HOW TO

CREATE AND USE EFFECTIVE

E-MAIL MARKETING
STRATEGIES

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HOW TO CREATE AND USE EFFECTIVE E-MAIL MARKETING STRATEGIES

Some of the most successful businesses use e-mail marketing to profit online. If you are interested in using e-mail marketing to your advantage for a start-up company or for your own existing business this guide is created specifically for you.

What makes e-mail marketing such a valuable system for advertising is its low cost and heavy return on investment. While many people start to think of Facebook advertising and social media advertising is being so the highest converting advertising and marketing methods online, e-mail marketing still remains one of the largest and most popular. E-mail marketing is currently responsible for the second top visitor rate falling only behind search engine result links. This means that more users are directed to content through e-mail advertising them through any other form of social media advertising or marketing effort done online.

Successful e-mail marketing campaigns can only be done with appropriate targeting and research. In order to see e-mails with a high conversion rate you need to build an appropriate address list that will allow you to see success from your target market just minutes after your e-mails are sent out. Specific targeting as well as ongoing analytics are required to manage the interactions in every e-mail marketing campaign and to ensure success in reaching all of your existing clients. Implementation and targeting are two of the main focuses of any e-mail marketer and this can help you to cut down on e-mail marketing costs even further.

While you may have heard of the value of some of these teachings before it's important to cement in just how important each of these values is to running a successful e-mail marketing campaign.

The facts are these; e-mail marketing is a marketing strategy that works successfully even to individuals who are fairly new to the concept. It's possible that you can build an e-mail list and see acceptable returns without optimizing your campaigns and putting the strategies from this guide into practice.

However, by adjusting your e-mail marketing strategy you can create even more success from e-mail marketing then you might've experienced in the past. It's pretty easy for e-mail marketing campaigns to turn into a habit and for marketer to continuously churn out the same e-mails on schedule without pertaining to the recipients need. When a marketer is able to optimize these results real magic can happen.

If you are running any type of e-mail marketing campaign and you would like to know whether or not it's time to adjust your strategy ask yourself the following questions:

1. Am I using a template or making each campaign unique?

2. Is there something more creative I could do to specifically target recipients through e-mail marketing?

3. Am I producing some type of engagement with my e-mails or simply telling my customers what to do?

These questions can help you assess whether or not you are using a proper e-mail marketing strategy and by adjusting your current e-mail marketing campaigns you can work at creating a very profitable channel for marketing.

In this guide we will go through some of the various aspects of e-mail marketing and allow you to develop your strategies to provide better conversion with every marketing e-mail you send out.

HOW TO ADJUST YOUR STRATEGY FOR A SUCCESSFUL E-MAIL MARKETING CAMPAIGN

Personally understand some of the members of your e-mail list

Most e-mail marketers simply look at numbers when they are building an e-mail list and while a very big e-mail list can be a fairly good thing as you have more potential to be successful, large e-mail lists can also make you lose sight of your potential customers individually. With so many e-mail marketers focusing more so on the numbers it's important to divide up your e-mail list into both your existing and potential clients.

Brand loyalty is a very powerful thing and when you start to speak more clearly to your previous customers and clients you can see better conversion with all of your advertising. Customers value when a company takes a real interest in them, and when you continue to send it the same statements over and over again to clients who have long worked with your company there is a good chance that they will unsubscribe from your e-mail updates. The focus of an e-mail list can be to procure new clients but it can also be to keep existing customers as well. Whatever you are doing with your e-mail lists it's important to value each customer rather than simply build for numbers.

Poor engagement and e-mails leads to real fatigue on the part of every customer. This condition of boredom usually leads to a poor return on investment and a terrible rate of click through's for every link that you place in your e-mail marketing. In order to see the greatest amount of success with any current campaigns you're running and your future campaigns you need to work on tailoring specific information to every customer you work with and reach out to. This can mean adding e-mail scripts, doing customer research and creating multiple e-mail lists for personalization.

HOW TO SEGREGATE YOUR E-MAIL LISTS

1. Existing customers/clients

If you can divide up your e-mail list into some of the customers and contacts that have worked with your company before you can start to send out personalized content based off of their individual preferences. You can further segregate this list into types of purchases that they regularly make from your store as well as the total amount that they order. Dividing up your email list by the value of each client and the total frequency of orders that they make can help you to send out more targeted content that will instantly interest each demographic within this e-mail marketing list.

