Special Free Report

Email Marketing
A Guide to Online Promotions

Explode Your Profits with these Proven Email Marketing Strategies

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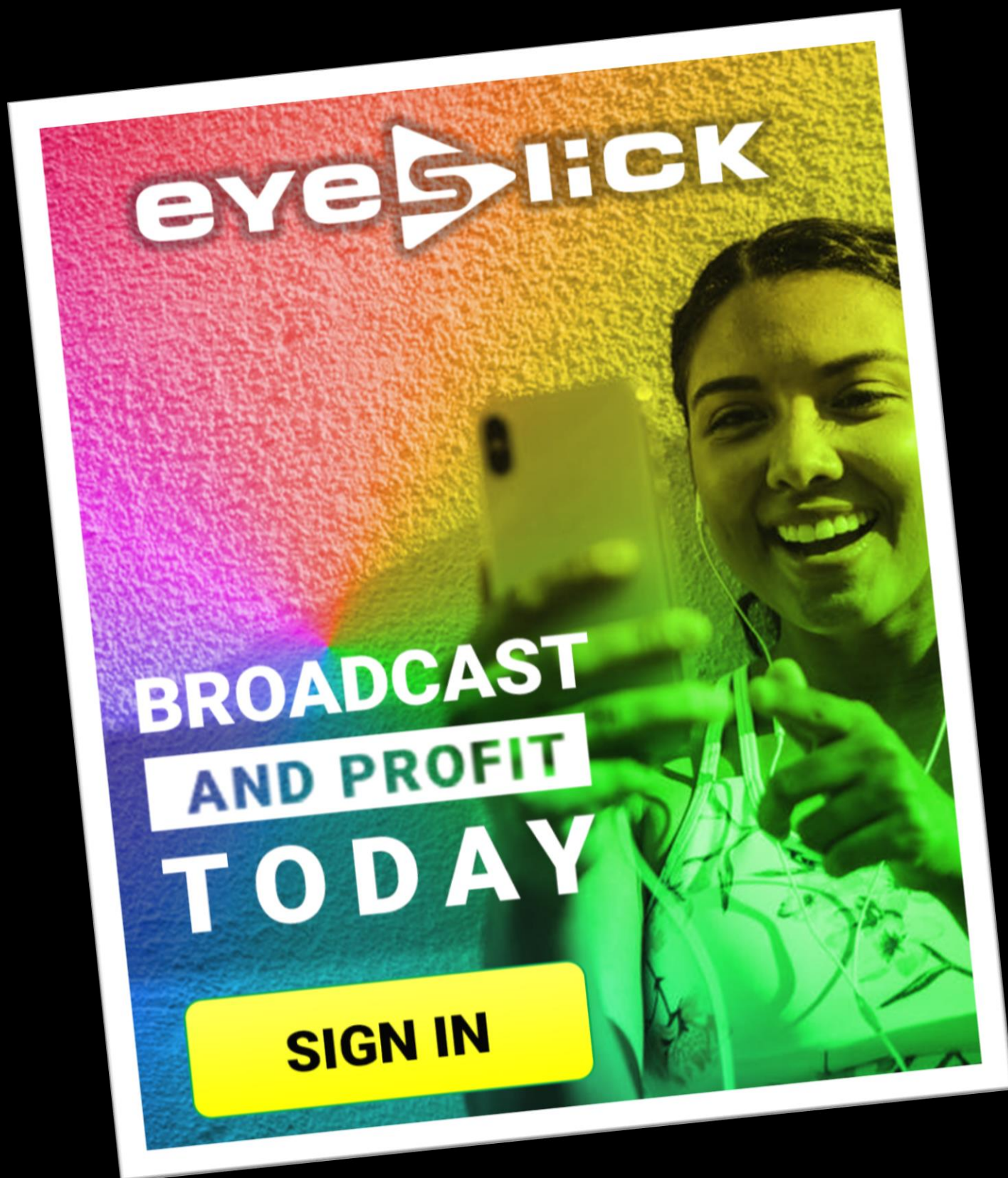
GET YOUR FREE BUSINESS DIGITAL CARD

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GET YOUR FREE BUSINESS DIGITAL CARD

Introduction:

Welcome to the latest and very easy to apply "Email Marketing 2.0" Training, designed to take you by the hand and walk you through the process of getting the most out of Email Marketing on behalf of your business.

I'm very excited to have you here, and I know this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate Email Marketing, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 chapters organized into 5 sections. This is exactly what you are going to learn:

Section 1: Email Marketing Basics

In Chapters 1 through 3, we'll talk about: What Email Marketing is all about and why you should definitely use it, Automating your Email Marketing Efforts and "Regular" vs "Self-Hosted" Email Marketing.

Section 2: Setting Things Up

In Chapters 4 and 5, we'll talk about: The Five Cornerstones of a Successful Email Marketing Campaign and Setting things up before creating your first Email Marketing Campaign.

Section 3: Creating an EM Campaign – Step by Step

In Videos 6 through 10, we'll talk about: Researching a hot online topic, Creating an attractive Lead Magnet, Setting up a high converting squeeze page, Setting up a persuasive autoresponder series and Sending the right type of traffic to your squeeze page.

Section 4: Advanced Email Marketing Strategies

In Chapters 11 through 16, we'll talk about: Inbox delivery secrets exposed, Proven Tricks for growing your Subscribers List Quickly, Writing Results Oriented Newsletters and Autoresponders, Simple little tricks to Double your Email Open Rates, skyrocketing your Click Through Rates like a Pro and How to dramatically increase your ROI.

Section 5: Additional Tips to consider

In Chapters 17 through 20, we'll talk about: Dos and Don'ts, Premium tools and Services to consider, Shocking Case Studies and Frequently Asked Questions

Well, it's time for you to start getting the most out of Email Marketing. I know you'll love this training.

[Advertise Opportunities](#)

Who We Are?

Advertise Opportunities is an online marketing network, Founded by [Gee Ray](#), an Entrepreneur, Website Designer, Publisher and Songwriter. Our mission is to provide training, guidance and a marketing system for people seeking to start or expand a home based business. We are absolutely committed in providing practical information about how to succeed in the home based business industry by utilizing online automation.

There are 3 extremely important things you really need to have in order to make great money over the web:

1.   The first thing you will need is a product with high quality and valuable information.

2.   The second thing you need is an attractive, well written and good converting sales page.

3.   Finally, you will surely need a quality sales funnel that will surely skyrocket your business: Squeeze page to build list, a quality report like this one (like this one), follow up emails and a thank you page to deliver the product to the buyers.

We run a unique online business based on the hottest and most innovative marketing trends online. Our goal is to provide you with everything you need to create your own highly lucrative and successful Internet marketing, home based business network.

Thousands of dollars and countless hours is what it takes to run this type of factory, and that's because we are the only creators of everything which is included inside every package.

So, that's who Advertise Opportunities is and we hope that you will continue to find value in what we are providing. Please visit our comment section and let us know your thoughts. Click to leave your message.

SEND MORE TRAFFIC TO YOUR WEBSITE

GET YOUR FREE BUSINESS DIGITAL CARD

Section 1

Email Marketing Basics

Chapter 1: What Email Marketing Is All About and Why You Should Definitely Use It.

