performing online advertising tactic. Last on the list – email (to rented lists) and banner ads.

FACT: 83% of companies worldwide use email marketing as one of their online marketing tactics

Source: BtoB Magazine (www.btobonline.com)

WHY EMAIL MARKETING MUST BE PART OF YOUR BUSINESS STRATEGY

Email marketing is without a doubt, one of the most effective and unique marketing tools and has the potential to revolutionize the way most people do business (when used the right way). So why would I make such a bold statement? Well, there are at least three very important reasons:

1. Nearly everyone uses email, so it's an easy way to contact people directly to build a relationship with prospects or customers.

2. You can send email when it's convenient for you and people can read them when it's convenient for them (i.e., it's non-interruptive marketing at its finest!).
3. Email marketing can be implemented for very low costs, with the potential for high return-on-investment.

Of course, given the reach that email marketing offers combined with its low cost, some people have taken advantage of email as a way to send out untargeted, unwanted offers in the form of email SPAM. And that brings up a very important point – there are really two types of email marketing:

1. SPAM
2. Permission-based email (or opt-in email)

Of course, we want to focus on the latter rather than the former, but it's important to note that even permission based email can be seen as unwanted SPAM. The best way to avoid this is to be totally clear with people signing up for your email list as to what types of emails they'll receive and how often, then simply do what you said you would do with regard to both.

HOW EMAIL MARKETING CAN HELP YOUR BUSINESS

For most businesses, there are a number of ways email marketing can play a role in helping you grow your business, such as:

- Helping your business generate repeat sales
- As part of the customer follow-up process
- To convert prospects into sales
- To increase referrals
- To segment your list of prospects or customers so you can present each group with targeted offers
- As a means of increasing the lifetime value of each customer

And keep in mind that all of this can be done at extremely low cost (nearly free, but not quite) and with extremely measurable results allowing each part of the process to be improved over time.

Some common uses for email marketing include things like:

- Monthly newsletters (though printed newsletters are generally a better option)
- Automated email courses to educate your prospects or to train customers after the sale
- For sending information on sales, promotions or coupons
- To distribute customer surveys
- To provide updates or notices to customers
- To offer premium content to subscribers that is delivered via the Internet
- To automate prospecting to single out those that are most likely to be interested in what your business offers

HOW TO GET STARTED WITH EMAIL MARKETING

Choose an Email List Management Service

First, you will need to decide how you want to handle your email lists. You can either choose to do this manually or use an automated solution. Of course, I recommend the automated option which means you'll need a tool to help you handle this. If you're a web design client of ours, your website includes email marketing and email list management as a built-in feature. If not, then you'll want to sign up for an email list management services available on the market. The one I recommend is [Aweber](#) ¹

While there are several other services available, at the time of this writing, these are

¹ www.easyemailists.com

the only two I personally recommend, and for very good reasons.

First, email deliverability is of utmost importance when considering an email list management service. If your messages never get there or get sent to the recipient’s SPAM folder, you may as well have not sent anything at all.

Speaking of which, you also want to ensure that your email list management service is compliant with CAN-SPAM laws, which govern how email marketing is supposed to be conducted.

The ability to track your email delivery rates, open rates, and click-through rates is also important. Once your email gets to the people on your list, you need to know if they’ve been opened and read.

You also want the ability to easily create signup forms so you can add people to your email list right from your website. This is a key feature most services offer.

You’ll probably want the ability to add multiple lists too. Why? Because you might want to have prospects on one list, buyers on another. Or people that responded to “promotion A” on a list, and those that responded to “promotion B” on a separate list.

Finally, you want to be sure your email list management service offers a **sequential**

autoresponder. That feature will allow you to schedule pre-written messages to be sent out to people as they sign up on your list. So on day zero, they get the welcome message. Then on day 3, they get a follow-up message. On day 5, they receive another email, and so on. With a sequential autoresponder, all of this happens behind the scenes once you set things up, so to a large extent, you really can just “set it and forget it”.

Create a List and Add the Signup Form to Your Website

Once you’ve chosen your email list management service, you’ll need to create a list and add the signup form to your site. How you create your list depends on which service you decide to use. However, here are a couple of things to keep in mind when it comes to adding the signup form to your site.