2. The unresponsive

You may start to see a group through your metrics that's completely disinterested with your advertising and very unresponsive when it comes to click through rates. By separating some of these e-mails into an unresponsive list you can work hard to re-engage everyone that's on this list with specifically targeted content. Ultimately every e-mail that you sent it to this list can be extremely costly simply because this group isn't acting on any of the marketing materials that you're sending out to them. Keeping this list on your back burner and e-mailing them in sparing amounts will help you to save money on your e-mail marketing efforts as well as help you to work on creating specifically targeted content for these groups.

3. Organic advertisers

There are always certain individuals in your e-mail list who are extremely apt to spread your message and to spread your content through their social network. These types of users are more likely to forward any of your marketing materials onto friends or family and by separating this list in your e-mail marketing effort you can target specific content that requires engagement and sharing. These organic advertisers may not ever buy your product or service but they like your advertising and they like to share information about your product and your brand. By targeting specific content at these individuals and separating them in your list it's possible that you can have your e-mail marketing go much further than the initial users you send it to.

4. Interested participants

If there are people on your e-mail list who have expressed a prior interest in your products or have joined into your mailing list but haven't made a purchase yet, you can separate them from your e-mail list to deliver special content in your e-mail marketing directly to them. This segment of your e-mail list can be influenced heavily by discounts offered or any urgency that you can create with e-mail marketing. You can further segment this interested participant list into interest by products or by the date at which they joined your mailing list. Cutting out interested participants can allow you to see some amazing conversion rates especially when you create urgency with e-mail marketing.

Once you have fully segregated your e-mail lists into view subsections and more you can begin creating individualized marketing campaigns for each one of these lists or focusing on one list of the time to produce good conversion rates and a better return on investment with your e-mail marketing. By separating your e-mail lists you can create more engaging campaigns that don't speak to a giant majority but instead make each individual customer feel as though you are speaking to them. Small but simple changes for each e-mail list which can include a change in the call to action, the subject line or the products offered can help you to optimize and change your e-mail content for each subset of your market.

HOW TO MAKE SEGREGATING YOUR E-MAIL LISTS EASIER

It may seem like a really big task to cut some of your e-mail lists down or to divide some of your e-mail lists so that you can better attack each individual market. Here are some extra tips that you can use for segregating your e-mail lists much more easily which will save you time.

CRM

Many businesses use CRM systems such as salesforce. com and most of these types of services can actually work to segment list such as e-mail lists down into various categories. If your business currently uses some type of CRM system all of the finest details can be kept in your system and edited to your preferences meaning that you can do the exact same editing with your email lists.

With accounting software or an excel modification

Some types of accounting software that you might have redo business can be extremely great at sorting through a variety of different data and creating smart lists which can be imported into any e-mail marketing client. You can also pull some of the accounting data each one of your customers that might be already in your system to learn more about your customer spending habits and to refine your list a little more.

Through your e-commerce website

Many websites have extremely sophisticated e-commerce platforms that go along with every aspect of the membership system and purchasing system within the backend of development. With all of the information that you can get out of an e-commerce platform you should be able to segment up your lists without issue.

CHANGING YOUR E-MAIL MARKETING MENTALITY

There are so many e-mail marketing experts that simply use a wide net approach when it comes to every campaign that they run. E-mail marketing is simply not something that they spend time on, instead they produce a rapidly made newsletter or mail out that goes out on schedule once a week or even once a month to a large single list. Changing this mentality is very important to success and without any form of optimization in your e-mail marketing campaigns it's possible that they will be doomed from the beginning and that you're simply wasting your time as a marketer creating new materials and sending them out to so many individuals.

While it is very easy to send out promotional material to a large audience, and it is proven that you will see some type of conversion on anything you send out, optimized e-mail content is one of the best ways that you can boost your reputation as a company as well is your sales numbers.

Unfortunately when a company starts to get lazy with their marketing habits it doesn't take long for subscribers to start unsubscribing and for their reputation to start falling. Without a break in these lazy marketing strategies and a proper plan, any company could find themselves in real trouble when it comes to e-mail marketing unless they are willing to change their e-mail market mentality.