There is a large number of companies increasing the volume of their sales using this powerful weapon called Email Marketing, which used correctly can generate great benefits for your businesses.

This incredible tool offers great advantages, which will not only allow our customers to buy once but will help them become loyal customers if we use it correctly.

What is Email Marketing?

It is a powerful commercial communication tool by email. It's fast, economic and used to attract users with specific interests to generate sales.

It consists of creating a list with names and e-mail addresses of people interested in a specific topic or product through a subscriber request form, which aims to provide valuable information to attract those people.

When people enter their data in the subscriber request form, it gives the company permission to send newsletters and promotions to their emails.

This permission is important, so that we can begin to build trust and a close personal relationship between potential clients and ourselves.

There are some important things to consider when starting to create an Email Marketing campaign:

- ✓ Choose a good Email Marketing services provider.

- ✓ It is important to use an autoresponder.

- ✓ For each mail, create titles that arouse interest and a call to action.

- ✓ Create valuable, original, relevant and interesting content.

- ✓ Include a link that allows the subscriber to cancel the subscription.

- ✓ Send emails with information of interest to the subscriber and not only saturate them with offers of our products and services.

- ✓ Do not stop sending emails. It is not a good practice to send an email every day, but neither is it to let a lot of time pass between each email.

Why is email marketing so awesome?

Using Email Marketing as a strategy to attract customers will help your businesses increase sales and generate greater profits. Here are some of the advantages of this impressive tool.

It's direct

The user is willing to read the emails, because they have given us previous authorization to send them. We can create a professional relationship with each of our subscribers.

It's economic

It reduces expenses. It's cheaper than using any other advertising strategy in other media (printed media, radio, or television).

Allows you to have a database

With subscriber recruitment forms, people enter their data and a database is created with their names and email addresses.

This database is available to communicate with each potential customer, send them information that is of interest to gain their trust, and then be able to offer our products and services so that they can buy them.

Demands little time nor effort

You can make a newsletter or a general offer in a short time using templates that can be customized. Using the database can reach a lot of potential customers in a few minutes.

It's measurable

Accurate information can be obtained which makes it possible to measure the results of the campaigns.

Allows monitoring and analysis

One of the best benefits of Email Marketing is that it is possible to track your campaign's success.

It allows you to know how many people open the emails, how many click on a link and how many buy.

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This helps you know what changes need to be made in each campaign to make them effective and reach more people.

Allows testing

You can create different campaigns and send each one to a small percentage of your database to learn which of the campaigns obtain better results.

Shocking Email Marketing Facts to consider

The growth of email users and their frequency of use is incredible, which has allowed the effectiveness of Email Marketing to increase, as well. Here are some important facts.

- ✓ The number of **e-mail users worldwide** is forecasted to rise to 2.9 billion users by 2019. (Source).

- ✓ The number of e-mail users in the US is projected to grow to 244.5 million by the end of 2017. That number is forecasted to grow to 254.7 million by 2020. (Source).

- ✓ Most people are email addicts. Nine out of ten (91%) of e-mail users check their email inbox at least once a day. Seven out of ten (72%) check it at least six times a day. (Source).

- ✓ **Gmail** has over one billion active users as of February 2016. (Source).

- ✓ Consumers have an average of 1.8 accounts per user, and US business users have an average of 1.2 accounts per user as of 2016. (Source).

- ✓ Subject lines still matter. Nearly half (47%) of e-mail recipients choose

  whether to open e-mails based on the subject line. Consumer email accounts make up the majority of US email accounts in 2016, representing 79% of US mailboxes. (Source).

- ✓ Segmented email campaigns have an open rate that is 14.32% higher than non-segmented campaigns. (Source).

- ✓ The open rate for e-mails with a personalized message was 18.8%, as compared to 13.1% without any personalization in 2016.

- ✓ Your e-mail subscribers spend more than other customers. 83% percent more, in fact. The lesson? Get your customers subscribed to your email list! (Source).

- ✓ According to August 2016 data from the ecommerce website Personalization provider Brilliance, the best retargeting conversion rate happens when the first retargeting email is sent within an hour. (Source).

- ✓ More than 86% of businesses surveyed indicate that they plan to increase their upcoming email marketing budgets. (Source).

- ✓ E-mails give you one-on-one access. The average American has 3 e-mail accounts. Even so, 78% of people receive most of their marketing e-mails directly into their primary personal email account. (Source).

- ✓ Email turns coal into diamonds. For every dollar invested in email marketing, the average return is over $40 ($44.25, to be precise). (Source).

Chapter 2: Automating Your Email Marketing Efforts

A good email marketing strategy is more than just sending emails to get new customers.

Smart companies are using automatic email marketing campaigns. These are sent at the right time and to the right people, which gets more people to open emails.

A good email marketing strategy should allow you to do your marketing tasks automatically. That way, your campaigns are working all the time, and thus make more money.

Why automate your campaigns?

Email marketing automation is a process in which software can manage the segmentation of emails and handle different tasks to maintain a good relationship with subscribers, so they can become customers.

When you automate the processes of email marketing, you can achieve better results and increase sales, all while saving time and money.

How can email marketing automation improve your business?

It is necessary to nurture the relationship with your customers, so that they can become buyers. With automation, you can collect customer data and learn their actions and interests.

This automation brings benefits to your business, like the following:

You can segment customers according to their actions.

Email marketing automation tools let you learn the actions of users: when they register, when they click on a specific link, when they review a free consultancy, and other actions that will help segment the audience.

You can optimize resources.

It reduces the need for staff to check emails.

You can create different campaigns and activate them at the same time.

You can create several campaigns at the same time and schedule them to be sent according to a specific action of a client.

You can get more high quality customers.

These automated processes make communication with potential customers more efficient, so you can get closer to them, make them trust you and get them to buy your products or services.

The conversion can be analyzed.

Since you can monitor the behavior of subscribers, you can follow conversions automatically, and learn how many readers become buyers.

Automated management helps improve the productivity of your business.

When you use email marketing automation correctly, there will be more conversion, which means more sales and more money.

Email marketing automation tools, their features and benefits

Some of the most popular email marketing automation tools are:

AWeber.com

AWeber is an email marketing service provider which captures your subscribers' data by creating a list, so that you can maintain contact with them and convert them into buyers.

∨ It's very easy to use with professional results.

∨ You can segment lists to create smaller lists.

∨ You can submit custom campaigns.

∨ It has many subscription forms.

∨ It has lots of templates to design emails.

∨ Allows the administration of subscribers.

∨ Allows tracking of results.

GetResponse.com

Get Response is a simple platform that makes email advertising easier, allowing you to schedule emails to save time, get closer to your contacts and increase sales.

∨ Its handling is easy.

∨ It's a powerful email creator.

∨ It has more than 500 templates to design different types of campaigns.

∨ It has more than 1000 images to design different types of emails.

∨ It has an image editor.

∨ Allows testing.

∨ Allows you to schedule emails.

∨ It has an autoresponder.

∨ You can create landing pages.

∨ Has a help center.

∨ Allows integration with social networks.

∨ It also allows you to integrate Google Analytics.

