Email Marketing Tips and Tricks
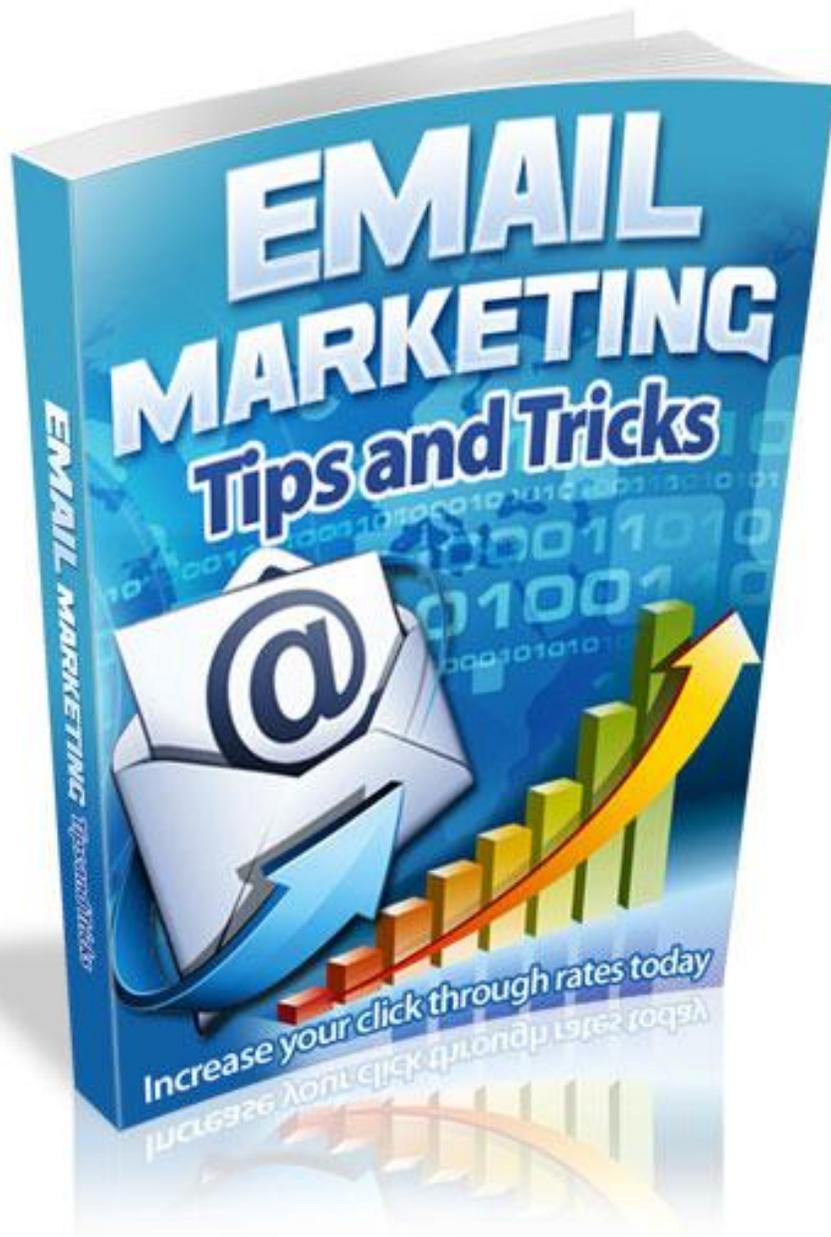
Contents

How Email Marketing Can Grow Your Business

Running a business today involves a number of components that never existed in the past. While business owners have a much greater reach to find their consumer, they also face a great deal more competition. The businesses that are the most successful are able to think outside the box and take advantage of tools that can help to grow their business. Email marketing campaigns are one of those tools. When used correctly this can be a powerful way to grow your business.

Email marketing starts by offering the visitor something for free. It might be an e-book, a report, a monthly newsletter, or anything else that's of value. The visitor fills out your subscription form and then begins to receive the material from your email marketing campaign.

The tricky part is in offering something that is going to get the visitor to part with their personal information including their email address and that's why your offer has to be of value. Today's online users is much more savvy than in the past.

Over time the goal is to grow your subscribers. Now you have access to all of these email addresses and you might be tempted to begin sending out all kinds of content in an effort to get a sale. Word of warning – there are laws about spamming so make sure you familiar with these. In addition, even if you aren't actually spamming you must be careful not to annoy your subscriber, because they will simply unsubscribe.

Your subscriber signs up for a particular thing and you need to respect that. You however can always offer them various options so that they can add to their subscription or change their subscription at any time. It's a great idea to initially create groups so that those signing up are getting exactly what interests them.

For example, you might create 10 groups that include health, fitness, consumer affairs, finances, etc. Then the subscriber can choose which categories they want to receive information from. You will also be offering what it is you have for sale that fits the subscribers category or group.

