

# Profitable Email Marketing

**DON'T PRESS THIS BUTTON  
TO KEEP WORKING HARD**



# Secrets

**By John Mignano**

Profitable Email Marketing Secrets

## Disclaimer

Please note the information contained within this document are for educational purposes only. Every attempt has been made to provide accurate, up to date and reliable complete information no warranties of any kind are expressed or implied. Readers acknowledge that the author is not engaging in rendering legal, financial or professional advice.

By reading any document, the reader agrees that under no circumstances are we responsible for any losses, direct or indirect, that are incurred as a result of use of the information contained within this document, including but not limited to errors, omissions, or inaccuracies.

Warning: There is no promise or representation that you will make a certain amount of money, or any money, or not lose money, as a result of using our products and services. Any earnings, revenue, or income statements are strictly estimates. There is no guarantee that you will make these levels for yourself. As with any business, your results will vary and will be based on your personal abilities, experience, knowledge, capabilities, level of desire, and an infinite number of variables beyond our control, including variables you have not anticipated. There are no guarantees concerning the level of success you may experience. Each person's results will vary. There are unknown risks in any business, particularly with the Internet where advances and changes can happen quickly. The use of our information, products and services should be based on your own due diligence and you agree that we are not liable for your success or failure.

## Table of Contents

<b>INTRODUCTION.....</b>	<b>3</b>
<b>BENEFITS OF EMAIL MARKETING.....</b>	<b>5</b>
<b>DIFFERENT TYPES OF EMAIL MARKETING.....</b>	<b>8</b>
<b>EMAIL MARKETING SUCCESS TIPS.....</b>	<b>10</b>
<b>COSTLY EMAIL MARKETING MISTAKES.....</b>	<b>15</b>
<b>HIGHLY PROFITABLE EMAIL MARKETING.....</b>	<b>20</b>
<b>SIMPLE LEAD GENERATION TACTICS.....</b>	<b>25</b>

## Introduction

Email marketing is not new, although it is one of the most productive marketing strategies for anyone who owns any type of online or offline business.

It's a well-known fact companies use email marketing strategies to build businesses, dig into hungry markets, research and survey potential customers to build brand and reputation in their markets.

List building focuses on building responsive email lists of targeted prospects that have chosen to opt into your newsletter in order to receive information on a specific topic or niche.

Each time a successful prospect enters their name and email address, then confirms their request to be added to your list...

Their details are entered into a database as this allows you to send out broadcasts anytime you choose or sequential auto-responder messages to your prospects.

Imagine the possibilities of having a highly targeted mailing list and being able to instantly send out promotional based broadcasts to a large, responsive list of targeted buyers.

What if you grow a list of a couple of hundred prospects that are hungry for the information you are offering?

What if you could easily turn this list into a method of generating passive income every single time you sent out a new campaign?

Of course, it is very important how you structure your email marketing campaigns so that you include specific criteria in order to maximize their effectiveness.

Keep reading and we will cover every required element in the upcoming chapters, so that you are able to construct the highest converting, most profitable email marketing campaigns possible, quickly and easily.

Not only will email marketing help you to build relationships with potential customers and establish yourself as an authority in your industry.

You can also use email marketing to promote affiliate products, third party offers, sponsorships and joint venture projects that maximize your profit potential.

And allow you to network with other marketers in your niche.

Having a solid, highly targeted email list is an invaluable asset as an online marketer, and something that others take into consideration when considering partnering with you.

By following the tips within this guide, you will have a more successful email campaign with customers who look forward to your emails and who will be more likely to open them as soon as they reach their email inbox.

Your open rates will skyrocket and you will be able to generate traffic to websites, landing pages with new launches on demand.

Focusing on building relationships with relevant mailing lists will literally change the way you do business.

Regardless of how little you know about email marketing, you now hold in your hands a copy of this valuable guide.

You will learn everything you need to join the ranks of the most successful email marketers online.

*So, without further delay, let's jump right in!*

## Benefits of Email Marketing

List building is not only a cost effective method for Successfully building an online or offline business.

Why? Because email marketing gives you the strategy for maximizing your profits...

Email marketing is also the smartest way to save time and minimize the dollars you spend marketing your business and instead, focus on growing it.

List building allows you to build trust, relationships, interact and connect with your target audience.

List building helps facilitate the process of active subscribers becoming **customers**, by giving you more cost effective opportunities to stay in touch and directing them to solve their problems with specific products.

You can explore what your target audience is actively buying, and what kind of products or services they are likely to purchase from you.

Even if you are brand new to email marketing, building your system is exceptionally easy.

Best of all, apart from a cheap domain name, hosting account and autoresponder provider, there are also no other costs involved in becoming an email marketer.

**There are a few different email marketing software (autoresponder) providers online, the top 3:**

1. [Aweber.com](http://Aweber.com)
2. [GetResponse.com](http://GetResponse.com)
3. [iContact.com](http://iContact.com)

When it comes to choosing a hosting provider, you need to make sure you go with a stable and reliable service that allows for flexibility and fast upgrades.

[Hostgator.com](http://Hostgator.com) is usually the most popular choice. You can start out with a smaller package, and as your marketing expands, you can upgrade to a larger package.

What if you not sure what niche you are initially planning to target?