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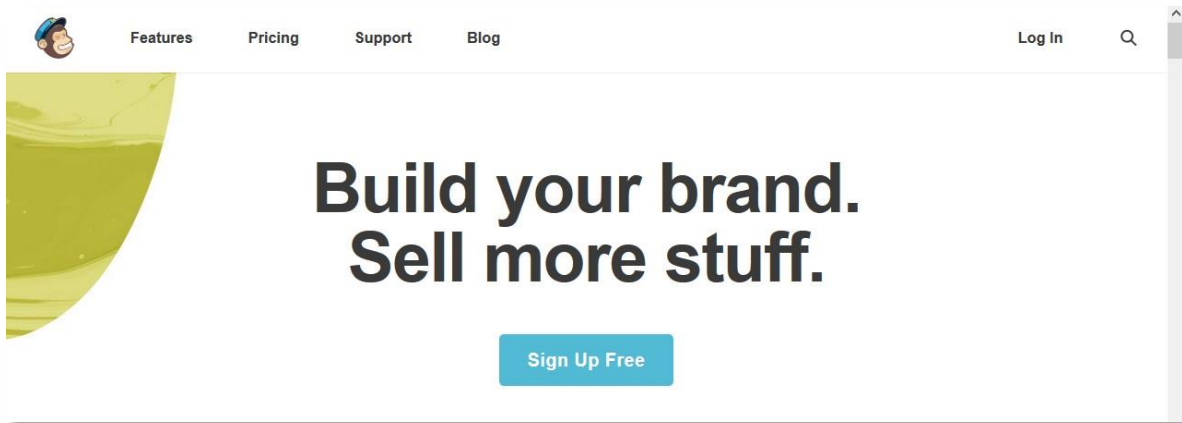
MailChimp.com

MailChimp is a powerful marketing tool that helps to keep constant contact with subscribers through email campaigns and allows the analysis of results.

- ∨ You can create your own forms with it.

- ∨ You can Add forms to your website.

- ∨ Campaigns can be targeted by email lists.

- ∨ You can make custom lists.

- ∨ It has an autoresponder.

- ∨ It allows you to schedule emails and campaigns.

- ∨ It has default templates for personalizing emails.

- ∨ Users who are unsubscribing can be automatically managed.

- ∨ It gives you the option of integrating Google Analytics.

- ∨ It gives full campaign reports to measure results.

ActiveCampaign.com
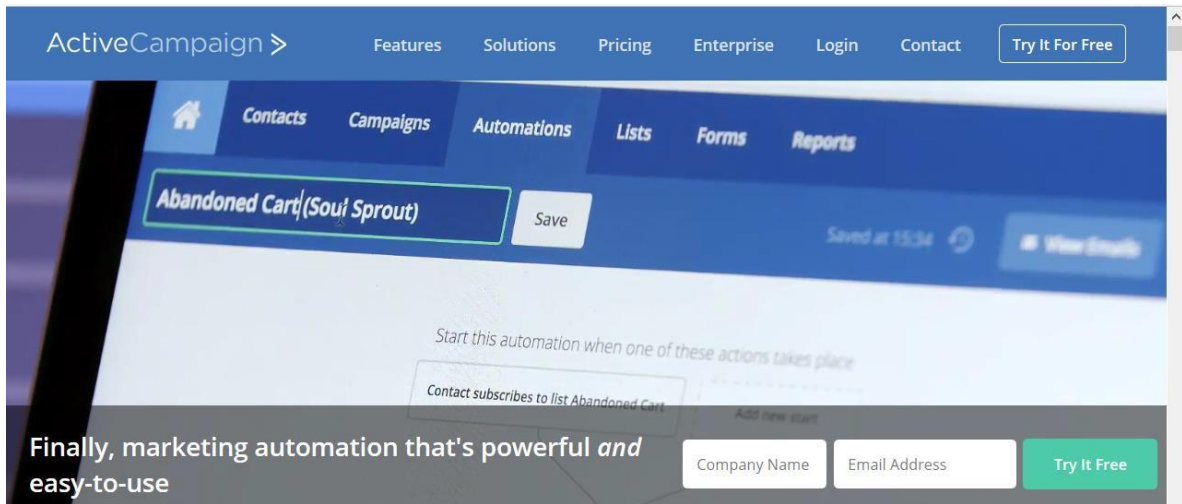
Active Campaign is an email marketing tool with which you can track your contacts to create a trustworthy professional relationship with them through emails.

- ✓ Does normal targeting.
- ✓ Sends custom emails based on your targeting.
- ✓ Analyzes all data.
- ✓ It's easy to use.
- ✓ It has a very complete email editor.
- ✓ Lets you track all contacts.

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VerticalResponse.com
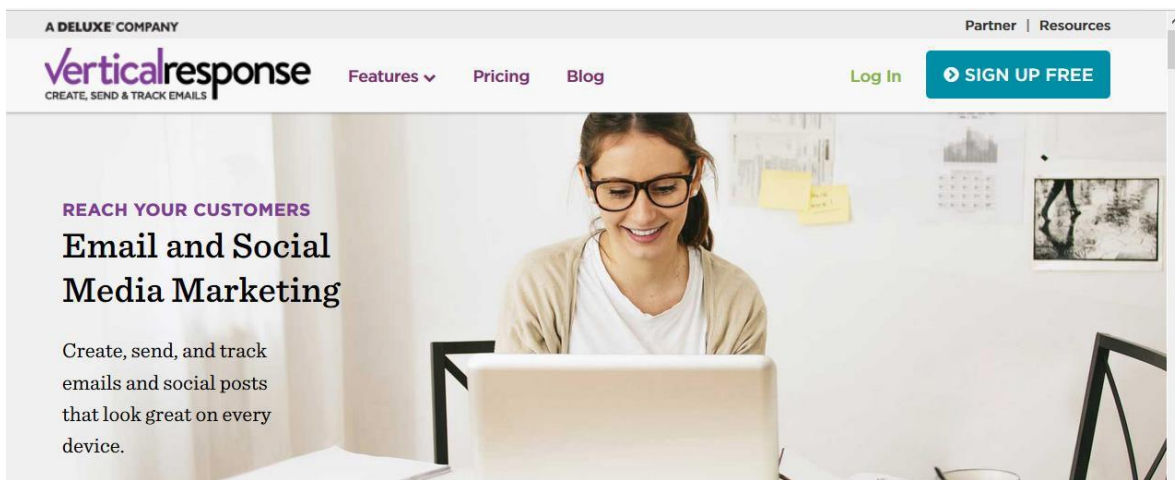
VerticalResponse is a fast, simple and very useful email marketing service that allows you to manage lists, design campaigns and monitor results.

- ✓ It's simple and easy to use.

- ✓ Has a variety of custom templates.

- ✓ Allows the creation of corporate reports.

- ✓ It has a capacity of 25MB to store images.

- ✓ It can be integrated with Google Analytics.

Chapter 3: "Regular" vs "Self-Hosted" Email Marketing

Email Marketing is the best solution for acquiring large numbers of customers, creating relationships of trust with them, and increasing sales and profits.

In general, there are two great ways to do Email Marketing: with Regular Email Marketing and Self-Hosted Email Marketing.

Regular Email Marketing

This is also called Hosted Email Marketing. It is a service that is accessed on the web that offers tools to create automated and effective Email Marketing campaigns.