Email marketing has been one of the most successful platforms for online advertising and you too can enjoy the benefits and growth from using such a tool. The goal is to grow your business and your income and each one of these subscribers is a potential cash machine. When you market right you'll get the sale, so get busy!

Types of Emails You Need to Use

If you are running online email marketing campaigns, chances are you are already using the popular newsletter format, which usually are sent out monthly or every couple of weeks. The trouble is far too many of us stop right there and don't use any other type of email campaign, and that's a big mistake! Let's look at 4 types of email, other than newsletters, that you can use to connect with your subscribers.

#1 Informational Emails

Informational emails are not very long and generally, they do not require any action by the subscriber. They are simply there to convey a message and provide information to the recipient. Examples of informational emails include 'happy birthday' messages, course ending reminders, or webinar reminders.

#2 Educational Emails
Educational emails are very popular with recipients because they help to solve some type of problem or answer a question. You can send educational emails any time you have new content, a popular blog post, or any other educational information that matches your subscribers. This becomes even easier if you took the time to group your subscribers, because that way you can send the right content to the right people.

#3 Lead Nurturing Emails
This type of email is one of the least used or when it is used it is often used wrongly. It takes a lot of time and effort to take a lead and move them through the entire sales cycle. By using lead nurturing emails, you able to help that process occur faster and you don't need to invest a lot of time. You can set up various nurturing campaigns with 7 or 8 nurturing emails in each and then you can simply schedule them to execute over a period of time. Both 60 and 90 days are popular depending on what your product or service is. These should be short messages that are packed with content rich information and that try to get the lead to respond to your call to action that will lead them to your website.

#4 Promotional Emails
This type of email, if not done right, can find you with a subscriber that will unsubscribe or simply trashing your message. Too many promotional emails and you will annoy your recipient. The only time you should use this is if you have a new product or service, a special deal going on, or a special event coming up. You should not use this more than a couple of times a month.

What types of emails do you use in your email marketing campaigns? Now you have some new ideas so why not give them a try.

Making Your Email Marketing Campaign Effective

Email marketing is one of the hottest ways to generate new customers. By offering something to your visitors in return for their email address, you instantly have the potential for a customer. That something might be an e-book, monthly newsletter, or anything else that has value. However, not all email marketing campaigns are created equal, and so it's important that you know how to make the most of your email marketing campaign.

#1 Give Them What They Want
The number one rule for email marketing to be successful is to give them what they want. If they sign up for an email newsletter than offer them options about the type of newsletter they'll get. You can create different groups and have them check a box to join a certain group. If you are having sale you could send the information only to those with zip coded that was close enough to come into the store and not bother the rest of your subscribers that live half a world away. Bottom line - always send relevant content and you can't go wrong.

#2 Edit Then Edit Again

One of the biggest mistakes made is to create the newsletter or other material and send it out. Once it's gone there's no bringing it back. What so many don't realize is that grammar and your style are as important in your email content as it is on your blog or your website. Before you hit the send button edit and then edit again, to make sure there are no grammar mistakes and that your message flows.

#3 Create a Publishing Calendar
Nothing will have your subscribers' loose interest faster than irregularity. If you send out a message and then don't send anything for months, they'll forget about you. They'll not bother to read your next message, worse unsubscribe, or mark it as spam. So create a publishing calendar that outlines when you'll send out your message, what your email message will be, and what your message will look like.

#4 Test
Mobile devices and different email clients receive emails differently. For that reason, you should send out a test email to different devices to make sure that it appears correctly on the screen.

#5 Know and Understand Spam Rules
Many people send out what would be considered spam because they simply don't know that they've broken the rules. Read the Can-Spam act and you will be able to avoid getting yourself into trouble. You are only allowed to send out bulk emails to anyone who asks to receive that email. If you collected email addresses through correspondence but no one asked to have anything sent then you are spamming them.

These five simple steps will make your email marketing campaign become more effective.

To Buy or Build a List for Email Marketing

When it comes to email marketing, you might think it's easier and faster to buy a list, rather than take the time to build a list, so why not just go for it. Before you are too quick to take the easy way, there are some things you should be aware of that are likely going to change your mind.

That's just the beginning of why you should really reconsider the idea of buying a list. When you use a list you buy you risk:

#1 Irrelevant Contacts
If a prospect hasn't ever been to your site, has never shown an interest in your products or services has never shown an interest in the resources you offer, they quite simply you are stepping into their space and interrupting them. Typically, how you land up with their email address is that they have opted in at another website, and this was likely done with the belief that their email address would be kept in confidence. When you receive their email address, you have no idea if they are interested in anything you have to offer.

#2 Having Your Email Flagged as Spam
This can be very dangerous. If the recipients don't recognize your company name then they will likely more your email to their spam folder. This sends a message to your email provider to filter out your email address and you could land up on a blacklist. Once you are on a blacklist it is very hard to get off of it.

