Email Marketing

EMAIL MARKETING — A PRODUCTIVITY TOOL THAT STAND THE TEST OF TIME

In this 21st century, where the current buzz word is web 2.0 and social media, let us take a step back and look at email marketing which has continued to remain one of the effective tools in reaching out to the masses and yet deliver the highest return on investment.

THE DAYS OF POSTAL MAIL MARKETING

Take a walk to your physical mailbox. Chances are you will find several marketing brochures or flyers trying to sell you local products or localized services.

Now, take a moment to consider what the world would be like if postal mail to your physical mailbox were the only way to send you customized communications to market products and services.

It would be a highly inefficient system. But do you know, until as recently as the 1990s, it was largely the only way to get your marketing material into the hand of an individual.

What about the entire process that takes to print the brochure, deliver it and to drop the brochure into your mailbox? Think about the time and cost involved. That is until email marketing comes into the picture.

SPECIAL POINTS OF INTEREST

- Email Marketing
- Productivity Tool

Email marketing is directly marketing a commercial message to a group of people using electronic mail (email). In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be done to either cold lists or current customer database.
Broadly, the term is usually used to refer to:
•   Sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business,
•   Sending email messages with the purpose of acquiring new customers or convincing current customers to purchase something immediately,
•   Adding advertisements to email messages sent by other companies to their customers

Source: http://en.wikipedia.org/wiki/Email_marketing

How does email marketing works?

Companies using email marketing usually have a signup page for web visitors to type in their name and email address. The company must explicitly ask permission to send future messages with a double opt-in process whereby subscriber have to click on the verification email to confirm their interest. From then, companies can send email messages to those subscribers, containing information about the products, special offers and so on.

EMAIL MARKETING—A VITAL PRODUCTIVITY TOOL

Does your company have an email marketing list to market to? If the answer is no, then you are missing out on the tremendous benefits that email marketing itself bring to the company as a productivity tool. Email marketing is one of the most underrated but one of the most effective tools in reaching out to your market compared to the traditional form of marketing. It is one of the most cost-effective and yet the most productive tool in reaching out to your audience.

There are many benefits to an email marketing list. The number one reason to have a list is to make more money and at the same time cut down on marketing cost altogether.

Here's why email marketing is one of the most productive tool to use to market your business.

Global Reach – you can reach out to your customer anywhere in the world. Borders are not obstacle to email marketing as compared to other form of traditional marketing.

Personalized Email – you get to address each individual by their name and preference. This help to build a special relationship bond with your subscriber.

Test Marketing Message – You can split test your marketing message to figure out which marketing message works better to convert sales or user actions.

Email Segmentation – You can segment your email list into prospects and customers. By crafting the right message to the right audience, it is a productive way of reaching out to your respective prospects and customers.

Targeted Email – You do not have to worry about wasting your effort in writing email message to people who have no interest in what you have to offer. Otherwise, they would not have signed up to be in your list in the first place.

Immediate Results – Once the email is deployed, you will start seeing results from your marketing effort right away. It will tell you how many people receive it, open the email or even if people are buying what you are selling. There is almost no delay involved.

Reduce Overhead Cost – Email marketing can be done at a very low cost. There is no marketing channel whereby you spend less than email marketing to get a greater return on investment.

Inexpensive - In fact, it costs next to nothing. You probably have to pay a small sum for an email marketing online service. But the cost is minimal compared to the amount of cost saving and productivity level that comes along with it. And once you have engaged the service, you will be able to market frequently up to a maximum of 2-3 times a week with no additional cost incurred.

Going Green - Being electronic based with email marketing means you help to save the planet by reducing the number of trees killed.

BEFORE EMAIL MARKETING, MARKETING BROCHERE WAS DELIVER BY HAND

MOST PRODUCTIVE MARKETING TOOL

In short, email marketing is one of the most productive tools over other form of marketing channels. However, email marketing should be part of the overall marketing mix and not the only one ingredient. Now that you know how productive email marketing is in reaching out to your clients, it's time to invest in a email marketing solution if you haven't got one.

Email marketing will make you and your business more productive.

To sum up in a nutshell, it is inexpensive, it's targeted, and it's immediate.

CASE STUDY: SIX-EMAIL WELCOME INCREASES REVENUE 13%, OPEN RATE 66%

The challenge was that the student needed more revenue from their new subscriber. However, new subscriber usually made purchase later in the relationship rather than sooner in the relationship. The key to this was increasing engagement with the subscriber.

The team took five concrete steps:

Step #1. Set the audience and timing
Step #2. Set the offer strategy
Step #3. Include editorial content
Step #4. Design the first welcome email
Step #5. Watch response and test improvements

The result was that the student increased revenue by 13% just by expanding the welcome email into a six-day series. Open rates for the team's newsletter also increased by 66% after the launch.

Source: http://www.marketingsherpa.com/article.php?ident=32212

### Three awesome ways to build a list

1) Give Away Something

One of the best ways to get people to sign up is to give something for free. It could be a 5 page report or a script that add knowledge to them to help them do things better. The size of the gift doesn't matter. What is important is that you need to give people something of value. You can take this further by sending a free gift every month. This will help people to continue to stay in your list.

2) Run a forum

Another way to build a list is to run a forum. As the forum administrator, you should be the expert in your subject area. Your forum member will look to you for advice and they will continue to stay in your list because you make an impact on their life or business.

3) Put an Opt-in Box on Everything!

Your web visitor could come into your website through your homepage or any one of your content landing page. It makes sense to place your opt-in box on every page to maximize the chance of getting new sign-ups.
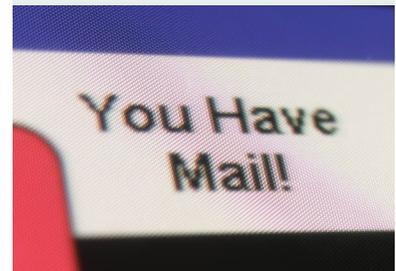
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