Some of its benefits are:

- ✓ You can start sending messages right away.
- ✓ Technical configuration is not required.
- ✓ There are no maintenance costs.
- ✓ The delivery is great. They make sure the message arrives directly to the inbox.

∨ The speed of delivery is incredible, since with a single click, all messages are delivered almost immediately.

Some drawbacks of this type of services are:

∨ It can be terminated for complaints or violations of terms of service.

∨ You must accept its rules. For example, some tell you what you can and cannot promote.

∨ The costs increases according to the size of the list.

∨ You must do double opt-in, which is a two-step process. Many people do not make it to the second step because of their issues, so a considerable number of subscribers may be lost.

∨ Many services have limitations on importing subscribers, so if you switch your service provider, you have to re-subscribe all users or you'll lose them.

Some examples of Regular Email Marketing are: AWeber.com, GetResponse.com and MailChimp.com.

Self-Hosted Email Marketing

Self-Hosted Email Marketing consists of software that you install on your own server or computer, and it helps you create, manage, share and send email marketing campaigns to a group of people. You keep control of the security of your data.

You can do all these things with fewer complications and more effectiveness.

Some of the advantages of this type of Email Marketing Software are:

∨ Its cost is low compared to what it costs to hire a hosted Email Marketing service.

✓ You can create unlimited lists and add unlimited subscribers.

✓ Generates very good reports.

✓ Emails can be imported in a very simple way.

✓ Speed depends on your host.

✓ You have total control of your data.

Some drawbacks are:

✓ It's important to hire a professional in some cases.

✓ Requires installation of software and configuration.

✓ Blacklists should be checked frequently.

Some examples of this type of software are:

SendBlaster.com
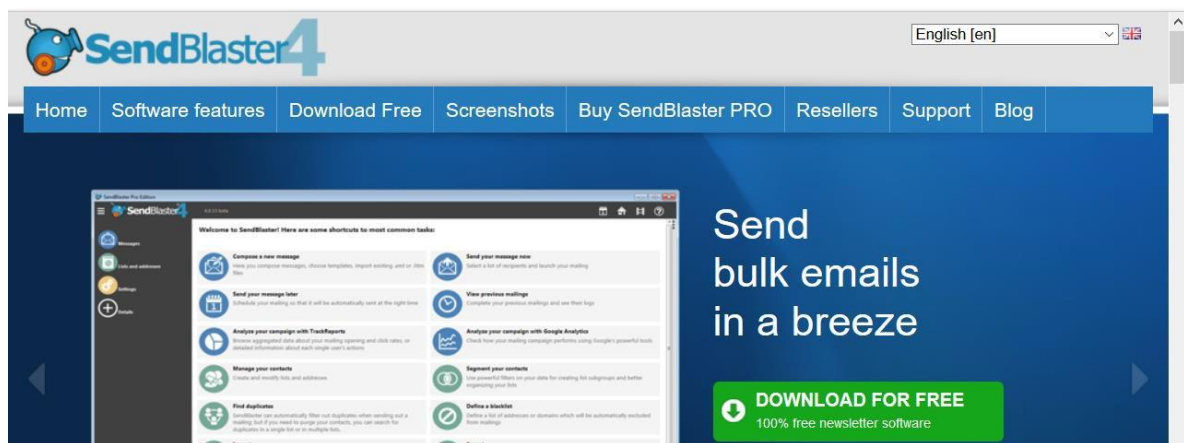
SendBlaster is a software used to create email marketing campaigns in a simple way in just a few steps to generate higher incomes.

Using this software, you can create newsletters, manage lists from your desktop, have tracking services, manage reports and improve your email campaigns.

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[Inter-spire Email Marketer](#)

Inter-spire Email Marketer includes Email Marketing automation tools to create and send bulk emails to subscribers without so many restrictions.

It also allows tracking, optimization with split testing, automation for your list management, keeping your lists clean, and viewing the activity of a lead.

[Sendy.co](#)

Sendy is an application that allows you to send emails through Amazon Simple Email Services (SES) and handles lists very easily at a low price.

With this application, you can manage lists and subscribers easily, see the results in a nice report, manage bounces, handle complaints and cancellations, send

your newsletter automatically, have custom fields, have autoresponders, and give your customer access.

MailZingo.com

MailZingo is the most powerful tool for Self-Hosted Email Marketing used to create amazing and effective campaigns, because it allows you to generate more conversions, giving you faster and completely secure delivery of emails to the inbox.

You can have unlimited lists with no size limits and send unlimited emails, which you can easily track.

This software offers you the best forms and incredible designs to create the best emails. It is completely easy to use for new marketers.

Importing lists has never been so easy, fast and unrestricted.

MailZingo also gives you the best security, so you have complete control over your data and your email marketing campaigns. Best of all is that you'll make a single payment, forgetting to pay a monthly fee.

Using this impressive tool, you can double or triple the click-through rate, the opening rate of your emails and visits to your website, so you can increase your profits.

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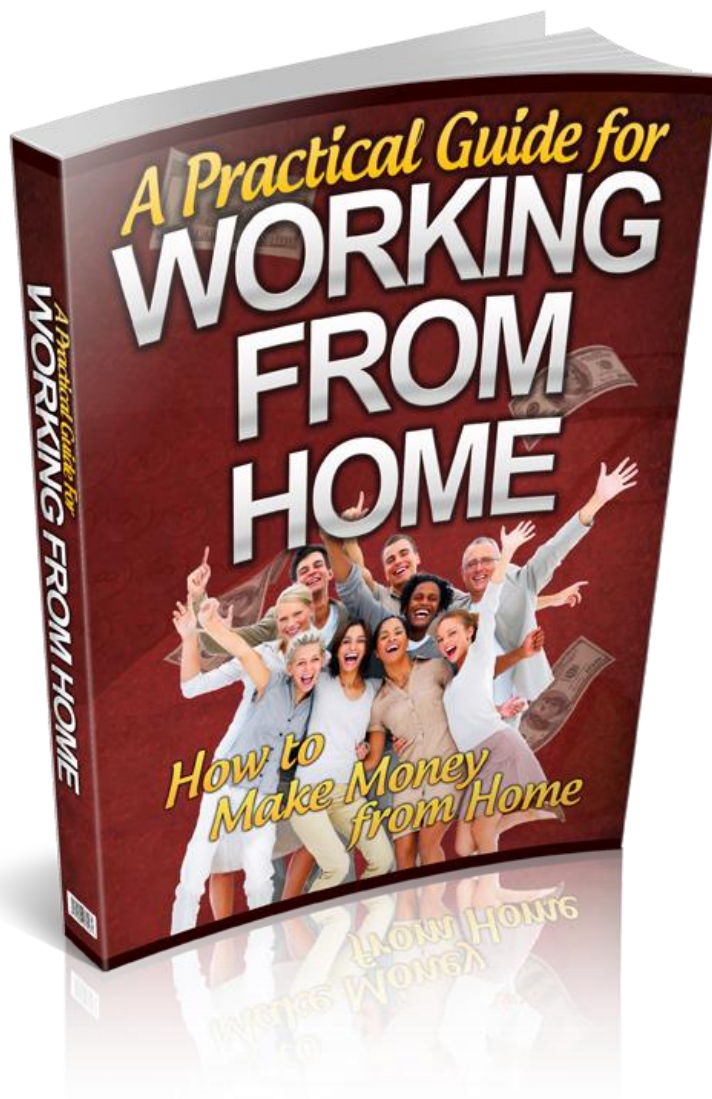
Section 2

Setting things up

Chapter 4: The Five Cornerstones of a Successful Email Marketing Campaign

Achieving a Successful Email Marketing Campaign is something that takes effort, time, and commitment. Today, I'll show you five aspects that you should focus on, so you can obtain success.