#3 Your Message Gets Lost in the Clutter
You purchased the list and you certainly are not the first person or the last that will get that list. The people on that list are probably being bombarded with emails. You yourself may have experienced it – you sign up for one thing online and suddenly within the next few days, your email box is filled with emails from people you've never heard of. Chances are the email messages that you send out from a list you bough are going to get lost among all the other emails. The money you paid for the list will be wasted. The only one benefiting will be the person who sold you the list.

How to Build a Solid Email List
The way to build a powerful email list is through opt ins from your own website. Each lead you get from your own website is a targeted subscriber, because they came from your own page so they are familiar with what it is you have to offer. These are the types of leads that you can convert to paying customers. It might take longer to build but it's definitely worth the wait!

How to Create Tracking URLs for Your Email Marketing

Tracking URLs are useful because they allow you to determine just how effective your email marketing campaigns actually are. You should always use a tracking URL when you are directing traffic over to your landing page.

At tracking URL is a just a normal URL with what's called a 'token' attached at the end of it. Therefore, a normal URL might look like this http://www.mywebsite.com/email where as a tracking URL would look like this http://www.mywebsite.com/email/?umm_campaign=assessment.

Your landing page is the most common place for a tracking URL to be placed. You will add the link to the page you want to track and this will automatically begin to populate data about your visitors to that page. What those results look like will depend on who is providing those results. For example, Google provides tracking links, but so does Hubspot or Clickbank. To create a campaign simply follow the instructions provided to you.

To implement your tracking URL you simply have to copy the URL the way it is given to you. You can often opt for a shortened link, which works well in social media or a full tracking link, which is what you will use in your email campaign.

Once the link is in place and out there, it will be time for you to concentrate on the marketing action information and your analytics. This information tells you a great deal, about what is happening with your links. It tells you things like how many times a subscriber clicks on your link. Then it tell tells you how long they stay on your page, where they go on your site, etc. It also will tell you your bounce rate, which is how many people land on your site and then immediately leave. All of this information is very important to you.

You can create a number of different campaigns. This works well for different products or email marketing campaigns. It also is helpful when you want to test different links and see which is working best. In other words, when you want to experiment with your call to action.

Not bothering to use tracking URLs is the most common mistake newcomers make. The problem is, that by doing this it's like driving at night with your headlights off and no street lights.

Every now and then when someone passes you, you get a glimpse of where you are, but most of the time you're driving in the dark. That's exactly what will happen with your email marketing if you don't take advantage of URL tracking.

Is Your Content Working in Your Email Marketing?

Your email marketing campaign's success lies a great deal, in how you present your message. If you are not checking to make sure your content is working, you could be wasting valuable time and you may even be annoying your subscribers. Let us have a look at the various components of your email content.

#1 Headlines – This is the very first thing your subscriber is going to see when they first open your email so make sure that the message is clear and concise and that it is related to your subject line. You can experiment here. Maybe you want to try using a link? Maybe you want to place a call to action? When you make changes, you are going to need to analyze to see how those changes are working.

#2 Placement of Your Content – Depending on how long your email is you may have a great deal of flexibility here. But what you need to remember is that your most important message needs to be right at the beginning of the email. That goal is to reduce the bounce rate or the rate of exit.

#3 Call to Action – What is it you want your subscriber to do after reading your email? If your call to action is not clear, concise, and strong you will not get the click through rate you desire. You should frequently check the performance of your call to action.

#4 Content Type – What type of content are you presenting? What is your message and are you getting it across in the email. Are your subscribers learning what you want them to learn? Again, you should check this often to make sure you are getting the results you want. If not, you need to change the message.

#5 Placing Social Media Links – Try to place your social media icons both at the top and at the bottom of your email.

#6 Images – Adding images to your email is okay, but remember a large number of people are picking up their email on their mobile devices, so if your images are too large and slow to load they'll hit the back button and miss your message. If you are going to use images make sure you shrink them. You may even find that images increase your click through rate when done right.

#7 Links – Many struggle with this – just how many links should there be in your email? You'll need to experiment here. If you are getting a high click through rate then try to increase the number of links. You should always have a link in the first sentence.

Creating an Effective Email Subject Line

The subject line of your email is very important and so it pays to give it the necessary attention to get it right. A poorly constructed subject line could result in your emails being flagged as

spam, not opened, or a person unsubscribing. Your email subject line should always be a call to action.

A call to action is the action you want a person to take. It's more than just encouragement to open the email; it's about doing something in the email. Let's have a look at creating email subject lines with a strong call to action.

#1 Make Your Call to Action Compelling
Remember you have only a few seconds to grab your reader's attention as they skim through their Inbox. Make sure you include any offer in the subject line so readers immediately see what the value of the email will be. If you create a sense of urgency with your compelling offer, you'll increase the response. You can do this by using brackets in your subject line. For example, "Learn how to Use Email Marketing [Webinar in 5 Days]."

