



● ● ● | **How To Create Enticing Emails That Sell!**

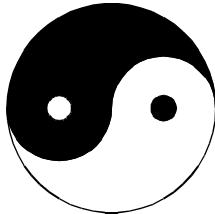
City of Experts - May 2007



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● ● ● | **Harsh Reality 101**

- People aren't always ready to buy when you're ready to sell
- It takes 12 contacts to convert a prospect to a customer
- 80% of all sales happen after the 4th contact
- 50% quit after only 1 contact

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● ● ● | Harsh Reality 101 – Con't...

- 50% of all leads result in a sale—for somebody!!!
- 68% of customers stop buying because of indifference
- Your customer is your competitor's prospect!

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● ● ● | Case Study: Fern Rosen

- **Problem**
 - Emails everywhere
 - No publishing "system"
 - No way to manage preference requests
 - No metrics on all her hard work
- **Solution**
 - All contacts entered into ACT
 - Let SPE dedup all addresses on first blast
 - Design is professional but engaging
- **Results**
 - Was able to provide opt-outs to her client
 - Excellent open rate
 - Nice event turnout

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● ● ● | What Is Your E-Mail Goal?

- Upselling
- Cross-selling
- Referrals
- Lead Generation
- PR
- Sales

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● ● ● | 3 Types of Emails

o **1. Short-Form Emails**

- Quick reads, like tips.
- Keep your business in your readers' minds
- Product promotion is secondary to valuable content

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● ● ● | 3 Types of Emails

o **2. Email Newsletters**

- Longer reads
- Reveal your exceptional knowledge
- Prove to your audience that you are an expert
- Use facts, articles and case studies that keep readers up to date
- Sent less frequently – 1X – 2X/mo.

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● ● ● | 3 Types of Emails

o **3. Transaction Emails**

- Provide product or service-related information for customers
- Order confirmation emails
- New products
- Upgrade info

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● ● ● | E-marketing Strategy

- How often should I send emails?
- What's the best day to send?
- When's the best time to send?

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● ● ● | Copywriting for E-mail Blend-Tec


- Focus on 1 thing
 - Fun, Forward-Worthy
 - Readers must make a connection with you
 - Compelling



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● ● ● | Email Content

- 4:1 Rule



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● ● ● | E-mail Design Checklist

- Not a web page
- Branding
- Line length
- Whitespace
- Fonts
- Landing Pages
- Pre-Launch "Human" test
- Check links

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● ● ● | Creating Enticing E-mails That Sell!

- Components Handout

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● ● ● | Spam Test

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● ● ● | **Get Your Email Delivered**

- 22% of legitimate e-mail mistaken for spam
- Break up big lists into sections so single domains are not hit all at once (schedule send)
- Government and Financial addresses
- Free accounts vs. business accounts
- SPF E-mail Validation

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● ● ● | **Outlook vs ESPs**

Why Use a 3rd Party Email Service Instead of Doing it Yourself	D-I-Y	Swiftpage
Uses your ISP Server	YES	NO
Monitor IP addresses in DNSstuff.com	YOU DO IT	YES
Send Directly from your application	NO	YES
Suppresses duplicate email addresses	NO	YES
Schedule send-out time	NO	YES
CAN-SPAM compliant	NO	YES
Open, Click and Bounce Reports	NO	YES
Automatically updates opt-outs in your database	NO	YES
Suppresses unsubscribes from subsequent email blasts	NO	YES
Survey Creation and Registration Tool	NO	YES
Send 100 to 100,000 emails at once	HA HA	YES
Online template editor/65+ pre-built	NO	YES
Monthly subscription	NO	FROM \$14.95

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● ● ● | **Tracking Your Results**

- Metrics
 - SPE HOT LIST!
 - Open Rate
 - Click-thru rate
 - # of forwards
 - Conversion or Click-to-purchase ratio
 - # of Bounces
 - Unsubscribe rate
- Manage Opt-Outs
 - SPE DEMO

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● ● ● Filters – Challenge Response

From: Challenge Response [reply@merai.niso.net]
 Picked Up: Dns
 Content-Id: [Challenge Response] Confirm your email by visiting http://rev.niso.net:32000/challenge/16bde-2007040418400516480584
 Subject: [Challenge Response] Confirm your email by visiting http://rev.niso.net:32000/challenge/16bde-2007040418400516480584
 Attachments:

Your message

From: <diva@theDatabaseDiva.com>
 To: <rvillains@hullinterd.com>
 Subject: Invitation to Email Marketing Workshop
 Date: 4/4/2007

has been just received by hullinterd.com mailserver.

To prove that your message was sent by a human and not a computer, please visit the URL below and type in the alphanumeric text you will see in the image. You will be asked to do this only once for this recipient.

<http://rev.niso.net:32000/challenge/16bde-2007040418400516480584>

Your message will be automatically deleted in a few days if you do not confirm this request.

DO NOT REPLY TO THIS MESSAGE. NO ONE WILL RECEIVE IT.

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● ● ● Filters

- Blacklists
 - spamhaus.org
 - de.sorbs.net
 - cbl.abuseat.org
 - spamcop.net
 - njabl.org
 - RFC-Ignorant.com
- Whitelists


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● ● ● Action Plan

- Start an Email Marketing Campaign!
- Subscribe to your competitors' e-mail lists
- Seed lists with different e-mail domain accounts
- Have a list cleanup plan in place for opt-outs and bounces
- Follow-up with unsubscribes to find out why they left
- Segment messages based on Customer vs. Prospect Mailings
- Ask for primary e-mail addresses, not free accounts
- Monitor metrics
- **SWIFTPAGE E-MAIL GIFT!**

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● ● ● | Burning Questions



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● ● ● | Thank You!

- Coaching Club



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