1. Researching a hot online topic

To have a successful Email Marketing Campaign, it takes thoughtful planning and a good strategy. If it's done right, there's no doubt that new leads will be generated and loyal customers obtained.

Keep in mind that success is produced by both, having good content and having it in the right amount. Make a list of some of your specific goals, so you can recognize the best ROI-producing topics.

To obtain the best content, start with this question: "What issue can my content help solve?" After several ideas come to your mind, reduce the number to five, then to two, and then to one. Now, having selected the correct topic, it's time to present it in the most suitable way.

2. Creating an attractive Lead Magnet

When there's an exchange being made by you and the person who provides you their email address, you should give something back for free. That is a lead magnet.

The majority of lead magnets are digital stuff, so you don't have to pay for them. These materials can be digital files, like videos, MP3 audio files, or PDFs, which can be created by you at no cost.

Some examples of lead magnets are:

- Coupons
- Cheat-sheet
- Webinar
- Case Studies
- E-Quizzes
- eBook
- Consultation

What should a good Lead Magnet look like (Include)?

It should provide value to the recipient for free. As you create your own lead magnets, keep the following in mind:

- Easily consumed – The object is that the recipient will use it.
- It's something relevant to your audience. It should be a problem-solver.
- It's as useful or important as the service you're offering.
- It can be used in the right away.

Chapter 5: Setting Things Up Before Creating Your First Email Marketing Campaign

Before creating your first Email Marketing Campaign, let's take a closer look at some tools you should be using.

Facebook is a wonderful tool. It allows you to reach your audience very well. To succeed in this platform, you should do these things.

1. Post video continually

In social media, video posts are preferred. It has huge reach in different industries. All you need to have is good lighting and a smartphone.

2. Set Up Saved Audiences

For targeting a specific niche, use Saved Audiences. It's really convenient.

Custom audiences can be created based on set parameters, which allows you to advertise to specific groups, thus making sure your content goes to the right target.

Reddit.com
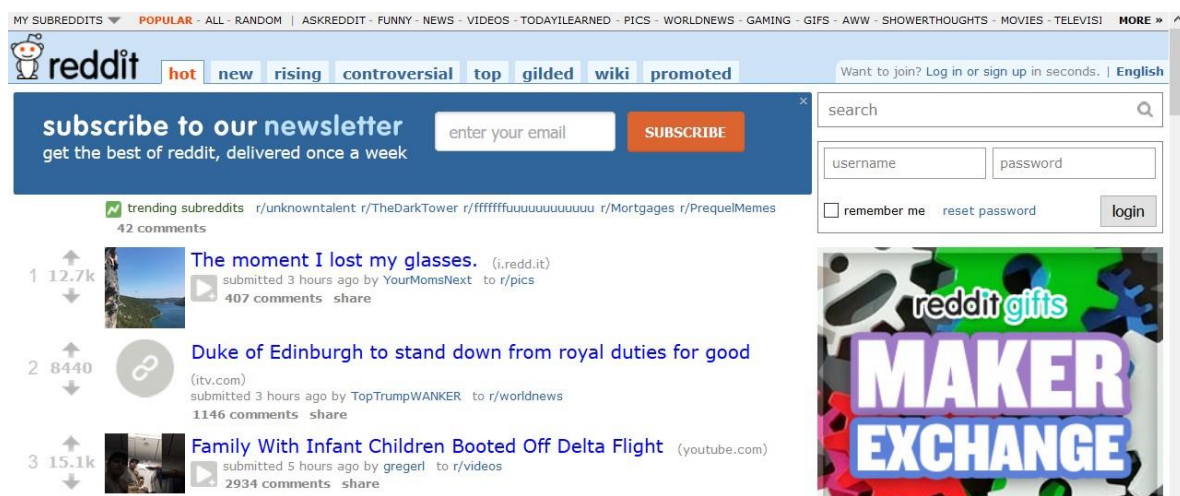
This site is different than other sites, because it's not about friendships. Reddit's visitors usually engage with things that are unique, interesting, or funny. This is a free and open sharing site.

Some subjects that do very well on Reddit are:

- Worldwide religion and politics.
- Heartwarming personal stories full of challenges.
- Obscure facts about educational sites related to history.
- Comics
- Food
- Fitness
- Videogames
- Technology

EARN EXTRA CASH BROADCASTING VIDEOS

- Science

- Music

- Art and photography

Take notes from these samples, so you can make your website content more unique, suitable, and progressive, thus giving you the best odds on Reddit.

Broadcast Your Videos!

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Section 3

Creating an EM Campaign – Step by Step

Chapter 6: Researching a Hot Online Topic

Common knowledge dictates that you need to have an interesting topic to discuss if you want to fire up a conversation. Email Marketing is a way of starting a conversation with your leads and subscribers, but you need to have an interesting topic to talk about if you wish to engage with them.

Not only will you need to have an interesting topic to talk about, you'll need to have a topic that is of value to them, one which is also related to what your business is about at the same time. Finding a hot online topic will not only help you keep your audience engaged, it will also be the gateway to your audience.

This is because you'll find your audience through the topics that are most relevant to it. You can say that finding a hot online topic is the first step to establish your online presence, because it will help you locate where your business' audience hangs out online.

Chapter 7: Creating an Attractive Lead Magnet

Attracting leads to your business can be a very expensive and exhausting endeavor in most cases, if not in all cases. You have to be ready to fork out a fat amount of your budget for advertising if you want to reach a decent amount of people, and you have to spend a good chunk of it creating an image and a product to bait people into joining your mailing list.

However, that's if you don't know how to do it properly. While it is true that you will get better results if you spend some money on advertising, it doesn't mean that attracting leads organically and for free is impossible. In fact, there is a very easy way of doing so, and you don't need to put a lot of money or effort on it.

We are talking about lead magnets, of course. In this chapter, we are going to show you how to create amazingly attractive lead magnets to get lots and lots of subscribers in no time!

Chapter 8: Setting Up a High Converting Squeeze Page

It's no secret that your website visitors got there because they are interested in what you have to say. Mind you, they're not interested in your website just yet. They are interested in the stuff that they can find there. Not all of them will convert into recurring visitors just because they made it there, and a large number of them will ignore your "subscribe to our newsletter" button, no matter where it is located.

In our last chapter, we talked about how lead magnets are a great way to entice visitors into converting to subscribers, and then to customers. Nevertheless, we were saving this one for last: the squeeze page. The squeeze page is, to put it simply, a page that you'll use to capture your leads and their email addresses.