#2 Make Sure You Don't Look Like Spam
You do not want your subject line picked up by spam filters or firewall filters, so you need to be cautious when you choose your words for your subject line. Careful using words like offer, free, or act now can be flagged by the spam filters. You should also not use caps or punctuation in the subject line.

#3 Make Your Call to Action Consistent
Before a person opens their email, they see the subject line and a couple of sentences in the preview. Therefore, those first two sentences need to be related to your subject line. They should add to your compelling offer and they should also be action oriented. Create a link in the first couple of sentences, which will take the reader to the website page where you want them to 'take action.'

#4 Keep Your Subject Line Short
You should try to keep your email subject lines short. Remember you have only 45 characters. If you go over that your reader may not see the entire subject line. You want the most compelling part of your message right at the front of the subject line.

#5 Active Tone
The subject line should speak directly to your recipient and be written in an active tone using an action verb such as sign up, download, or learn how. This is the best way to get your email noticed.

The best way to figure out if your email subject line is effective is to test.

Top Tips to Help You Boost Your Email Subscribers

Successful email marketing depends on a large customer database, so you can see why it is so important to be able to attract your email subscribers. In fact, this should be a priority for any business that uses email marketing campaigns.

Research shows that around 50 percent of consumers have signed up to receive email from as many as ten brands, while 8 percent don't receive any email from any brand. This becomes a challenge for email marketers to make it into the inbox.

Brands can use a number of tactics to encourage people to signup to email marketing campaigns; including highlighting the value of these emails through the use of testimonials or you can use a statement that is clear and concise. You need to make sure your signup process is simple and easy to follow.

Offer Free Content
One of the most popular tactics for B2B companies is to offer those that signup something free, such as a white paper, or other forms of free content that can really offer value to the subscriber. It's a great way to get people to part with their email address.

Remember the Importance of Placement
If nothing else, you need to keep in mind that placement is key. You need to make sure that visitors land on your home page otherwise called your landing page, and they must immediately make the decision to signup for the email marketing campaign. Provide the option in numerous places on your site. You can place a signup box in a fixed place on your site. The header or footer work well.

Turn the Newsletter Into a Product
This tactic is used by many of the multimillion dollar companies who recognize how the newsletter can be used as a powerful tool to engage your customers or potential customers. You need to make sure that your newsletter doesn't come across as spammy or you will quickly lose subscribers. Creating a newsletter that is packed with useful information and laid out in a way that is easy for subscribers to read and understand will have more and more consumers heading towards signing up for quality emails because of the value they offer.

Your email subscribers are at the heart of your email marketing campaign and you need to recognize the numerous ways that you can increase your subscriber base and ultimately increase your revenue.

How to Get Your Email Marketing Read

It's one thing to put together your email marketing campaign, but it's quite another to get it read. Let's look at some things you can do to improve the readability of your email marketing campaign and keep people engaged.

Horizontal Viewports
Your email message needs to be designed to have a horizontal viewport. Most designers know this, but what's not as well known is how small most viewports are. The normal size of the preview pane is approx. 638x86 pixels, according to recently released information by MicroMass Communications. What this means is that the first 100 pixels of your email won't be seen in the majority of cases. With the shift moving towards mobile devices, that viewing area is getting smaller not larger. So make sure you make the most of this very small space. It is the only place you get the opportunity to convince your reader to read your entire message.

Email Clients Are Unforgiving
Web browsers are pretty forgiving of messy HTML or flawed code. However, email clients are not at all this way. CSS will be frowned on. Images that are undefined will be tossed somewhere, and messy HTML will be rejected not corrected. You must define the height and

width of all the images you embed. You must use Title and Alt tags, and you must make your links absolute. Don't do fancy unless you are sure it will work.

The Writing Rules of the Game
Use few images and many words. Yes images are certainly eye catching but they slow down the load time, and this is important to many users especially those that don't have hi-speed internet or who are using mobile devices. Rely on text to its job. Super copy will load fast, fits into tiny spaces, and gets your message across.

Avoid the Use of CSS Whenever Possible
Email clients and CSS don't get along all that well, so it is best to avoid if you can. Even with major email, clients there are compatibility issues, which doesn't make a lot of sense in this day and age but it will eventually improve. However, there are times when CSS is necessary for your email design. If that's the case, then you need to make sure that all of the properties remain inline and are not in shorthand.

Keeping these tips in mind when designing your email will improve the likelihood that your email will be read and that makes your email marketing campaign effective.

Optimize the Delivery of Your Email Marketing

One of the most successful ways to make your email marketing successful is to optimize your delivery. One of the first things you should do is to create different groups. That way each group will receive the information that is relevant to them.

For example, let's say you sell downloadable music, tablets, and laptops. The customer that is interested in downloadable music might not be interested in laptops. By creating groups, you can clearly target your market.