First, be sure to keep the signup form “above the fold”. This term is a reference newspaper advertising where the most lucrative spots are above the fold (i.e., the ads at the top of the page, where you don’t have to open the paper all the way). The idea is that those ads are seen more and produce a higher response, and the same idea applies online with regards to your signup form.

You want your signup form to be visible on your site without people having to scroll down to find it. So as soon as someone lands on your site, they should see your signup form somewhere on the screen. Not a link to the

signup form, but the actual form they can fill out, right then and there.

Require as little information as possible and test the response when asking for more detailed info. Some businesses will want (or need) to ask for more information than others. Be sure you test this as studies have shown that asking for less information tends to produce a higher number of subscribers.

Offer something of value in exchange for people signing up for your email list. This could be a special report, white paper, audio, video or any other form of content. Just be sure it's unique and that it contains useful information that would compel people to sign up in order to receive it.

You might also consider offering a free download with an example of what they'll receive when the sign up. If people are subscribing to your email newsletter, it might be nice to give them a sneak peak at what type of information is included in each issue.

Include a no-SPAM message and a link to your Privacy Policy somewhere near the signup form. These can be smaller text to keep them out of the way, but not so small that it looks like suspicious fine print.

Create Your Autoresponder Messages

Once you have your signup form on your site, it's time to get started creating your autoresponder messages. This can be time

consuming depending on how many messages you want to have ready to go, so you might want to just focus on doing a few at a time. That way, if someone signs up immediately, you'll at least be a few days ahead rather than scrambling trying to complete the message that's supposed to go out on the current day.

When writing your messages, you want to be sure to avoid “trigger” words that might get your message flagged as SPAM. Most email list management services provide a free SPAM check tool that allows you to quickly score each message before saving it, but it's also a good idea to avoid some of the most common trigger words in the first place just to make things easier for you.

Some of the common trigger words are:

- Free
- % off
- Call, subscribe, act now
- Earn money, cash
- Discount
- No cost, no fees

So pretty much anything that sounds “hypey”. Another option is to create your message in PDF format and include a link to the PDF along with a short message in each email. PDFs are more likely to get printed and saved, so this can be a good option to increase the “keep around” time of your content.

Another option is to publish your content to a website and provide a link to that page in the email message. But if you have content that you definitely only want subscribers to have

access to, this can be a real challenge. Keeping the search engines from indexing your pages is sometimes easier said than done and smart people will know how to search to find the various pages on your site.

HOW TO GROW YOUR EMAIL LIST

Once your email marketing campaign is setup and in full swing, your next question will probably be how can you increase the number of subscribers on your list? Like marketing anything else, it's all about having a compelling offer and making sure people know about it. Here are a few ways to get the word out:

- Trade shows
- Seminars
- Forms available at checkout
- Online landing pages or signup pages
- Event signup forms
- Ads offering free reports
- Offers within free reports (because they tend to get passed around to people who might not be on your list)
- Business card
- Business stationary, faxes, etc.
- Customer surveys
- On customer receipts and invoices
- Flyers in packages sent to customers
- Writing and publishing articles
- Writing and submitting press releases
- Interviews, podcasts, teleseminars and webinars

If you found this report useful, then you'll get even more value when we decide to work together to create a profitable email marketing campaign for your business. When you invest in one of my customized email marketing campaigns, you'll enjoy the following benefits:

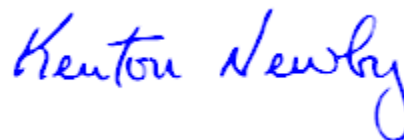
- Turnkey email marketing campaign creation and setup – we'll do all the work so you don't have to...
- A customized signup form added to your site, integrated with one of the top email list management services available today for small business owners...
- A professionally written special report or other free offer to entice website visitors to subscribe to your email list...
- 10 custom-written follow-up email messages designed to educate your subscribers about your products and services, quickly moving them from prospects to paying customers...
- PLUS built-in tracking so you'll be able to easily determine the effectiveness of your email marketing campaign, make changes as needed and ratchet up your profits

Contact me for a free consultation to discuss your project in more detail.

You can contact me several ways:

- 1 Complete the contact form found on our website at: www.MaxResponseMedia.com and I'll follow-up via email or phone in the next 24-48 hours.
- 2 Email: info@maxresponsemedia.com
- 3 Phone: (888) 889-1538

Thanks again for reading,



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