Landing pages are used as opt-ins to promote your lead magnets. They can be designed as forms using your Content Management System or Email Marketing Tool of choice. However, there is a truth about squeeze pages that is often hard to swallow. Squeeze pages are becoming less effective when it comes to capturing leads.

Chapter 9: Setting Up a Persuasive Autoresponder Series

Step one for capturing leads is to offer something that can't be found anywhere else. The second step is to nurture your audience to convert them into repeating customers. You've gotten this far into this course, so you already know that you do it by capturing their email addresses and keeping them engaged.

How do you keep them engaged, though? The easiest solution is to always stay alert, responsive, keep track of what your audience is doing and communicate with your members accordingly.

Chapter 10: Sending the Right Type of Traffic to Your Marketing Squeeze Page

You created an amazing squeeze page, and you have included an awesome lead magnet to promote on it. It looks juicy and it has been great, so far. You told everyone about it and you promoted it heavily on your website. It did very well in the beginning, but right now it is hardly pulling any traffic, and you're not getting any subscribers.

Section 4

Advanced Email Marketing Strategies

Chapter 11: Inbox Delivery Secrets Exposed

Great Inbox delivery is not only a matter of sending your emails to see who gets them and who does not. Successful email delivery rates depend on a lot of factors that can sometimes escape your knowledge, and that is why we are going to teach you the secrets for achieving great inbox delivery rates!

1. Including Physical Mailing Address in Emails

Delivery rates depend a lot on qualifying your emails as safe by email spam filters. Including your physical address is a great way to qualify as trustworthy to your audience and their email service providers!

2. Avoiding Purchased Email Lists

Unless you buy a list of qualified leads who know in advance that they will be getting emails from you, do not use paid email lists. This is because emails coming from unknown sources are deemed as suspicious by people, thus sending them to the spam folder.

3. Requesting that Subscribers add your Email Address

Don't be shy. Ask your subscribers to add your email address to their safe list, because newsletters tend to be tagged as Spam as time goes by!

4. Keeping Subscribers Engaged

Keeping subscribers engaged is the number one secret to keep them opening your emails, which is a successful delivery guarantee for you!

5. Including Easily Accessible "Unsubscribe" Buttons

A simple, but clearly visible "**unsubscribe**" button is a great way to build up trust keep you out of the spam folder and inside the inbox!

6. Respecting "unsubscribe" Requests

Don't ever ignore a request from subscribers to unsubscribe. This will not only land you on many email blacklists, but it can get you into legal trouble, as well!

7. Using Recognizable "from" Names

Use a concise "from" name in your emails that you can use for all your emails. Using different "From" names on the same email newsletters can affect your delivery rates!

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Chapter 12: Proven Tricks for Growing Your Subscribers List Quickly

Email marketing is all about using the right methods to engage as many people as possible through indirect email advertising. Why indirect advertising? You won't be promoting stuff outright, you'll only be leading people to spend money in your business by way of amazing email content.

Now, email marketing is not something that you would do at random to see what sticks. Likewise, you would not email people at random if you're not sure about whether they would be engaged or not.

The best approach is to find new leads, convert them into subscribers and then into repeating customers. In this video, we will show you the best tricks on how to grow your subscriber list quickly!

How to start growing your subscribers list

Create a high converting Website: A high converting website is nothing but a visually appealing website that will make your visitors love your business even if they have not bought anything from you, yet. We recommend using WordPress,

VIDEO NEWS REPORT

because it is easy to use for setting up highly attractive, high converting websites in no time!

Use Optin-forms: Rookie internet marketers conform to using sign up buttons on their websites, but nothing beats optin forms for growing your subscriber lists. Optin forms are sign up forms that offer people the opportunity to get something from you after they subscribe to your mailing lists.

The ideal placements for optin forms are in the Header, at the top right sidebar, in the middle of blog posts, below all blog posts and as pop-ups.

Use search engine optimization to grow your lists: You don't have to be an SEO expert to successfully implement search engine optimization in your email marketing strategies. You'll only have to insert the right keywords in the content heavy areas of your website where an optin form is placed.

The ideal placement for SEO keywords are in blog post titles, several times within your content, in your blog post URLs and as meta data, like in your images, file names and description.

Chapter 13: Writing Results Oriented Newsletters and Autoresponders

Email Marketing is a great tool to have in your online advertising arsenal, and having it automated is the best approach to using it. Newsletters and Autoresponder messages are the two ways in which you can automate your email marketing efforts. In this video, you're going to learn how to produce and create them using both conventional and self-hosted email marketing software!

Newsletters

Newsletters are informational emails sent by businesses to people subscribed to their mailing lists. These informational emails are used to send people information about promotions, new products and general updates. Up to 90% of people prefer to be updated about businesses through email, so here are some tips for writing results oriented newsletters.

Advertise Offline Via PDF Documents? Find Out Why!

So, what particular medium can they use? It's pretty easy to remember – PDF. Now before your mind starts to wander, PDF is the short abbreviation for Portable Document Format. The word 'Portable' pretty much tells you everything, but the benefits of what a PDF document can is not limited to portability. We'll get into that as we move along.

Make Money with Bing Ads

VIDEO NEWS REPORT

Chapter 14: Simple Little Tricks to Doubling Your Email Open Rates
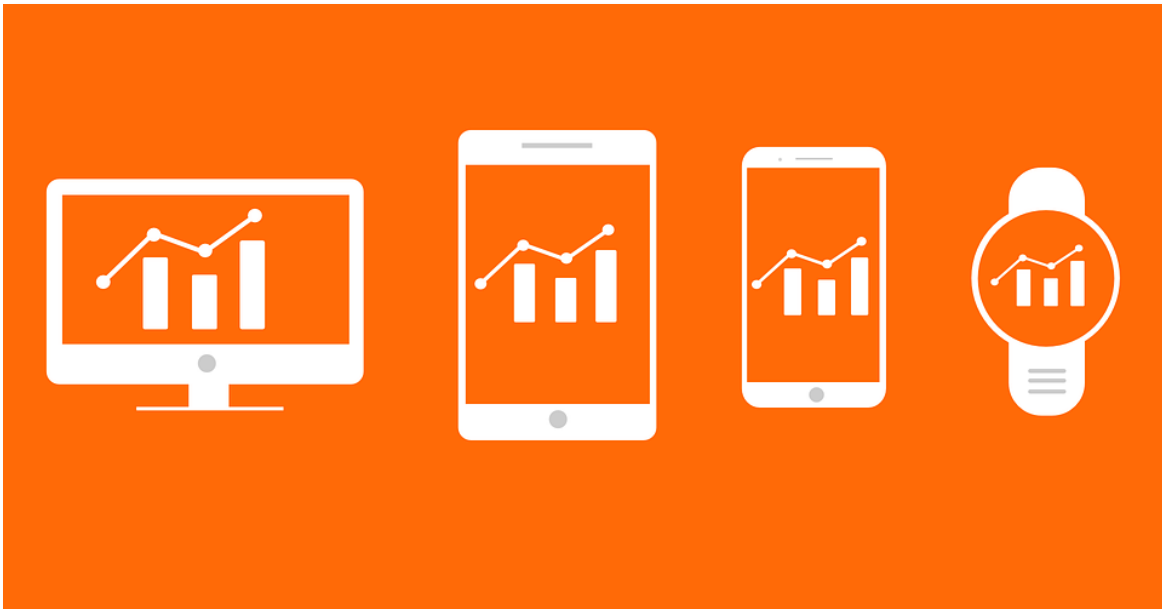
One of the most efficient ways to measure how successful an email marketing campaign has been is by taking a look at your email open rates, and it is just not us saying it. Plenty of online marketers agree on this.