Your goal isn't to be too aggressive with your selling. What you want to do is allow them the opportunity to both share and digest what it is you have to share. Create four segments and label them:

* Leads
* Customers
* Win-backs
* Newsletters

Set Expectations
Next, you need to set your expectations so you don't land up annoying those on your email list. The expectations include:
* Why a person should subscribe to your list
* How many emails are you going to send out
* When will they receive these emails
* What are the emails about
* Who is the person or brand that these emails are being sent from? Recommend your subscribers add your email address to their safe list.

When done correctly you reduce the likelihood that someone will be surprised when your email arrives and then unsubscribe from your mailing list.

Respecting Privacy
You must always respect the privacy of your subscribers so that they remain an active subscriber. Be sure to state that you are never going to sell their information a third party. You could even create a full privacy policy so that they knew exactly how you handle their personal information. To comply with Can-Spam laws you must remove anyone that requests to be taken off the list within 10 days of that request.

By taking the time to optimize the way you deliver your email message to your subscribers you increase the likelihood of that subscriber remaining as such, and as a result, you increase your opportunity to turn that subscriber into a paying customer, at some point along the way.

Email marketing is one of the most underutilized marketing tools that are available to business owners. When done correctly it offers a high conversion rate from subscriber to paying customer, so it is definitely worth your time to learn how to carry out email marketing the correct way.

4 Tools to Optimize Your Mobile Email Marketing Campaign

Email marketing gets a lot of attention but what doesn't get a lot of attention is the mobile email marketing campaigns and yet almost 50 percent of all email marketing emails goes to mobile devices. This is a very important trend with no end in site – when you send your next email marketing campaign out, the majority of your customers are going to read it on their smartphones not on their web browser.

This leads us to the question ' are your emails properly optimized for opens and reads, along with click through from mobile devices. Mobile open rates are around a whopping 300 percent. So, now is the time for you to start taking your mobile optimization seriously. Let's start by looking at four tools you can use to optimize your mobile email marketing.

#1 JPEG Mini
We will begin with a winning app that's easy to use. Download speeds are often very slow on mobile devices, which is why it so important for you to make sure you keep the file size down. JPEG Mini is one program that can be used to significantly reduce your image size before you add them to your email. It's just a few simple clicks to reduce the size by as much as 80 percent.

#2 Litmus
If you are like most you have a handful of email templates that you like to use over and over. Litmus is a tool that you can use every now and then to audit the templates you use. It will show you how your template is going to look in various email clients. It's an excellent tool to use before you launch any big campaign if your budget allows for it.

#3 Theme Forest
Testing will reveal how well your templates work on mobile devices. It's common for them to be too wide or for the font to be too tiny. This will annoy your subscribers and it could have a very negative impact on your email marketing campaign. Instead, use email templates designed for

mobiles devices to avoid these issues. Theme Forest is one of those programs that can help you. These templates can be customized so you get exactly what you want.

#4 Mailchimp
You can easily manage your entire email marketing campaign using Mailchimp. Mailchimp even provides a video that shows you how to create responsible emails.

To make the most of your mobile email marketing campaigns take advantage of these tools.

Successful Email Marketing

Email marketing is a powerful tool when used right converting subscribers to paying customers over time. It allows you an opportunity to easily share what you have to offer in a manner in which the subscriber is receptive, but only when it is done correctly. Let's have a look at the 9 steps you should use to enjoy email marketing success.

Step #1 Determine What Your Goal Is
For your email campaign to be a success you need to know what your actual goal is. This allows you to accurately target and measure the success of your goals along the way. Here is an example of goals to consider:

* Are you successful at alerting customers of new features and products you have to offer.
* DO you announce upcoming events in a timely manner and do people register for it
* DO you send email to get subscribers to also subscribe to your blog and do you measure your conversion rate.

Step #2 Who Your Emails From
The name and email address that you send your email from needs to remain consistent on every single email you send. That creates brand recognition and you are less likely to land in spam.

Step #3 Subject Line
Your email subject line need to be a call to action for your subscriber. They need to immediately know what action is required of them and why. Remember you only have 45 characters that are visible so make sure that you use them wisely and your message does not get cut off.

Step #4 The Email Body
Did you know that most people will read an email in under 10 seconds? Therefore, it is important that you are presenting the most important part of your message at the top of the email. This is also helpful because it shows as the snippet in the subscribers email program.

Step #5 Email Signature
Your email signature should match the 'from' in the email. You should sign the email and include any other information you think the recipient should have such as your phone number, or perhaps your degree is important, or your web address.

Step #6 Testing Your Email

It is important that you always test your email on a number of email platforms and on mobile devices, which make up a larger percentage of where email is read. That way you can make sure that your email is coming through correctly on all platforms.

Step #7 Send the Email
Always include the option to view as HTML or text. This is it! It's time to send out your email campaign and start to enjoy the benefits.

