

The Nuts And Bolts Of Email Marketing

July 31, 2008

“Marketing is not an event, but a PROCESS... It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.

-Jay Conrad Levinson, author, *Gorilla Marketing*

“Darlin’ You Send Me...Honest You Do...”

- Send B-to-B emails Tuesday-Thursday. Best times: around 9:30am or around 1:30pm. Avoid sending B-to-B emails after 4pm or on weekends.
- Send B-to-C emails either between 5pm and 8pm Tuesday through Thursday or between Friday evening and Sunday afternoon.

“Where’s The Beef?”

- “Almost half (48%) of all people who have signed up for e-mail communications make purchases as a result of receiving the merchant's solicitation.”
DoubleClick's Fourth Annual Consumer e-mail study, 2006
- “43% of online shoppers said email marketing was the critical factor in their most recent purchase.”
Jupiter Research, 2007
- Email marketing lifts brand awareness by 58.4% and purchase intent by 66.1%.
Ad Effectiveness Study, Insight Express & Datran Media, 11/07

\$\$\$DON’T GET SPAMMED!!!!\$\$

- Avoid “trigger” words
- Avoid ALL CAPS, Quotations, \$\$\$ signs and Exclamation Points!!! in subject lines
- Allow a recipient to opt-out
- Don’ use link abbreviations (www.TinyURL.com)
- Do not use misleading subject lines



HAVE YOU GOT ANYTHING WITHOUT SPAM?

Well, there's spam egg sausage and spam, that's not got much spam in it.
Lovely spam! Wonderful spam!

DIY.DESPAIR.COM

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Stop! In The Name Of Love...

Bad:	The Permission-Based Email Marketing Monthly for September1, 2007 from iContact
Good:	Email Marketing Monthly from iContact
Bad:	ENTREPRENEURS CHRONICLE FOR SEPTEMBER
Good:	Entrepreneur's Chronicle for September
Bad:	Garden Tips
Good:	Garden Tips Monthly – Are Year Round Orchids Possible?
Bad:	Oxy-Powder Special – Save \$10 Today Only Buy Now!!!
Good:	Oxy-Powder Special: 15% Off

Resources

Some Email Marketing Providers

- **iContact (My fave and an affiliate partner, sign up for a free trial at: www.iContact.com/a.pl/189190)**
- **Constant Contact** – www.ConstantContact.com
- **My Emma** - www.MyEmma.com
- **Feedblitz** – www.Feedblitz.com

Eletters I Read No Matter How Busy I Am

- **Michael Katz, Blue Penguin Development** – this eletter on eletters is entertaining and informative (www.BluePenguinDevelopment.com)
- **Art Biz Coach**-Alison Stanfield's tips will get any business person going (www.ArtBizCoach.com)
- **Wordy Woman**-Pack full of useful info on how to get published (www.ShelleyLieber.com)
- **Cordelia's Tech Tips**-the best eletter in the universe-send her a check immediately! (www.CordeliaBlake.com)

Key Word Research

- **Wordtraker: Gtrends** - <http://freekeywords.wordtracker.com/gtrends/>
- **Google Keyword Research** - <https://adwords.google.com/select/KeywordToolExternal>
- **Overture** - <http://sem.smallbusiness.yahoo.com/searchenginemarketing/>