This can be a difficult step right?

Why? Because one of the most important aspects of choosing a domain name is making sure it fits well with your target market.

Your domain wants to incorporate primary keywords, and be easy to remember or as memorable as possible.

By far the best tool for this is the [Micro Niche Finder](#).

This tool is very affordable and features all of your needs in one tool. It is truly a breakthrough in Internet Marketing.

**Here are just a few of the benefits from email marketing:**

**a. Customer Relations**

As you build your customer base, you'll also be building a relationship with prospective customers, or prospects.

The most important part of customer relations is **building trust**.

Your email marketing strategy allows the customers to get know you on a more personal level, which will in turn, will help them relate to you, and eventually trust your recommendations as well as your own product line. You've probably experienced this yourself when being on an email list from someone in your niche.

The more approachable, friendly and direct they are, the more likely you are going to read their emails or look forward to future broadcasts.

**First and foremost, you must have integrity; you want to always be honest with your customers.**

This is the most important factor in solidifying a good, open relationship with your subscriber list.

You should never advertise a product at a certain price point in an email and then have the price on the site set to a higher amount.

This will not benefit your company and will make your customer lose faith in you and your company.

This happens far too often with new eager marketers that believe the most important aspect is getting people to a website.

In reality, staying consistent and honest is the only way to ensure not only initial sales but repeat customers.

Once you have a bond, build trust with your customers and established good communications; good open rates on your emails, you continue to maintain relationships by keeping up with the integrity you have established.

You stay active by interacting with your subscribers. It's far too easy for your lists to grow distant and cold if you fail to keep on top of your campaigns, and work consistently to maintain a relationship with your list.

#### **b. Announce New Products**

Any time you plan on offering a new product, an email campaign can give you some insight into the popularity of the product.

In fact, you can conduct all of your market research from your mailing lists itself, eliminating any need to spend time and money surveying your market.

To determine potential products worth creating or promoting!

Now, by verifying a product is in demand prior to creating it, you can rest assured your time and effort will be productive.

As you keep a pulse on your niche and cater to existing demands rather than developing a product that ends up not selling.

#### **c. Promote Sales**

For offline companies, when your company does find a product has not been selling well and there is surplus, you can offer these items in an email sale campaign.

And for online businesses, you can boost sales by simply offering special bonuses or coupons to your list.

Exclusive coupon codes work like gangbusters...

Anytime you can add value offering your subscribers with exclusive specials only available to your subscribers, you'll beef up the value of being a member of your list.

Which means maximizing your subscriber retention rate.

Email sales promotions are the best way to keep a happy client base and to also build up a new client base from customer referrals.

When your customers are happy, they'll more than likely spread the word (word of mouth advertising) refer other customers to your site so they can get in on the great deals as well...win, win, win!

Word of mouth is the best marketing strategy, even before email marketing.

By getting your customers talking about your site in a positive manner is the smart way to email marketing.

If they're feeling a part of a group or community and being given special offers, coupons, prizes and exclusive deals...

You will consistently grow your subscriber base daily, and that means every single day, quickly and easily.

In other words, if you stand out from the crowd and give value plus a reason to subscribe, they STAY subscribed!

## Different Types of Email Marketing

There are many different types of email marketing that can be utilized in any marketing campaign covering any Vertical or specific niche market online or offline.

As mentioned in the previous section, email marketing is a great way to promote sales for a company, and further establish your brand.

**Here are a few ways to do this:**

### **d. Newsletter**

The newsletter can be a weekly or monthly email you can send out regularly.

You want to always make sure you're sending out emails at the same time or day every week or month. Why?

Because this will get your customers comfortable and eager in looking forward to reading emails from you...



You want to only include information that is of value and relevant to your customers so they can use in conjunction to offering monthly or weekly sales.

Make this email fun and easy to read, as mentioned it's go to be relevant to them and in helping to get results.

If your customers actually get results and enjoy getting your emails every week or month, they'll look forward and will be more inclined to open emails every week.

#### **e. Opt - In Email**

When you set-up your website, you want to always use a landing page with opt-in box or email subscriber form.

This allows new customers to be aware of new products or sales. Opt-in mail assures an email list of customers who want to receive emails from you.

When setting up an email campaign, you can select single opt-in campaign or a double opt-in campaign.

Using single opt-in, the prospect only has to enter their name & email address once into the system to be instantly added to your autoresponder.

However with a double opt-in set-up, they must confirm their request prior to being added to your list.

For the most part, not all markets require or use double opt-in to actively verify subscription requests.

Some markets will have to use double opt-in to avoid any possible problems with sending unsolicited email.

When someone opt-in to your newsletter, they're sent an instant email (autoresponder message) typically includes your giveaway as well as thanking them for subscribing.

You build email lists in a very effective and inexpensive way while freeing up your productive time and resources.

Another form of opt-in emailing is to include a check box in the check out section of your website.

This offers customers a second chance at getting on your mailing list if they missed the first opt-in opportunity.

Since adding this second chance does not cost the company anything extra, it can be utilized as well...

Now, once the mailing list is established and you've build up the bond and relationship with your list, you can request feedback, suggestions and information.

You can poll your target audience to actively see what they're already purchasing, what they're interested in and what you could possibly develop for surefire success.