Here are some tips that you can use to break out of your habit of doing large-scale e-mail marketing for which you've had success in the past, to build a more optimized strategy.

Building a successful e-mail marketing plan requires setting objectives and creating a true strategy for success in anything you do. In order to properly create a successful strategy you will first need to outline some objectives from your e-mail marketing campaigns. Some great examples of starting objectives for your e-mail marketing campaigns might include:

Increasing overall company revenue.

Creating a certain amount of traffic for your website or sales page.

Generating more engagement through social media and creating more of a buzz across social media websites regarding your company and products. You want more people talking about your company and its products and you encourage them through e-mail marketing to forward your products onto other people as well as write about them through social media.

Increasing your conversion rates on every click through link. This can be done through targeted e-mails and well-written sales copy which is designed to speak to each individual person on an e-mail list.

After setting some of these objectives for your strategy you can start to look at some of your previous analytics and metrics so that you can examine exactly what has worked well in the past and how you can adjust your future e-mail campaigns to accomplish your goals. As with most forms of e-mail marketing adjusting your analytics and metrics is perhaps one of the most time-consuming and important aspects of the marketing process. Examining previous campaigns is important but you may also need to adjust your strategy on the fly as very successful e-mail marketing will convert almost immediately. When you send out any new e-mail campaign make sure that you can create some initial results and be on standby for reading your analytics as they come in. You can work to adjust your campaigns and strategies as well as your expectations for each e-mail campaign from some of the initial results that you might see.

It's also important to consider how your business might handle any increase traffic that you might experience as a result of e-mail marketing. When you do any form of marketing it's very important that you anticipate a need so that you don't fall behind with your service or your products. Take into account some of your past e-mail campaigns and estimate roughly the tidal volume for sales and visitors that you might see if you adjust your e-mail strategy. This will prevent any type of disappointment when it comes to your customer base which can damage your reputation as a business. Always be ready to meet demands.

RESOURCES TO DRAW OFF OF TO CREATE GOOD HABITS AND MEET WITH DEMANDS

Your suppliers and merchandisers

Make sure to speak with anyone involved in your production process to make sure that you can meet up with demands after marketing. Merchandisers are especially important to speak to is they may need to carry extra stock of your products after your e-mail marketing has gone out. You can also speak with merchandisers and buyers to get an idea of when might be a good time to perform e-mail marketing so that you can get rid of excess stockpiles and inventory at each one of your distribution locations.

Your sales department

Your sales department is bound to have some type of feedback that can help you to adjust your email marketing campaign as well as also help you prepare for an incoming demand with any ongoing advertising services. Your sales department needs quality leads and quality e-mail advertising to succeed and professional sales manager should be able to give you the advice that you need to adjust any of your campaigns accordingly.

Inventory specialists and warehouse managers

Warehouse managers will be able to let you know exactly how much of your product you might have in stock at any of your warehouses including all of the supplies that you need to make your product. If you proceed with marketing without first checking with the warehouse official you could potentially be selling products that you don't have in stock which can lead to big problems with your customers.

Your customer service department

Let your customer service department know about any upcoming promotions are e-mail marketing efforts that you have begun to work on. Speaking with you or customer service department and letting them know about the new promotions will make it easier for them to answer questions about new products as well as advertising and promotions that you might have included. Your customer service department needs to be in the loop in order to provide top-quality customer service.

CHANGING YOUR CREATIVE STRATEGY

Adjusting your creative focus when it comes to writing copy and creating promotional materials is very important. Your products and your company are bound to change over the course of your journey through the market and as a result your creative organization and marketing strategy needs to change with it. You need to really examine your creative branding and all of your advertising to make sure that it's portraying a message that you would like your company to be represented under. Delivering your message in an optimized content package is also important and this might mean embracing new forms of technology or finding a new mechanism for content delivery.

Here are some of the main tips that you can follow on changing your creative strategy for the future:

Maintain a constant Brand

As much as it's very important to keep up with trends and to change your ideas to match what might be attracted to the customer and the direction that you want to take your company, it's important to remain consistent. Branding needs to have the same look and feel any need to use logos and corporate traits throughout your entire marketing strategy that make it easy for your customers to identify your marketing. In most cases, professional e-mail marketing lists are created with a color and layout system that reflects the branding, so much so that as soon as a potential customer opens up the e-mail they instantly identify with your particular brand. You can take this branding all the way through your e-mail marketing, mobile applications, websites and more. You can get very technical with e-mail navigation and functionality but it's important that every e-mail, whether it's for newsletters or marketing purposes carries the same navigation scheme. Utilize consistency to maintain a constant in all of your marketing but balance this with creativity.

