7 Steps To Email Marketing!

7 Steps To Email Marketing Success Guide
by: George Pierce

Congratulations on considering email marketing as a source of business growth and/or income online!

Welcome to the exciting world of email marketing.

Why is it exciting? **Because it WORKS!**

Once you have mastered this simple process, you can duplicate your efforts again and again and again and again! Email marketing will not only make you money, it is the most steady and dependable income that you can generate and grow and continue to grow online!

You will discover that email marketing will turn out to be the backbone of your online business, so do not undervalue email marketing. If your goal is to build a list for your brick and mortar business, the information that you are about to receive will make a huge difference in your success. If you want to create an online income that can surpass your dreams, read on.

This guide is meant to help you to get started the right way.

You are about to learn seven steps that will put you on track for a solid and dependable revenue stream.

Good luck, my friends.

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#1: Where do you start?

Understand that email marketing as an essential and significant component of your online business.

Your first step is to determine your market or niche. This means determining who your audience is.

Put yourself in their shoes, by determining what their needs, wants, desires, and problems are.

Focus on how you or your product or service can

'satisfy' or

'solve' or

'please'

your prospects.

Your first step is to **determine your audience and how you are going to help them.**

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#2: What is your email goal?

I imagine that some of my readers may be ready to stop reading by now. HUH?

I am a bit of a bull in a china shop, so if you are like me, you probably want to JUMP IN to email marketing and skip this niche and goal stuff!

I know how you feel, but I ask you to bear with me, since you and I have to know WHERE we are going in order to get there. I learned this the hard way, so please read on.

Your goal can be

getting your subscriber to become a member,
getting your subscriber to purchase your product,
purchase other products (add-ons),
visit your website,
join or subscribe,
donate,
visit your business in person, etc.

Perhaps you own a restaurant and your goal is to increase traffic to your business.

You can acquire email subscribers and increase new and repeat business with specials, coupons, promotions, etc.

Be creative, you will surprise yourself.

#3: How often should you email?

At least once per month or per quarter, preferably once a week. Experiment with frequency and day of the week and time of day and compare results.

Be sure to **always have a reason** for your emails...at least, from your subscriber's point of view.

Emails that are link farms are not likely to make it to your subscriber's inbox.

Even if your emails do not bounce, your subscriber will soon unsubscribe.

Regular emails with **quality content** help your
subscriber remember who you are and will assure you of a better open rate.

Include VALUE in each email.

#4: How do you build your list?

First, you must NEVER send SPAM.

This means that you should always get your subscriber's permission before sending an email. This is referred to as 'opting in'. Your email sign up form and/or opt in email form should make it clear that your subscriber is giving their permission for you to send them additional emails. Spamming reduces
your deliver-ability and can even result in your email account being shut down.

You can build your list by:

- Including a sign up link, button, form, or banner on every page (except a sales page) on your website, blog, fan page, etc.
- encouraging your visitors to sign up by offering an **incentive**
- encouraging your visitors to sign up with testimonies
- encouraging your visitors to sign up with literature at your store location

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#5: How should you formulate your emails?

Your email address must be specific, not generic.

For example: info@yourstorename.com is what you want...not... info@mail.com

You reply address also should be specific: service@yourstorename.com

support@yourstorename.com

Your subject line: Your subject line needs to encourage your subscriber to open the email. Do not mislead, but be creative. Personalization also helps your open rate so consider adding your subscriber's
first name.

Branding: Create your email template and include logo, web site links, colors, phone, address, hours,
and images.

Content: Include the **reason for your email**...sale, discount, promotion, etc. Be warm, friendly, and
personable.

Call to Action: The most important part of your email is your call to action. Your call to action is what
you want your subscriber to do. Whether it is to call, visit, attend, purchase, join, subscribe, etc.; be clear and create urgency. Be sure that your email builds interest so that your reader will take action.

#6: Inspect BEFORE sending!

Always inspect your emails before sending them. Use your “send test” option to yourself and review.

Your emails should always be checked for things like:

- are your images working properly
- is your spelling and grammar correct
- do your links work
- is your website link working and correct
- does your email include spam words
- does your email include blacklisted links or too many links
- is your 'reply to' email working
- does your email make sense

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#7: You must keep track!

Tracking your emails is essential. When checking your metrics, wait about 48 to 72 hours.

Open Rate: If your open rate exceeds 15%, your subject line and list are on target. If not, tweak and test to improve your open rate.

Click through rate: Are your subscribers clicking your link(s) in your emails? Are they 'taking

action'?

Bounce Rate: Your bounce rate regarding emails is the number of emails per one hundred that do not
get delivered. A hard bounce means an invalid email address. A soft bounce means that your email did not get through the email filters and into your subscriber's email box. Soft bounces can be lessened
with white listing, and making sure that your emails are ***not*** spammy.

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BONUS Step #8: Improving, Improving, Improving

In order to improve your emails and your stats, you will need to make changes (tweak) and compare (test).

After your second and each additional email, compare your email stats side by side and compare your
emails side by side. Use what works, discard that which does not work.

Some examples of changes and tests are short text, long text, different images, colors, change subject
line, adjust pricing (up and down), change wording, etc.

Change only ONE thing at a time and see if it improves your results.

Learn as much as you can:

The more knowledge and experience that you have about anything, the better your results. This is certainly true concerning email marketing. This guide will help you to get on the right track and to see
better results.

Between you and me:

Email Marketing boils down to how much consistent effort and time that you are willing to exert. There is one guarantee that you can count on...No work, no income... so get started right away and stick
with it, my friend. Success awaits!

More Training:

If you want a complete, and I mean complete, guide to email marketing success, you will find it in the Email Marketing Section at the Internet Marketing Training Center.

Click Here to join for free today.

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