What if you had the power to instantly understand buying behaviors, plus accomplish market research with a PRIME target audience of potential buyers?

## Email Marketing Success Tips

Email marketing is not just for Internet based companies any more. Many brick and mortar companies are adding email marketing to increase their customer base.

Many of the large chain department and grocery stores are offering email marketing to their customers as a way to build back end offers.

The strategy offsets sales and promotions that customers who do not wish to receive emails would be offered.

Not only does large business use email marketing, smaller businesses are finding this a great way to increase their customer base and to entice return customers as well.

There is no other fast response medium that can reach as many customers as quickly and cost effectively as email marketing...

Smaller companies use email marketing to promote products and keep in touch with existing customers.

They're also creating web pages to get their products out to the public in different areas of the world that they would not have had the opportunity to network previously.

### **f. Types of Non Internet Companies Using Email Marketing**

There are probably more companies than you can think of already using email marketing.

Your local band will use email marketing to let their listeners and followers know when and where they are playing next so they can keep people coming to shows.

This makes money as more people show up to each show is more tickets sold.

Simple! More tickets sold means more money for the band!

Venues offer more money to bands if they know their shows are going to sell out or nearly close to it.

Email marketing is used by local bar bands, all the way to the top acts in the music business...it works!

Video shops are using email marketing to let customers know when new releases are available for sale or rent.

Why not offer your email customer exclusive waiting lists for new releases that are popular and sell out quickly?

Of course, this gives each valued email customer the real opportunity to get a movie they may not have gotten if they had to wait in line for it.

These are two completely different types of businesses using email marketing in a positive and productive way to build business and create a loyal following.

Any business can benefit from email marketing and you want to utilize this strategy so your business grows.

#### **g. How Non Internet Based Companies Create Email Lists**

It's simple for non-Internet based companies to create mailing lists using email marketing to their advantage.

You can offer a customer the opportunity to get on your email list by having a sign-up form near the front door of your business or by offering to take their email while the customers are checking out.

You can offer a business card at the same time you're handing your customer change or make them available at the check out counter.

Make sure your website address is on the business cards.

Your customers will then be offered the choice to opt-in when they browse your website.

#### **h. Stay in Touch With Your Customers**

Email marketing is a proven, very cost effective and great way for you to keep in touch with your clients.

You can send out a newsletter that lets customers know what is coming up for the month ahead or to advise them of a sale is taking place.

You can also use email marketing to promote specialty items or events happening in your shop...

The same strategy can be used for any industry so your customers are kept in the loop about what they want to know about.

Make sure you keep emails fun and entertaining so your customers look forward to receiving email from you.

#### **i. Email Only Coupons**

One smart way to retain loyal online customers is to offer email only coupons.

Coupons can be printed out by your customers and can be used in your brick and mortar store.

Your email customers will feel special because they're treated special from customers who are not taking advantage of the email list.

You can also offer a two for one coupon your email customers can give to a friend that want to become a member of your email list.

No one wants to miss out on all the specials that are offered to loyal customers, right?

As mentioned earlier, word of mouth is one of the most powerful forms of FREE advertising, one of the strongest marketing tools that can be utilized.

What a great way for word of mouth about the great deals people get with special deals for email subscribers than a two for one deal?

#### **j. Offer Opt-Out Options**

It is important that you give your customers an option to opt-out of emails. There are two reasons for this option.

First of all, you do not want customers that are not happy or willing to continue to receive emails from you.

The emails won't be opened and instead end up directly in the trash or spam folder.

These customers most likely aren't going to visit your site or purchase your products. It's a waste of your company's money and productive time dealing with spam complaints and/or angry customers.

By offering an opt-out, only customers that want to read your emails will receive them and you'll not only get sales (also repeated business) from those customers.

The second reason for using an opt-out option is you'll not be sending out spam to customers that don't wish to receive your emails any more.

As discussed previously, spamming is a serious issue and by offering an opt-out, you protect your company from being accused of spamming.

There are more important issues companies need to deal with besides being accused of spamming.

The opt-out option protects your customers and your company. It may be assumed that if you offer an opt-out that your customers will use it.

Some may, but it has been established those customers will not be of a mind to visit your site again and so this is not a huge loss to your company.

#### **k. Opt-In Confirmation**

Many times when people want to purchase a product that requires an email address to be added, they'll use a junk or false email.

They may feel they don't want to be added to an email list. They'd prefer to try out your site first and then make a decision whether to become an email subscriber after they have received their product or service.

When you offer opt-in confirmation email, the recipient has to use a click through link in order to be added to your email list.

This saves you time and money in the short and long term.

When you offer opt-confirmation, your customer becomes more of a mind to use correct email address, as they know they'll have the choice to accept or decline the offer after the product or service was found satisfactory.

You'll have an email list that is correctly filled out with valid email addresses and customers looking forward to receiving more emails from you.

When your customer has to use the click through to opt-in to your email list, they cannot claim you're spamming.

Since they have confirmed they want to receive emails from your company it will be difficult for them to prove any type of spam in the future.

Again, [Aweber.com](http://Aweber.com), [GetResponse.com](http://GetResponse.com) and [icontact.com](http://icontact.com) have all of the forms and information you need to get started and to maintain a happy and satisfied e-mail list.