Text is important

With most e-mail clients the recipient of an e-mail won't see a logo or any type of images until they have accepted and open the e-mail. A lot of e-mail clients are completely blocking out images entirely even from trusted e-mail contacts until the recipient clicks the download images button. For e-mail marketers this means that many of their graphics and professionally created designs may not be seen until the user submits to downloading all of the images. Therefore the first impression of any e-mail sent to potential customers will need to follow a text first format. Users will first have to read through any of the most apparent text on the page before they decide to accept and download the entire e-mail. This is why text and copy is so important.

Save your templates and e-mails for easy editing

Editing on-the-fly and changing up your tactics as an e-mail marketer is an absolute requirement. Make sure that you save any e-mail that you send out as well as any of the images included with your marketing materials. Images and formats can be used in later marketing material and you can also work at editing your campaigns creatively with a template format as a guide. If you find copy that's particularly strong and that works well make sure to keep that e-mail on file so that you can generate similar copy in the future. Easy editing and borrowing from other marketing materials ensures better consistency throughout your e-mail marketing campaign is well.

Keep it simple

A lot of companies use fancy coding and special information in their e-mail marketing efforts. Try to avoid things like cascading tile sheets and jabber script as these can make e-mails virtually unreadable in some browsers and on mobile devices. Accessibility is the key and in order to make your e-mails accessible to many different users you need to keep the design simple and functional. Stick with HTML and basic tables and use consistent branding.

Create mobile friendly e-mails

More of the market is turning to reading e-mails on their smart phones and mobile devices. Make sure that any e-mail that you produce for your mailing lists is capable of scaling down for a mobile device or feature some type of mobile device optimization. You could be missing out on a large portion of the market by not including this format for your future e-mails.

WHO CAN PROVIDE CREATIVE HELP THAT YOU NEED TO SUCCEED WITH THIS STRATEGY

Analytics from previous campaigns: looking through past e-mail campaigns that have been successful is one of the best ways that you can track the designs that work best as well as the copy and marketing materials that work best. Analytics are really your best judge of success in the e-mail marketing business and they can help you to adjust your creative strategy based off of what works.

Your employees

Doing a quick survey or asking some of your employees about a new e-mail campaign that you are working on can help to let you know about any issues surrounding it. Having your employees test out the e-mails on their mobile devices as well as some of the navigation features as they pull it up online will help you to make sure that every part of the e-mail is accessible.

Your designers

Your designers are the ultimate creative resource for e-mail marketing. If you have a web designer on staff or a graphic designer have them take a look at your e-mail templates and make adjustments as needed. Outsourcing these services is also a great idea so that you can gain the experience and knowledge of a creative designer without having to hire one on full-time as an expense to your company.

IMPROVE YOUR WEBPAGE FOR BETTER SALES CONVERSIONS

On occasion, the best e-mail marketing strategy that you can follow is to change your landing page or sales page that is directly linked to any potential customer when they opened any of your e-mail marketing material. A landing page can be weak at converting sales or backing up any of the material in your e-mail marketing. If you want to see better conversion rates from your e-mails consider changing the language on your landing pages and sales pages to keep your leads inching closer to buying your products.

Ultimately when somebody lands on your page directly linked out of e-mail marketing you want to get them to click the buy button as fast as possible or fill out a form to generate new sales lead. It's important to keep these pages completely free of distraction and focus all of your copy on accomplishing your goal.

How you can optimize a landing page:

Simplicity

If your goal is to have someone from an e-mail marketing campaign, to a landing page and fill out a lead generation form, make sure that you spend time creating a simple form. Detailed forms take a lot of your customers time which can instantly take away any of their urge to fill out the information. Keep the web form simple and take only the information that you need to schedule further e-mail marketing campaigns or to obtain the lead. It's also important to make sure that any form will work correctly across multiple browsers and mobile devices on a landing page.