What are email open rates? Email open rates are the number of people that open your emails at any given time for any given email marketing campaign. Great email open rates is going to lead you to have amazing click through rates, so it is really important to care about them.

VIDEO NEWS REPORT

Chapter 15: Skyrocketing Your Click Through Rates Like a Pro

We previously covered email open rates. We mentioned how important they are to get equally good click through rates, but what are click through rates? For those not in the know, click through rates are the number of times that the content in your emails is clicked on.

To put it simply, click through rates are important, because they show you how well your subscribers are interacting with the content in your emails. In this video, we are going to show you some nice tricks to skyrocket your click through rates!

Start by creating emails that are consistent with your brand and your website

Creating emails that are consistent with your brand's theme is not complicated. You simply have to add your logo and the feel of your brand all over your emails. This includes the type of images, the content and the color scheme that you use.

You can achieve this consistency in MailZingo by using the **"inline editor"**, a visual editor for your messages that will give you a nice degree of freedom to customize your emails, allowing you to add your logos, images, links and color scheme.

VIDEO NEWS REPORT

Likewise, the **"drag and drop email builder"** on Aweber will give you a lot of options to customize your emails as you wish, giving you the freedom to choose between designing your own emails or using templates to save time!

Don't forget to make your emails responsive

There are many, many people that prefer to open their emails through their mobile devices. In fact, it has been determined that the percentage of emails opened on desktops is 28%, against a whopping 41% of emails opened on mobile devices.

Whatever the case, it is important to keep the design of your emails organized, focused and responsive. Both MailZingo and Aweber give you an advantage, because both are built with responsive emails in mind. You just have to keep your emails uncluttered!

Try to insert images in all of your emails

Sometimes it doesn't make sense to include images in some of your emails. It is true that your emails have to be as practical with images, as well as without them, but you have to try to include images that make sense in the context of your emails as often as possible.

This is because images help conversion rates on opened emails. It has been found that emails with images have a click through rate 41% higher than emails without them.

VIDEO NEWS REPORT

Chapter 16: How to Dramatically Increase Your ROI

In simple words, Return On Investment (ROI) consists of a financial metric that evaluates how much money was earned on a business investment or as a percentage of the original cost.

Applied to email marketing, here are some ideas to use it to increase ROI.

Grow your Email List

Use sign-up forms on your websites to gather new subscribers, make them an offer they can't refuse, don't ask for much personal information, insert forms on your social media sites, and optimize your landing-page forms, are all ways to use email marketing to generate leads.

Segment your list

When you segment your email list, you can speak more directly with each of your subscribers to give them what they want to receive, and in that process make them buyers.

Section 5

Additional Tips to Consider

Chapter 17: Do's and Don'ts

Do's

Segment your contact list

Listing subscribers on different lists according to age, location and preferences helps you communicate with them more effectively, and thus increases the possibility of being read.

Plan and set specific goals

Prepare a calendar with the tasks to be done. It's best to set a clear goal and follow a good plan to achieve it.

Use highly effective tools

Using a good professional email marketing tool helps you make the job easier, because it includes pre-designed templates and lets you track the results of each action.

Test as much as possible

Send tests to different e-mail providers and check if the message is being seen correctly, because each e-mail provider has a different way of displaying content.

Don'ts

❌ Don't buy contact lists

None of the people in that list have given you permission to send them emails, so they won't open them and your emails could be marked as spam.

❌ Don't send emails just to sell

The main goal of email marketing is to build a relationship of trust with subscribers to become buyers, so don't just send them sales ads.

❌ Don't use a personal email account

If you do this, you're not showing professionalism to the person to whom you want to sell your products.

❌ Don't write a misleading email subject

If the subject has nothing to do with the message, it will surely be erased and give you a bad reputation.

❌ Don't lose contact with subscribers

Maintain a constant relationship with subscribers, offer them content of value that keeps them interested, always expecting more and make them loyal.

Chapter 18: Premium Tools and Services to Consider

Among the premium tools and services to consider, we have:

Instapage.com

Insta page is a tool to simply create landing pages in a few minutes with a professional appearance.
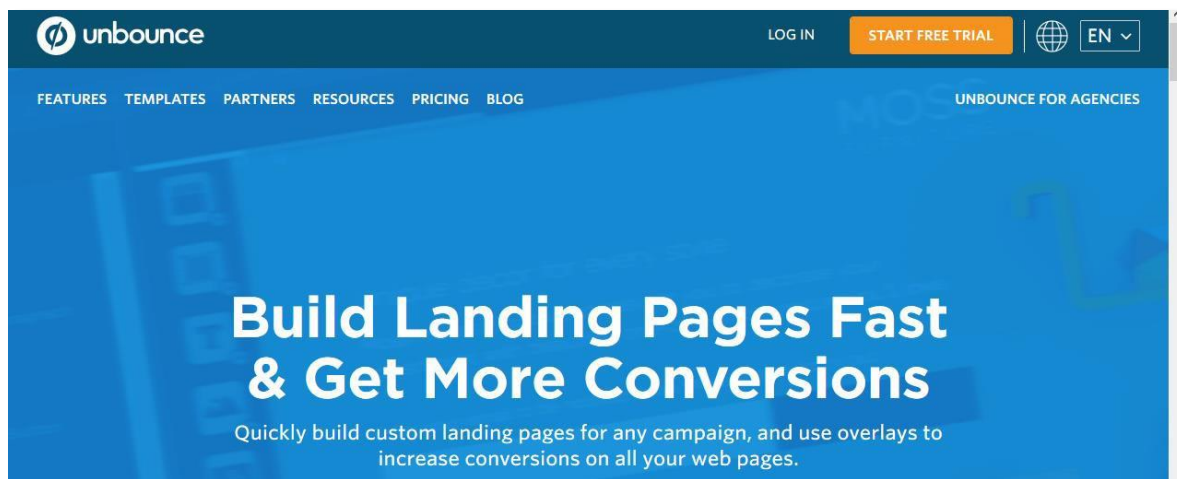
Some of its features include:

- ✓ A/B Testing Tool.
- ✓ Customizable templates.
- ✓ Integration with autoresponder services.
- ✓ Integration with Google Analytics.
- ✓ Works with WordPress.
- ✓ Mobile Responsive.
- ✓ Works in the cloud.

Its Prices are: Basic: $29/month, Professional $55/month, and Premium $127/month

Unbounce.com

Un-bounce is a tool for making and testing landing pages to increase your sales if you have no design knowledge.

Some of its features include:

- ✓ It's simple to use.
- ✓ Mobile Responsive.
- ✓ Publish to any domain.
- ✓ Video Widgets & Backgrounds.
- ✓ Customize with drag and drop.
- ✓ Works with WordPress.
- ✓ Integrates with anything.

Its Prices are: Essential: $79/month, Premium $159/month, and Enterprise $399+/month.