## **1. Surveys**

Anytime you're considering optimizing your website, you may want to send out a survey to see if your customers would be interested in the product.

This is a valuable marketing tool, as you'll get a great deal of feedback on what your customers are looking for from you and that means you get to see what to sell.

Before you add an expensive item to your stock, it is best to find out if stock will sell, right?

A survey can help you to determine what customers want to buy and save you a good deal of money in the long run.

Many times companies make the costly mistake of stocking items that are not selling, and in many cases overloading their inventory with useless items.

They end up having to sell below cost or online auction in bulk. Either way, they lose money or just break even.

Surveys are a measurable way to determine wants and needs and follow trends in the market.

What if people do not want to complete a survey?

Many feel they don't have the time to take a survey so keep the questions, relevant short and to the point.

Your clients will be more inclined to participate in future surveys.

You may also want to add an incentive such as a discount at your place of business for survey participation.

This can be a discount on certain items or on any items that are purchased within a certain time frame.

There will be more motivation to participate in a survey if the customer feels they're getting something for free.

## Use Email Header Titles

You want to make sure your emails get opened and of course read so people will take action.

The best way to do this is to use headers or a catchy title. Email headers are like headline that appeal to curiosity and entices readers to want to open the email.

Why? To explore its contents!

If you're offering a sale or special offer, make sure you include a catchy sale in the title of the email header.

The sale item should be listed and you want to include the sale price.

The customer has to open the email in order to get the click through link that leads to the sale page of your website. It's pretty simple and straightforward...

What if you're sending out newsletters as well as sales related emails in your email marketing strategy?

You want to make each type of email distinctive according to the email type.

This strategy here is to let your customers see the exact type of email they're receiving without having to open the email to do this.

They may be waiting for a newsletter to be sent out and may get frustrated when they get a sales email instead.

You should also make any special event email titles unique as well in order to grab your customer's attention.

### **m. Include Your Customers First Name in Emails**

As you're setting up your email list for your customers, you may want to give them a customer number. This is fine for your own records...

What if you're sending out your emails, a number can be quite impersonal right?

The answer is personalization. Make sure your customers know they're important to your company by using their first names in every email you send them.

This may seem like a waste of time if you're sending out thousands of emails at a time.

In fact, a personal touch can mean the difference in getting a customer to take advantage of a sale or having emails instantly deleted.

Many customers appreciate a personal touch and feel they are getting an email that's dedicated to them alone.

The email header or title can mean the difference between your customers opening and email or deleting it.

By using their first name in the title, many people will respond by opening the email feeling like it's from a friend instead of a company trying to market to them.

#### **n. Respond to Email Queries In a Timely Manner**

Customer service is a huge factor in the success of any company. Service is also a form of email marketing.

When you receive an email query from a customer, you want to make sure you answer this query in a timely manner.

You never want to take more than twenty-four to forty-eight hours to answer any query that is emailed to you.

If your customers feel they're not getting quick enough answers, they'll take their business to your competitors.

Service and good customer relations starts by answering emails in a timely manner, which helps build trust with your customers...

Trust with your customers is paramount and can easily be achieved with a good systemized email marketing strategy.

A satisfactory answer in a timely manner will show your customers you care and want them to remain customers.

People are motivated to purchase from you again if you offer great customer service in return.



### **o. Simplify the Process**

Make sure the emails you send out are relevant and informative without being too complex.

Keep it simple, you'll get less problems and actually get your customers to respond because they understand what the message in the email is all about.

Be informative without being arrogant.

Stay direct and to the point when composing your emails and don't let your ideas jump all over the place.

Stay focused on one topic or one item at a time. If you jump around when writing your emails, your customers may become confused and not understand your message.

The essence of what you're trying to say can easily get lost. This may keep them from missing out on a great deal or offer you have for them...

The simple point of email marketing is get customers going to your website where your products are sold.

When your customers can easily follow your direction They'll be motivated to purchase the product offered.

You want to make your emails entertaining.

There's nothing wrong with adding a bit of shock or humor to your emails if it is appropriate.

Many people enjoy a chuckle and open your emails for no other reason than a good laugh.

Want a tutorial of video's walking you step-by-step all the way? [Michael Rasmussen's - "Email Promo's Exposed"](#).

There are at least eight videos in this series for smart e-mail marketing just in the FREE section alone so you're sure to love his content!

### **p. Keep Your Database Clean**

Every three or four months you want to run email reports to see who is opening your emails and who is not.

People who have not opened even one email in an entire calendar year can safely be moved to another email list.

These people are probably using junk email addresses or placing your emails in their spam folder.

Obviously they're not reading these emails. You can either move or remove the emails from your list so you are not wasting money-sending emails to a spam folder.

You'll be able to keep customers in your database who want to get your emails regularly and who are actually reading them as well.

You want to segment lists of inactive people from the main buyers database, those who are not using the click through links to purchase products as well.

**WARNING:** Don't be eager to remove or clean your list entirely. Why?

Because it can be a costly mistake as these customers may simply be accessing your site directly from the Internet and not through your emails.

Customers may be active, simply reading the emails and then taking advantage of the offers at a later date.

