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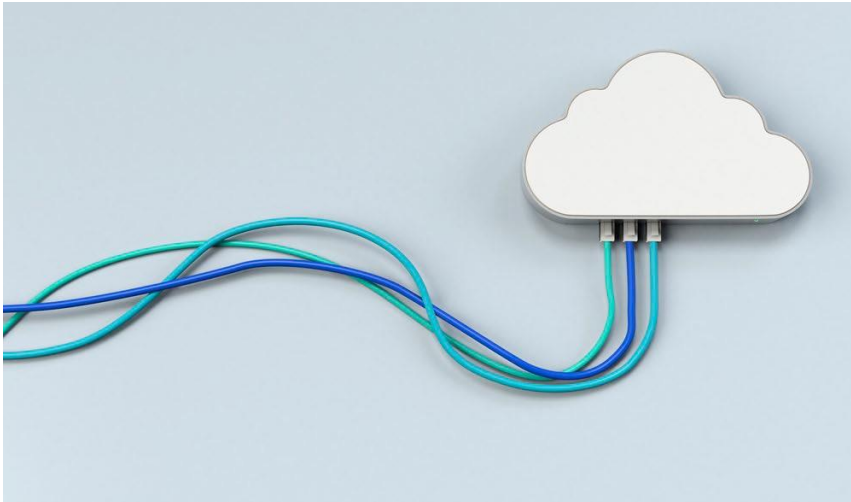
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## Email Marketing Tutorial

- By Carson Osoro

**Email marketing has become a highly effective and accountable marketing channel over the past decade, based on the principles of permission. The idea of obtaining permission to send marketing messages to recipients, and of encouraging prospects and customers to proactively provide information about themselves to enhance targeting and message relevance, is the foundation of this approach.**

However, prospecting via email requires more planning and strategy than simply emailing to a house list. Furthermore, the effectiveness of email marketing to rented lists is a topic of debate among marketers. Therefore, if you're looking to prospect with email, you may have several unanswered questions, such as where to find permission-quality email lists, how to construct and send a marketing campaign to an audience who may not know you, and how to entice an audience who hasn't done business with you before to trust and engage with you online.



# Emails in Digital Marketing Cont'd...

To help you successfully prospect with permission email marketing, this e-book will guide you through five essential steps. By following these steps, you can create a successful email marketing campaign that will help you find new customers and grow your business. So, let's get started!

## 1. Get to Know Your List

Before diving into email marketing, it's important to understand that not all email lists are created equal. Permission is even more critical when emailing prospects than customers. You need to ensure that you are using 100% affirmative consent opt-in lists for email prospecting to avoid damaging your brand and negatively impacting your deliverability.

Once you have confirmed that your list sources are genuinely 100% single or double opt-in, the next step is to ensure that your offer is relevant to your audience. Targeting your email campaign to people who are specifically interested in what you have to offer is critical to adhering to permission marketing standards. The more specific their stated interests, the better, even if this results in smaller list inventories.

Since prospecting involves using another company's customer list, the more detail you can glean about those list members, the better your targeting will be. Don't be afraid to ask lots of questions, whether you're working directly with an email list owner or through a broker/manager.

The more you get to know the list owner or can be sure that your broker does, the more informed and precisely targeted your email marketing campaign will be. Speaking of targeting . . .

## 2. Customize Your Marketing Strategy to Targeted Audiences and Specific Channels

The second tip for email marketing success is to tailor your offer and creative to both your audience and the channel. Since people who receive marketing messages in their inbox have specifically requested to receive them, it's important to create custom campaigns that resonate with them.

To make your offer exclusive to your target audience, consider adding extra incentives that aren't available via other offer redemption methods. For example, you could offer a bigger discount for the email channel or a free gift with purchase. You could also create a completely new offer that's themed around a buying season, holiday, or known past behavior.

When crafting your message, keep in mind that the attention span of the average person online is drastically shorter than their attention span when interacting with offline media. To improve open rates, leverage your offer and, if you have it, a well-known brand name in your subject line.



To keep your audience engaged, use short, digestible blocks of copy and bulleted lists. You should also provide multiple links for response and make HTML components clickable links leading straight to your landing page(s).

### **3. Improving Results Through Testing: Why Testing is Critical to Successful Email Marketing Campaigns.**

Email marketing is a powerful tool to test various elements of your marketing strategy. Its versatility allows for testing different combinations of audience, offer, creative, and delivery variables to identify the best approach for driving response rates. Start by testing your lists and audience segments to identify those that perform the best. With this information, you can personalize your messages to individuals for whom it is relevant, avoiding the risk of your emails being marked as spam.

While audience segmentation is the logical starting point, testing offer and creative variables simultaneously can also yield valuable insights.

Key variables that significantly impact performance include subject lines, offer types (free vs. paid), and landing pages. Surprisingly, even though it is not part of the email message, the landing page plays a crucial role in the success of nearly all email marketing campaigns. Take advantage of the testing opportunities that email marketing offers to refine your strategy and drive optimal results.

### **4. Creating Effective Landing Pages for Email Marketing Campaigns**

As an email marketer, your ultimate goal is to drive your campaign responders to your website via clickable links in an email message. But once they arrive at your landing page(s), what happens there makes all the difference between a successful email marketing initiative and a flop. This is because the process of conversion, or the completion of your desired call-to-action, occurs 95% of the time on a web page.

That's why it's essential to ensure that your landing pages validate your offer and support your conversion process quickly, seamlessly, and without distraction. You don't want to waste all the time, effort, and money that went into your email prospecting campaign by losing your potential customers because of a poorly designed landing page.

To ensure your landing pages are optimized for conversion, follow these four steps:

- A. Develop a landing page that specifically relates to the primary call-to-action in your email campaign. Ideally, your landing page creative will mirror the design of your email marketing campaign if it's deployed in HTML.
- B. Don't send responders to your home page as they may end up almost anywhere on your site and probably won't find the path to conversion on their own. You'll likely end up with a high abandonment rate and frustrated visitors if you "dump" responders onto a busy or cluttered home page.
- C. Outline the optimal conversion path/process you'd like responders to take on your site and then test it yourself to ensure it's fast and flawless. Ensure data fields and forms work, electronic payments can be handled, and page load times are not too long. The more efficient your conversion process, the higher your conversion rate.
- D. Work closely with your IT or web group and involve your developers in understanding your marketing objectives and online conversion processes. The more you involve them in your goals, the more interested they'll be in helping you succeed. You'd be amazed at how one tiny flaw in the programming of an order entry or registration page can kill conversion from an email marketing campaign.

## 5. Measuring the Success of Email Marketing Campaigns

When it comes to email marketing, tracking and measuring response behavior is critical to understanding how well your campaigns are performing. Unlike offline marketing efforts, which can be difficult to track and gauge, the online world offers a wide range of metrics that allow you to see exactly how people are interacting with your emails.

Open rates, click-through rates, and conversion rates are all important metrics to track in order to evaluate the performance of your email marketing message and conversion destination(s).

While high click-through rates might make you feel good about your campaign, without tracking conversion, you'll never know if your emails are actually delivering on their promise.

But tracking online conversion isn't the final frontier. Studies have shown that email marketing can influence both instant and latent responses, both online and offline. That's why it's important to track conversions across all response channels, if multiple channels exist, in order to get a complete picture of your campaign's performance.

The beauty of permission email marketing is its accountability and measurability. Email marketing is one of the most measurable and accountable direct marketing channels available, providing lightning-fast results and insights that you can quickly apply to your next campaign. With a little practice, prospecting with permission email will allow you to reap the benefits of direct marketing in the burgeoning online world.