Step #8 Measure
In order to know if your email campaign is successful you need to measure the click through rate and the unsubscribe rate. This will help you determine what you need to change or what's working.

How to Optimize your Mobile Email Marketing

You may have created your email marketing campaign for both PCs and mobile devices. Perhaps your email marketing campaign already looks great on a mobile but what happens when the subscriber clicks on a link in your email? Where does your subscriber land up? If your mobile site doesn't have a landing page SparkPage is an app that allows you to create mobile landing pages. Of course, there are others. You can build each page in just minutes using it to provide details on a special offer.

Take advantage of Google Analytics for mobiles, which allows you track your mobile users when they visit your landing page(s). It will allow you to find pitfalls, bottlenecks, and improve your conversion rates.

You are going to want access to some good email templates. Make sure you test the templates you are going to use as many emails don't display properly on mobile devices. For example, some templates provide text that's too small or templates that are too wide. This will destroy your engagement with your subscribers. Your best bet is to seek out templates that are designed for mobiles and then you won't have to worry about problems.

Mobile CTA tracking is what you need now that your campaigns for mobile devices are completed. You can track mobile campaign goals. You want to promote your new app to your users. You can create a unique URL for your email campaign and track the mobile installs that are generated using an app like Yoz.io. You will also want to promote your new app to your users and the best way to do that is by emailing to their smart phone. You can use something like LogMyCalls to track the number of calls being generated by your email marketing.

The main thing to remember and focus on when working on optimizing your email marketing campaign for mobile devices is to use tools that are designed for mobile devices. That will eliminate a lot of the hassles you can run into.

Mobile email marketing is a very important tool for today's consumer. Email marketing should no longer just focus on email clients for computers. If you want to maximize the value of your email marketing campaign your focus should include mobile devices. In fact, a great deal of focus should be put on the mobile side of your email marketing and you will maximize your sales.

What Should You Test In Your Email Campaign

Did you know there are elements of your emails you can test in your email campaigns? Testing your emails is very important to decreasing the number of people that unsubscribe and increasing your click thorough rate. Your goal is to determine what components of your email need to change if you want to get better results.

#1 The 'From' Name and Address
You can easily test who and where your emails are coming from. It is important to keep the name and address consistent on all of your emails. Test by sending a few emails to yourself to make sure you have impact you want.

#2 Subject Line
This is a very important part of your email. You should test the following to ensure they are the way you want them and they are working the way you want them:

* Adding a personalized message to the subject line
* The length of the subject line
* The call to action
* The words you use in the subject line

#3 Email Design
It's a god idea to have one main template that you use all the time. Having slight variations is okay, but you don't want huge differences because you are looking to build familiarity and at the same time impact. You will want to evaluate your design periodically to make sure it is still working and if not, then you will need to make changes. Design elements you can test include:

* Capitalization
* Bolding
* Font size
* Images
* Font Colors
* HTM vs. plain text

#4 Email Content
It's a good idea to test the content of your email. After all, you need to make sure that you are creating the response you are looking for. You can test the following:
* Headlines – Since this is the first thing, anyone sees it should always be consistent with your subject line. You can experiment here. Maybe make it a link? Bold it? Etc. but you need to test what works.
* Placement of your content – Experiment with moving your content around to different areas in your email. Just remember the most important content should be at the beginning.
* Call to Action – This is very important! This is what creates the environment for your subscriber to take further action, so you need to test to make sure you are getting the desired click through rate.
* Placement of Links and Images – Both are okay in your email but don't go overboard, and make sure your images are small enough that they will load quickly.

Timing

Finally, check your timing. Test to see if the email are going out at a time that's effective. You can date time stamp your emails so you know when they are picking them up after you sent them.

What you want to test in your email marketing campaign might vary from one person to the next, but what's important is that you do this and you do it on a regular bases to make sure you are getting what you want from your emails.

The Email Marketing Report Card - Do You Pass?

Anyone can through together and email and send it out to subscribers. Even building subscribers isn't terribly difficult. Most people will sign up if you are offering them something of value that they want. But creating an email marketing campaign that's highly effective and creates a high click through rate is not something everyone does well. As a result, many many people are wasting their time sending out emails and not getting the results they want.

Let's have a look at this email marketing report card and you can decide if you pass or fail. You can also decide where you need to make changes to increase your click through rate.

#1 Does your email have a goal? What is the purpose of your email? Are you telling your subscriber what you want to share and what you want from them? Email should always be action orientated. And your message should be clear and concise. Test it. Ask someone not familiar with what you are doing to read your email and get their response.

#2 Do you have a real person, company, or brand in the 'from' name box? You need to make sure that your email is coming from someone real. These day's people are much more cautious and if they cannot connect the email to someone real, it's going to land in the trash or even in their spam.