#### **q. Keep up to Date with New Email Technology**

These days, many industries technology expand and grow very quickly. This is also true with email marketing.

It seems like every month there's new products or push button software that makes it easier for business owners to perform email marketing.

It is highly probable your competitors are utilizing this new technology and you want to keep up with competition.

This technology can enable you to optimize your email marketing strategy so you can send out the most emails with the least work.

Some types of programs can help add first names to emails for companies wanting to implement tips offered earlier.

There's software that can analyze your competitions web hits and allow you to see where customers are spending their time on their websites.

This will help you to optimize your website and can offer you the possibility of acquiring new customers as well.

## **r. Email Reports**

There are different types of programs available that will analyze your website and offer email reports with very relevant tools for performance and measuring metrics.

This is highly useful information.

These types of reports allow you to see where your customers are spending their time and when they are utilizing certain aspects of your email marketing.

One type of report will offer you the click through rate on your email campaigns.

If you offer more than one click through link, each link can be analyzed separately.

Now, you can see what products or services are being accessed the most and which ones are not getting any traffic.

When you are setting up future promotions, you can use this data to improve your sales funnel.

You may want to continue using free offers as a lead generator. You'll also be able to see how many people are opting out of your email list in a set period of time.

There may be a marketing strategy you tested and found it didn't work and caused many people to opt-out.

Ultimately, learning where you have made mistakes helps you to improve and not make the same mistakes again.

This is highly desirable and a very important aspect of successful and profitable email marketing strategy.

You can also use various reports to see what type of emails are being opened and read and which ones are not.

You can then craft better email headers or change your email content to make sure all of your emails contain content that's relevant to your readers.

Using email reports helps you to optimize your email content so your customers will take action and want to continue receiving emails so open rates will skyrocket.

Remember to split test your landing or squeeze pages with each and every campaign...

The name of the game is to consistently test for better improvements while tweaking and tracking the results.

You want the best results possible! Your autoresponder is key, whether [Aweber.com](http://Aweber.com), [GetResponse.com](http://GetResponse.com) or [icontact.com](http://icontact.com) all these email software applications use these features.

Also, a good place for analytics is <http://bit.ly> or if you prefer Google analytics, both are free☺

## How To Avoid Costly Email Marketing Mistakes

While email marketing is a great way to stay in touch with your customers and clients, there are many costly mistakes companies make causing loss in customers.

Learning what not to do does just as important as knowing how to optimize your email marketing strategy.

By learning these costly mistakes and avoiding them, You'll keep your current customers happy and increase your customer base at the same time.

Your customers without any doubt whatsoever are your most valuable assets. You do not want to use email-marketing strategies they may not appreciate.

This can also ensure your company stays within the moral and legal boundaries that are not so widely known by new Internet or brick and mortar business owners.

Many Internet companies have the desire and excitement for getting their business started can make simple and costly mistakes.

At times, the simplest of mistakes can be disastrous to a company and can sometimes lead to financial ruin.

### **s. Sending Too Many Emails**

Listen closely; this is the most costly mistake that a company can make when it comes to email marketing.

Your customers do not want to get two or three emails a day. Some companies send that many out in a day. This can lead to customers adding your email address to spam list.

When this happens, you're almost got no chance to reverse the damage and they'll never receive emails they may want to see.

You'll not get any click through activity...

Or increase your sales if your customers are sending your emails to their spam folders automatically, right?

When you overload a customer's inbox, this creates too many emails for a customer to read.

They may not always send your emails to their spam, but they may not read all the emails you send out either.

They may simply trash or delete email as quickly as you send them as bothersome.

They may open one once in a while if the title appeals to them, but the bulk of emails you send won't be read.

You'll be wasting money and time...

Instead, test sending only one or two relevant emails a week with three larger newsletters a month.

The emails you send each week can contain special offers or sales that entice your subscribers to read the email.

Make sure you keep email headers entertaining to keep your customers opening them when they're sent out.

The newsletter can be a bit longer and can contain all the specials for the next month.

You can add relevant content, tips and tricks customers can utilize prior to purchasing your products.

For instance, if you're selling knitting supplies, each newsletter can contain a free pattern of the month.

Customers will want to go directly to your site and make a purchase for the thread, so they can make new patterns You've just offered them.

Each month customers look forward and get excited in receiving the next installment.

Do you think your customers will be motivated to use the click through link to purchase more products?

#### **t. Selling Answers**

Many Internet based companies make the costly mistake of selling answers for email addresses.

One way this is done is the process of using a frequently asked questions page that requires a customer to sign up for before the answers are given.

The customer will only get the answers if they send in their email...(see email submit strategy)

Another way is by offering a portion of answer or tips for the customer is looking for...

When they opted in to your email list, prospective customers are directed to the full answer page.

For reasons stated above, this may not always be the better strategy for building a customer email-marketing list for most companies.

The customer database you create will not be entirely targeted either.

What this means is you're going to create a surplus of customers who only entered their email to get the answers and a good percentage will trash or delete your emails.

They may opt-out, or request you stop sending emails, as soon as they get the answers.

It is better to use different methods such as the opt-in option to create your email list.

This way you build a solid database of customers who truly want to receive your emails are motivated to open emails you send.

It's crucial emails are opened and people take action by clicking through option when purchasing items from your business.