Make your information easy to read

A potential customer can be absolutely overwhelmed when presented with all of the same information at once. Break down some of the features of your product and specify all of the details in an easy to read format. Make sure that you can answer most of your customers questions and provide them with reassurance and feedback such as testimonials and product reviews which can really sell your product or services.

Single link strategy

There are many landing pages and sales pages that get filled up with links or that contain many different sales or form submission inks. If you can design a page to provide the information and then filter potential customers down towards a single link, the page instantly becomes much easier to read and much more functional. Use a single link strategy to achieve your goal with page design.

HOW CAN YOU ACCOMPLISH THIS GOAL

Adjust your e-commerce platform

Some websites within e-commerce platform feature adjustable landing pages and templates that you can use to create a successful landing page in a flash.

Speak to a web designer

A professional web designer will be able to design an optimized landing page or sales page that you can use as a direct link out of any of your e-mail marketing campaigns.

CHANGE THE FREQUENCY OF YOUR MAIL OUTS

There are many e-mail marketers that use a set system when it comes to sending out new e-mails. A set schedule is good but e-mailing in sporadic amounts or not sending out enough e-mail campaigns cannot be quite as effective as changing the frequency of your e-mail campaigns and regularly keep in contact with potential sales. There is no reason why you should limit your campaigns to specific days of the week or even sending e-mails just once a month. If you can send out your e-mails based off of targeted times such as holidays, product releases or even based off of the frequency some of your most popular customers order at, you can have more success. Increasing the volume of your e-mails is a great move especially in our mobile age as well. Potential customers can receive your e-mail where ever they are to read your targeted sales copy.

E-mail marketing is more than just a mass blanket communication or advertisement. It is a communication tool that can take on a few different roles, especially when you are able to send out multiple campaigns at a constant rate. Here are some of the top roles that e-mail marketing can take on when you increase the frequency of your mail outs:

Create urgency

With proper offers you can increase financial rewards based off of purchasing your product or completing an incentive. Ongoing offers will create urgency to buy your product especially if there are ongoing offers based off of a rotating inventory of products. Use offers and promotions to create urgency with mail outs.

More opportunity for engagement

When you divide up your e-mail list and craft personalized e-mails in your marketing campaigns and email is much like a one-on-one sales technique. You could produce engagement with every e-mail you send out and with multiple campaigns running you creating much more personalized experience with frequent e-mail campaigns.

Better opportunity

By increasing the frequency of e-mails that you are sending out to your target market it simply gives you a better chance to sell more products because your potential customers are constantly thinking about your brand and the products that you have to offer. More opportunity to sell your products from frequent e-mails will only help you to boost sales numbers. Use offers and promotions to create urgency with mail outs.

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WHO CAN HELP E-MAIL FREQUENCY BECOME A SUCCESS?

Your existing customers

When using promotions and creating urgency your loyal customers and existing customers are perhaps one of the greatest tools that you can draw upon. You can use your customers to provide you with market research in return for small discounts or even generate repeat business by providing them with a thank you e-mail campaigns for their loyal service.

Your employees:

Customer service employees are interacting with your customers every single day and a can let you know about any concerns with your e-mail marketing campaigns. If your customer service department is receiving complaints about the frequency of your e-mails you can work at personalizing those e-mail campaigns to appease your customers.

INCREASE EFFICIENCY WITH SOFTWARE AND SCHEDULING

The great thing about e-mail marketing today is that a number of companies have come forward to create complex e-mail marketing software that allows you to schedule the deployment of various campaigns well in advance. This means that you don't have to physically send out all of the e-mails or even respond to customers when they complete in order. You can set up a number of strategies such as autoresponder e-mails, automatic time scheduled deployment and even automatic newsletters. The software accounts for things like time zones, several minutes of delay and ongoing edits to each one of your e-mail marketing campaigns. This means that you can virtually run your marketing effort on autopilot and use autoresponder messages to engage your previous customers and visitors to your website.

Here are some of the top autoresponder message strategies to use:

1. Feedback surveys
Several days after an order has been submitted for a customer fills out a content form on your website you can send out a call to action for feedback which can generate a review about your website or your products.

2. Appreciation messages
Sending a thank you after an order has been placed or after a potential customer fills out a list on your website or form can be a great way to create engagement amongst your customer base.