#3 Does your email address come from a real person? You should not be using email addresses like admin@ or sales@ These will not be nearly as effective as using an email address that's from a person like sally@ or john@. Subscribers want to connect with real people.

#4 Does your subject line contain an action oriented or compelling subject? Your subject line should contain a call to action. However, you only have 45 characters here so use them wisely. A common mistake is to have a subject line that is too long. It then gets cut off and ruins your message. Go for short and sweet – keep it easy to understand. In this case, less is better.

#5 Do you have at least two links in your email? Have you made use of an anchor text link in the first sentence? You need to! You can place links with tracking URLs in the rest of the email.

#6 Does your email comply with CAN-SPAM Law? This is very important; otherwise, you're going to find your email in the spam folders. To comply you must include your company name and address as well as an unsubscribe link. If someone wants to unsubscribe you must do this within 10 days of being notified.

That's it – well did you pass? If yes – congratulation! If no – that's okay, because now you can get to work fixing.

How to Create New Content for Your Email Campaign

Whether you have ran an email campaign for some time and are running out of ideas or you are new to email campaigns and aren't sure what type of content to use, you'll find these ideas offer a great way to expand your reach, keep your current subscribers, along with obtaining new subscribers.

Your goal is to generate leads from your site by offering visitors relevant content. You must always have in your mind the question "What's in it for me?" That's what visitors are always asking themselves before signing up for what you have to offer. Your job is to make sure you are offering something that answers that question in a manner that will have your visitor subscribing.

Types of content you can offer are numerous. Let's have a look at a few great ways to hook your visitor.

1. E-book or whitepaper – Create around six blog posts that discuss a similar topic(s) and then combine them to make yourself an e-book or whitepaper. Depending on the length of the blog, you might need more post. Feel it out as you go.
2. How to Guides – People want to know how to accomplish all kinds of things. All you need to do is create a simple guide for your visitors that they can download. For example, perhaps you sell an analytics product, and then create a guide on how to effectively use this kind of product.
3. Top Industry Trends – This could be the top 5, top 10, etc. whatever you have to work with. Write a quick introduction on these new developments in your industry and write about these developments telling the reader what you think about each of them.
4. Create a video of the product – Videos have become very popular and at no time has it been easier for anyone to upload a video and then share it with the customer and prospects. Create a video showing all the features of your product, how to accomplish a specific goal, or whatever else. Then use that video to have them move forward in the sales funnel.
5. Checklist – You can create a checklist that is made up of steps that your visitor can use to solve a specific problem. For example, if your visitor is looking to use Facebook pages, you could create a checklist that walks them through the process.

You now have five types of content you can use to engage your visitors and have them commit to being a subscriber. Why not give them a try?

Do You Know The Best Ways to Promote Your Email Newsletter?

If you've are just in the process of starting a newsletter, congratulations! Perhaps you are getting a few new subscribers each week but for the time it's taking you to create your newsletter you really want to see subscription at least over a hundred and eventually much higher. How do you do this? You promote your email newsletter the same way you would promote your website or your blog.

You need to create:
* A call to action – Should express the frequency and the theme of the newsletter. Should say something like "Sign up for our Weekly Newsletter Featuring Email Marketing.

* A landing page – Describe why a visitor should subscribe, the frequency of your newsletter, the content, testimonials from those already receiving the newsletter, even a screen shot of the newsletter.

* The form page – This should be short and include first name, last name, social media info, company, email address. The briefer the form the better. You might not even include the last name.

* A thank you page – This page should once again tell the subscriber when they would receive the newsletter, and how they should add the sending email address.

Promoting Your Newsletter

Promoting your newsletter can be a lot of fun. Let's look at ways you can accomplish this.

#1 Blog
Be sure to have a call to action in the sidebar of your blog and at the end of some of the blog posts. A call to action with your email newsletter is at the top of the funnel call to action, which generally performs the best in blog content.

#2 Website Call to Action
You should have at least one call to action on every website page. In fact, it's a lot better if you have can have two to three calls to action on each page.

#3 Emails that Nurture Leads
To promote your newsletter set up a lead nurturing email. It's an excellent strategy because it will show how interesting s. Each time they receive your newsletter they will grow a little and possibly decide they would like to do business with you.

#4 Landing Page Form
On your landing page, add a field form asking if they would like to subscribe to the newsletter. It's an easy way to grow your subscribers.

You should promote your newsletter every chance you get. Have your visitor fill out the form to subscribe and get on the list to receive the newsletter.

Creating Email Marketing That Subscribers Read

It seems like just yesterday that emails had been straight text with no formatting and no images. But over time this changed and design became part of emails. Color and layout then become popular almost to the point of gaudy and now it seems we've pulled it back a bit again. No more big ugly links, no more animated graphics and no more color palettes that leave you running screaming from your desk. So what's the right way to do an email marketing campaign? How do you ensure your subscribers actually read what you send out?