#### **u. Spamming**

This can be one the most costly and most dangerous of all types of email campaigns. You never want to take part in any sort of mass email mailing that is offered online.

This is considered spamming and is highly frowned upon by the internet community.

Many companies make the costly mistake in sending out as many emails to as many people as they can and think it's acceptable or reasonable to do this...

BEWARE: There are many scammers online that offer mass email lists to companies for a ridiculously low price.

They will make claims it's perfectly legal and companies are highly successful from buying their email lists.

The BIG problem is, spamming is not legal. While there are no agencies regulating Internet content, spammers who are caught do face severe ramifications.

Immediate termination of their business websites...

And when a spammer is reported to a web hosting company that's responsible for uploading their website, the web hosting company can shut down that website permanently.

If you purchased your web address from the same web hosting company, they may have sole ownership and may reclaim so you can't use it until they decide to sell it.

Many people who open web-based companies spend a good portion of their marketing budget on the actual website.

This can run into thousands of dollars if they also added high tech keyword optimization services for the purpose of reaching the top of the search engine lists.

Losing your website address can literally ruin a company who may not have the money to burn up on another website and website hosting company.

Do not use this method if you do not want to lose your company. Not all companies who use spamming non-listed customers lose their companies, but why take the chance?

It is simple and more cost effective to send emails only to people that genuinely want to receive them from you.

It is much better to earn one hundred customers that want to read your emails and shop at your store than tens of thousands of people sending emails directly to the trash.

#### **v. Sending False or Incorrect Information in an Email Campaign**

Always make sure the information you send is one hundred percent accurate and verified...

Make sure any promises or special deals offered you are willing to follow through on.

It can be easy to send out emails offering great deals to your customers to get them on your website.

What if once they're there and product isn't available?

What if price has not been modified properly?

Well, you can lose a valued customer, however, there maybe a select few that contact customer support to see why this issue occurred.

In the long run, your customers lose confidence in you and your product if you don't deliver or keep your word.

Always make sure you stock adequate sale items offered in an email campaign and make sure the product is listed for the sale price so your customers get discount promised.

You'll also want to double-check any information or news that you offer in your newsletters.

Sending outdated or the wrong information is also a great way to lose customer confidence. Make sure you check your facts so all your email content is current and correct.

You can use a third party which has a solid grasp of your industry and who can offer the most up date information.

You can also send short articles that are checked for accuracy before being sent as emails.

Finally, you want to double-check spelling and grammar errors that can occur while typing your email.

If you have more than one company, you may be creating a good amount of emails everyday.

Even with the best spelling and grammar checkers for word processing programs, mistakes can be made.

You may find printing out the email helps before sending it to the customer. You might be able to spot mistakes not noticed on the computer screen.

Conversely, you can also use a trusted company employee or partner proofread your emails before they go out as well.



## Strategies For Highly Profitable Email Marketing

Using email-marketing campaigns to create new business and further maximize your reach is one of the easiest tactics for smart marketers.

What if you want to minimize your marketing requirements, while pushing your brand quickly and easily?

Email marketing if done correctly, can quickly become a very powerful viral method of advertising your new business, products or services.

The people receiving your campaigns tell their friends about the great deals offered by simply opening an email your company has sent to them...

Especially...if you focus on offering exclusive deals, coupons & incentives available only to list subscribers!

You want email promotions spread out and not send too often. You want them to be special events your customers will look forward to receiving.

You want to use similar email title header for each Campaign, so customers know this is a special event and not simply a sale that is offered to all customers whether they belong to the email list or not.

People like to be singled out and made to feel special.

When your customers see you're taking time out to let them know you appreciate their custom in this way, they will be more likely to visit your site again and continue to purchase items or services you're offering.

## Customer Only Specials and or Events

This can range from super sales only offered to those email recipients who visit your site through the click through provided in the email.

Once they click on the special link you provide, they're redirected to a sales page only accessible via link.

They will then be able to purchase the sales items and you make a customer happy.

This marketing technique can be used for special sales, group discussions, special guest appearances or other events that can occur online or offline.

Only your email recipients will be able to access this special event and if they want their friends to be in on these events...

They will have to sign-up for your email list as well.

This can be a huge addition to your email database if your customers all tell at least one friend about these special customer only events.

If you've a database of two hundred and fifty customers, this type of email marketing campaign can double your database to over five hundred with just one event.

When you schedule an event every two or three months, you continue to create more business with each event.

You want to keep these events special and not run too often as this will takeaway from the value.

By only having an even four to six times a year, your customers will come to know it's worth viewing and will open these emails with excitement and enjoyment.

## Follow Up Offers

You can use follow up offers to entice your customers to come back to your website.

If a certain item was purchased, you can send out an email to the customers that purchased an item and offer another item that's of benefit to your customer while using the item that was previously bought.

Using the knitting example discussed earlier, you could offer a customer who purchased a certain knitting needle special thread that could be offered at a discount and that can be used with the knitting needle.

You can follow-up with offers to entice the customer to come back to your website by offering a reduced flat rate discount on all items in your store by "X" amount...

Simply be taking action with a click through link that will automatically give them this offer.

You want to limit this type of offer to new customers.

When a new customer opts-in to your emails and makes a purchase, you send them an email with a five percent off their next purchase.