Chapter 19: Shocking Case Studies

RicheMinds.com

Wilson Lau grew his business using the Get Response Email Creator to create campaigns quickly and simply with a professional appearance. With the campaigns Wilson has made, he has sent more than 100 emails to his subscribers. In a period of 14 months, he increased the click-through rate by approx. 230%.

Chapter 20: Frequently Asked Questions

Here are some questions people most frequently ask about Email Marketing.

Is email marketing effective?

Yes, Email Marketing is very effective, because it maintains a direct and constant contact with people through their inbox. This can create relationships of trust with users and are more likely to make them buyers.

How do I grow my email marketing list?

One of the most effective ways is to create an incentive that can be of great value to readers, something that helps them solve a problem. Use subscription forms where they can enter their data to receive the incentive.

How often should I send email to my subscribers?

As often as possible without saturating the subscribers. This may depend on the type of business and the type of users. The behavior of users can help you learn the best frequency of sending emails. You can also do tests to help you learn how much is too much.

Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.

And in order to take your Email Marketing even farther, we invite you to get the most out of it by getting access to a FREE Training Webinar about Periscope. Click here.

Thanks so much for the time you have dedicated to learning how to get the most advantages from Email Marketing.

Email Marketing has come to stay in the market forever.
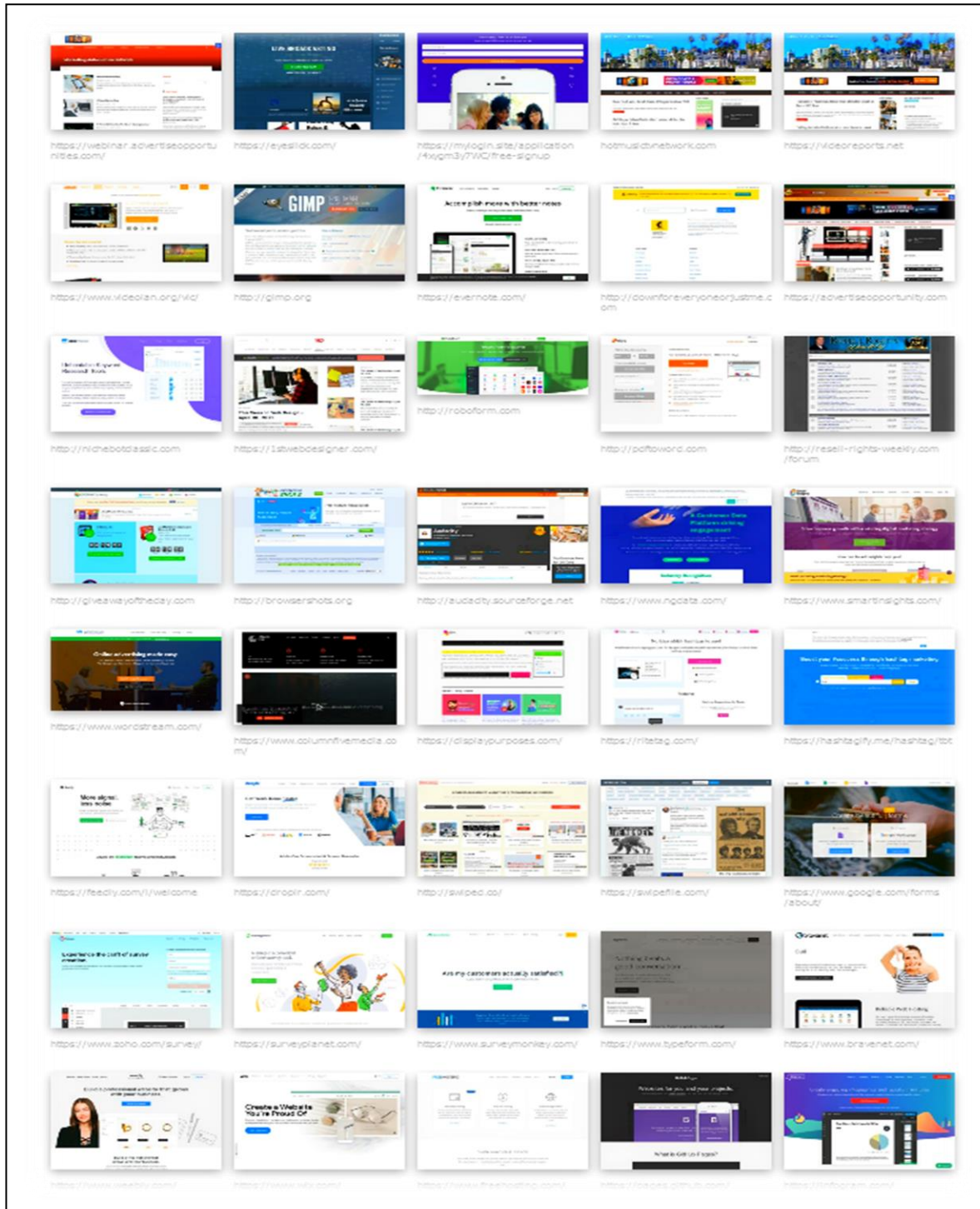
To Your Success,

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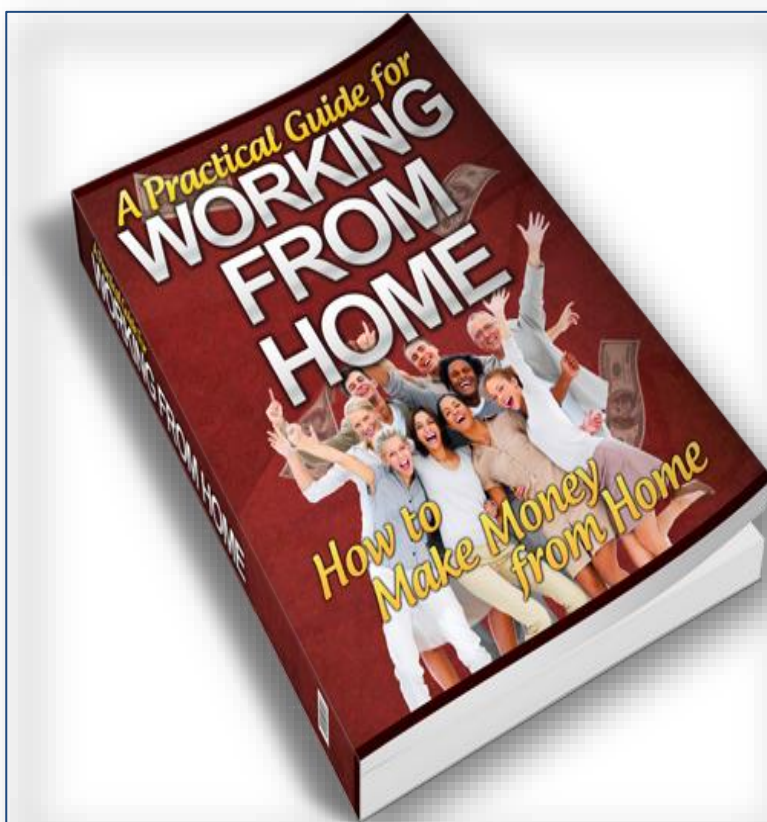Advertise Opportunities
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