Stay Within the Ability of the Email Client
The most important thing you need to remember is that while you can create incredibly fancy emails the purpose of email is to deliver a fast and efficient message. Browsers have evolved,

but email clients mostly refuse to make change and so what looks good on a web page may look terrible in email or it may not even load properly.

Just the Basics
Keep your design simple, which will keep your life simpler, and your subscribers happier. The more intricate your layout design the more opportunity that something will go wrong. Think old school and most of all make sure you test enough. What will work right with one email client may not work right with another email client. The only way to know is to test properly.

Place a Link at the Top
Sometimes email messages come through as garble if the transmission is interrupted or other glitches occur. This is why you should have a link to a web page that's the same as the email message, and that link should be right at the top. Don't use this link for anything else or you could annoy your subscribers.

The Landing Page
You might already be familiar with the importance of your landing page. It should be very interesting and it should hook, grab, and pull your viewer in quickly. You only have seconds before your visitor moves on. Make sure your landing page is working properly and that links go to pages that are working. Once again, testing and ensure there are no problems.

Stay on Topic
The subject line is an important component of your email marketing campaign. This is the most immediate connection between you and your subscriber and it lets them know what to expect in the email. That means it needs to grab their attention. Make your subject line:
* Personnel
* Ask a question
* Use a punch line
* Use a number (5 solid tips)

And remember to keep your subject line brief.

Creating an email marketing campaign that's successful isn't as difficult as you might think.

Email Marketing Tips for Your Business

Email marketing is an excellent way to connect with your customers without having to spend a whole lot of money. Newsletters are one great way to get people to sign up. Here are 5 email marketing tips your business should implement.

1. Make subscribing easy – Create a form for sign up on your home page, Facebook page, blog, and wherever else potential customers are already found. Collect names and email addresses. You could collect birthdays to provide a free gift, invite visitors to join groups, etc. Just don't include too many fields because if it takes too long to subscribe you'll scare visitors off.
2. Let your subscribers know what they can expect from you – What will you be sending? Newsletters, daily deals, weekly tips, company updates, etc. Give them all the information you can on your sign up sheet, and even let them choose what they'd like to receive.
3. Send out an email to welcome your subscribers – Sending out a welcome email makes the client feel good, and it reminds them why they are on the list. You can let them know that there's

good things to come and even give new subscribers a special offer.

4. Make sure your newsletter fits your brand – When creating your email campaign you need to make sure that you match the look and feel of your brand. If you are taking advantage of a template to create your newsletter, then you need to customize it with your company colors and include your logo. Creating consistency creates familiarity.

5. Send subscribers the type of content that you want – For example, if you are offering a newsletter then make sure that the content that is in the newsletter is relevant to your market. If you have different email campaigns for different groups then you need to make sure that each group is getting content that is relevant to them. There's no faster way to lose subscribers than by not offering them something they are interested in. In addition, it needs to remain fresh and current.

Email marketing remains one of the leading ways to grow your customer base. You first bring visitors on board because you offer them something they are interested in and then you can sell them something. What makes email marketing so powerful is that you can continue to sell them different items that are relevant over and over. Building your customer database through email marketing is building yourself an repeating income.

The Most Common Email Marketing Mistakes?

Email marketing can be a very effective sales tool; however, it sometimes gets a bad reputation, because those using it don't understand the correct way to make use of it. Like any marketing tool, it can be used correctly for great success, or poorly and destined for failure. There are some common email marketing mistakes that are often made. These can really destroy any benefit from using the email marketing strategy.

Mistake #1 - Taking up too much of the Recipients Time
One of the most common mistakes made by those implementing an email marketing campaign is to not think about your recipient's time. There's a good and bad time to send emails. And realistically there are a lot more bad times than good. There are many webinars and helpful tools online to help you determine when would be the right time for the kind of message you are going to send. It matters because if the message shows up at the wrong time it is much more likely to simply be deleted without ever being opened.

Mistake #2 - Not Using an Email Service Provider (ESP)
If you want to effectively send emails to your lead, you need to take advantage of an Email Service Provider. Why? Because they will ensure that all of your emails are clean, CAN-SPAM compliant and ready to be sent out. Now a days there are just so many ways that your email message can be marked as spam. It might look fine to you but still are picked up as spam, which is why you need to be using an Email Service Provider so that you can ensure you get the assurance that your emails are actually reaching their destination and that your subscribers are reading them.

Mistake #3 – Image Overload
Images can really add to your content when done correctly, but the trouble is they are seldom used correctly. Two common mistakes include using too many images and using images that are too big. Remember that a large number of your recipients are going to receiving their email on their mobile devices and if the images are too big they'll be very slow to load and you will

frustrate your recipient. Too many images can lead to loss of your message. So what you want to do is use one or two images that have been shrunk in size and that help grab the reader's attention to your message.

Avoid these three common mistakes and you will be on your way to a successful email marketing campaign.