This can be a n effective way to get return business from new customers. As with any promotion, you don't overload your customer with the same follow-up emails.

They may get tired of seeing them over and over again, ignore or delete so you'll not have the high ROI or return of customers follow up offers should gain you.

## Affiliate Marketing

This is where affiliate marketing can leverage your profits and efforts so you can continue to monetize your list by promoting third party products.

Why would you want to do that? Because this is where you can earn a commission each time one of your subscribers purchases products using your referral link.

This is also one of the simplest ways to monetize your list, because you aren't required to create a new product of your own...

And you do not have to deal with the customer support issues or aspect of launching a new product.

To begin you can visit: <http://www.ClickBank.com> and <http://www.PayPal.com> and review products relating to your market from within their marketplace.

While you're there, you might want to sign-up as you'll definitely want to use these two accounts if you don't already have them.

These two resources give you virtually unlimited products available to promote, covering dozens of niche markets.

When promoting affiliate products, you want to always personally evaluate each product itself, as well as the merchant's website...

You want to make sure if you're sending leads to their landing page, the sales funnel and conversion rates are working in terms of visitors to buyers.

## Newsletter Sponsors

When you send your newsletter, you can offer promotions to subscribers of your newsletters. You can offer bonus items to your customers who receive this email.

This can be an inexpensive way for your company reward customers who are loyal and reading your emails.

These offers do not have to be expensive.

It can be as simple as a free software download or e-book PDF file. If you offer any free items in your newsletter, don't make the free gift part of a must purchase program.

This promotion should be absolutely free.

If you spend "X" amount, you'd keep your email campaigns directed at your sale items.

If you keep the promotion absolutely free, you'll more likely get customers opening your newsletter every time they receive it to see what the next freebie will be.

As with other promotions, customers tell their friends About great free items they receive by simply becoming a customer of your company.

Their friends sign up for your emails and you increase your customer database each time you send a newsletter.

## Why Build a Blog?

Blogs are simple to set-up and for many reasons a great way to promote your newsletter or main website.

Not only are blogs quick and easy to use as a promotional tool, it can also boost search engine results by using the right keyword optimization.

This means more hits and more traffic. Your website can effectively make use of a blog and you can also get back links on other blogs simply by blogging...

The simplicity of blogs means you're not messing with HTML and not having to edit code or CSS.

A great blog platform to use, you want to consider using Wordpress and various free plugins for adding squeeze pages, quickly and easily.

Wordpress allows you to set-up a static page in just a few minutes. Simply copy and paste your autoresponder code into page and your blog is fully functional with squeeze page within minutes...

You can download a copy of Wordpress from [Wordpress.org](http://Wordpress.org) which is free. Your autoresponders can be set-up by using [Aweber.com](http://Aweber.com), [GetResponse.com](http://GetResponse.com) or [iContact.com](http://iContact.com)

You can purchase pre-designed HTML based squeeze pages allowing you to plug in your autoresponder code from high quality developers including:

<http://www.optindesign.com/page/>

<http://www.instantsqueezepagegenerator.com/>

Include links back to your blog or article posts in your email campaigns so current customers can take advantage of the information you're offers.

This adds more hits to your website and your customers get useful information at the same time.

## Affiliate Marketing Reviews

One great way of making money with your list is to tie in affiliate marketing reviews based on the products you are promoting.

Outline reviews to be detailed and accurate as possible to showcase pro's and con's of each product. You want to be knowledgeable and genuine.

Instead of including the review within your email itself, send your subscribers a link to an internal page on your blog or website...

You want to be able to generate traffic to your site as well as increase the chances people can purchase products by allowing curiosity to explore different categories.

## Sell Your Own Products & Services

Initially you may not plan on creating your own product, once you've established an active list of subscribers...

You leverage your email marketing campaigns by promoting third party products and creating your own line of high quality products.

You can also use ready-made private label content as a way of generating revenue quickly and easily.

Best of all, if you purchase unrestricted rights to solid PLR content, you can brand it as your own keeping 100% of the profits generated from your sales.

You want to focus on only high quality content where the developer has limited the availability to a select few.

High quality PLR packages at: <http://www.PLRGoldMember.com>

If you don't use a website or have a big list, this is the fastest way to build your list and make money.

## Simple Lead Generation Tactics

If you've set-up your squeeze pages and integrated your opt-in code, you need to drive targeted traffic to your websites, consisting of prospective leads interested in the overall focus of your newsletter or email campaigns.

Here are a few ways to build highest performing mailing lists, quickly and easily...

## Video Marketing

Video is very popular and of course high volume traffic websites like [YouTube.com](http://YouTube.com), it's never been better to use the power of video to generate traffic to your blog.

You want a simple video or slideshow presentation that highlights your giveaway and directs people to your squeeze page...

You can position videos on other video websites where people are searching for instructional videos can view them.

You can include a click through link on the actual video so any prospective customers can find their way to your website easily.

Use free moviemaking program like Windows moviemaker or download trial copy of Camtasia: <http://www.TechSmith.com>

Utilize short video or slideshow that speaks directly to your target audience with benefits of your mailing list or newsletter.

You can get a free program online from Cam Studio. Search for "Cam Studio" to see places to download this for free.

## Social Marketing

This is where you can utilize social marketing properties like Squidoo lens, where you can add opt-in pages right into your existing page. Go to: <http://www.Squidoo.com>

It's available as add-on module, and it's a great way to generate instant traffic to remotely hosted opt-in page.

Squidoo is considered an authority website and carries exceptional weight within search engines, not only are you able to generate new leads from your opt-in page...

You could also add links to your Squidoo lens pages that point back to your websites. Of course, links also lead visitors to your other squeeze pages as well.

Hub Pages is another social marketing property you can use for driving new traffic and subscribers.

HubPages is similar to Squidoo in terms of being able to create instant single websites even if you're unfamiliar with HTML. Go to: <http://www.HubPages.com>

## Article Marketing

Content is king. Article marketing is all about offering high quality, relevant content for targeting your market and enticing leads to your blog or website...

Motivated readers click a link in your resource box and Visit your website to find out more about you.

Start out by submitting keyword relevant articles every week. 3-5 articles give you a good infiltrator to test and expand your article campaign...

You want to generate consistent traffic to your squeeze pages. As you continue to expand the number of articles in circulation, you're able to generate more traffic on a regular basis.

If you want your articles to be listed in article directories, make sure content is original and well written to attract highly targeted to your niche market.

You can utilize a database of PLR articles and re-write optimized with keyword rich content. After all, these articles represent you and your brand...

You want your readers drawn to your quality content as they're more likely going to base products on information found within your article content.

When submitting your articles you want to specifically use a well laid out author's resource box. Why?

A resource box is the only place you can include external links. You want to include a strong call to action that motivates your reader to click the link.

The link leads to your squeeze page. Use anchor text so not only are you able to generate traffic from article directories...

You can take advantage of ranking for specific keywords within the search engines.

**For Example:** "Click here for profitable detailed [article marketing tips](#) with never before seen secret techniques"

Intensify results of articles by using different resource box featuring alternative themed anchor keywords like:

"Click here for a deadly accurate free step-by-step guide for maximizing your [Internet marketing articles](#)"...

**Want a few article directories to help you get started:**

<http://www.EzineArticles.com>  
<http://www.GoArticles.com>



<http://www.ArticleDashboard.com>  
<http://www.SearchWarp.com>  
<http://www.ArticlesBase.com>

## Participate In Giveaways

Don't want to create a monthly newsletter?

You can still offer free giveaway items at certain points in the year. Free offers can be the same as newsletters.

You can make offers available every couple of months or during your regular email campaign.

It's not necessarily to do giveaways regularly as you can stagger or offer at times of the year.

Choose the most relevant times of years when people are mostly interested in the free gift you're offering.

Simply join a few giveaways as a contributor, so you're able to customize your gift to match the needs and wants of prospective subscribers to your hosted squeeze page.

Subscribers join your list directly, managed by a hosting company and/or autoresponder provider you already use.

**Here are a few resources to keep you up-to-date on future giveaways you can join as a contributor:**

<http://www.affiliategiveaways.com>  
<http://eprofitnews.org/giveaways>  
<http://www.newjvgiveaways.com/>

Giveaways when integrated properly with email marketing can be a very cost effective way to gain trust with your customers while maximizing your reach quickly and easily.

If your customers trust you, more than likely they're motivated to continue using your services or purchasing your products...

That's why building a relationship with your subscriber base is extremely important.

Customer trust ensures loyalty with repeat business.

Repeat business accounts for 63% of sales, as this is a vital aspect of email marketing campaigns. You want to emphasize benefits with every email broadcast sent out.

You can delegate specific sales offers or free gifts into your emails so customers feel appreciated and special.

In turn, customers tell their friends and this increases your subscriber base with more business to your site.

You don't ever want to offer free gifts requiring a purchase unless you clearly state this in the email.

Following the tips provided enables you to enhance your email marketing campaign, keep your customers happy and entertained when reading your emails.

Remember your customers are always the most important asset in your company; let your customers know you appreciate them...

Build the bond and relationship so customers continue to be repeat customers you can count on.

The most responsive lists are structured in using a solid foundation of added value. That means customers are given an abundance of high quality content for getting results.

The same type of content people are eagerly paying for...

Build your relationships on quality communications and your reputation on added value and you'll continue build on a successful business at the same time!

## Can your company benefit by taking it virtual?

Business-Ad-Ventures is a virtual company.

For years, we have applied proven tools and techniques for building a virtual infrastructure while increasing the simplicity of our email marketing systems.

Are you interested in learning how to save money and time by taking your local business virtual? Please call direct or email me for your free profits strategy session.

Please Click On The Following Link For Your FREE Bonus:

<http://www.youtube.com/user/highwaystar01>

Above link goes to email marketing videos.

I trust you enjoyed learning as much as I enjoyed your company. Writing this valuable tutorial for you was indeed my pleasure!

If you take one message away from this marketing source, then you will want to take ACTION NOW!

Yours in Continued Success,



John Mignano

**Business-Ad-Ventures.com**

Website Development | Online Marketing Strategy |  
Targeted Email Marketing

Website development, online marketing strategy with targeted email marketing and a website designer that uses direct mail marketing for business wanting high return on investment (ROI) and e-commerce solutions...