3. After sale info
Letting your customers know about any pending warrantees, upgrades or accessory products after they have submitted an order could help you to generate extra sales and shows appreciation and a personal touch to your customers.

4. News and educational programs
You can send out ongoing updates about products that your customers have purchased letting them know about any upgrades and keeping your brand and company in mind for future business.

Who can help you implement e-mail marketing software and autoresponders?

Your website or blog: you can use quite a bit of the content that you might find on your company website or blog in e-mail auto responders and updates. This previously created content may have gone unnoticed on your page or blog and is a wealth of information in a customers e-mail.

CRM systems; you can set up auto responders using a CRM system as well as perform detailed scheduling, reminders for campaigns and labor hours for creating new autoresponder messages and campaigns as well.

CREATING OPPORTUNITIES ONLINE AND OFF-LINE

So many companies focus more specifically on generating e-mail lists, sign-ups and sales with an online strategy. E-mail marketing can be used to generate off-line sales and off-line contacts can also be used for signing up for e-mail marketing updates in turn. It's important to consider every opportunity and medium to build your e-mail contact list and to generate sales if you have a physical storefront or regular appearances at trade shows and markets. You can utilize things like discount vouchers, subscriber only newsletters and maps and location data with your e-mails to work it generating opportunities and sales online and off-line.

Here are some of the main ways that you can engage new subscribers for your e-mail lists in an off-line environment, rather than pushing for e-mail contact sign-up on your website.

Make a list of old contacts

When separating your e-mail lists make sure to record every contact even if there is a large bounce rate on e-mails. Keep a large database of old customers who you haven't connected with him sometime and remember to revisit these contacts every so often to try and generate engagement. There's no telling whether or not these contacts could be reached by phone, or e-mail at a later date. Older contacts can quickly turn into new contacts once you are able to reconnect whether it's off-line or online.

Consider using the phone

Many companies steer clear of list building over the phone or contacting their customers by telephone. Reconnecting with your customers by telephone shows a very personal touch and ending the phone call with a simple question of asking for their updated e-mail address for an online database could be all that you need to gain a sale or a long-standing sales leads through e-mail marketing.

Point-of-sale contact

If you have a physical location for your business consider asking for e-mail contact details at the point-of-sale. Many large-scale retailers ask for an e-mail for promotions and loyalty cards but you can

start doing the same thing offering up these offers and discounts through email newsletters and ongoing e-mail marketing campaigns. Asking for an e-mail at point-of-sale contact is a great way to receive repeat business especially if you have an online and off-line storefront.

Going to trade shows and conventions

Trade shows and conventions are a great way that you can build contacts and suppliers within your industry. The great thing about trade shows, whether you are attending them or exhibition at them, is you can collect a variety of business cards and contact information. After attending a tradeshow take the time to record all of the e-mails and contact information from the people who you were able to meet. Divide these leads into their separate categories whether it's customers, suppliers, marketers or otherwise and then you can work it generating e-mail campaigns for each one of these potential partners or clients. You can then use analytics to gauge success at each tradeshow or help you to identify a target market at any tradeshow or exhibition that you can focus on for your next outing.

WHO CAN HELP YOU CREATE THESE OFF-LINE AND ONLINE OPPORTUNITIES

Local trade shows

Many local trade shows allow people to rent out scanners which can be used to help you very quickly build up e-mail lists and contact information. Tradeshows are not using these scanners with sign in badges and barcodes which make it very simple to record contact data. Rather than having to record e-mail information, addresses and phone numbers entirely by hand an individual can simply scan a barcode or QR code and build an e-mail contact list very quickly. You can also work as a sponsor for a tradeshow or event and place one of these QR codes are barcodes along Main page event bulletins as well as scan other industry contacts from these documents.

Your customer service department

Focusing your customer service department on lead generation or running a competition within your customer service department for the most number of contacts gained, can help to produce incentives for holding onto customers and sales leads. Demonstrate the value of off-line contacts and sales strategies to every member of your sales team and customer service team so that a variety of tactics can be used to build your marketing effort.

BETTER CONTENT FOR MORE ENGAGEMENT

Although this strategy may sound like one of the simplest, content creation is perhaps one of the most tedious and time-consuming processes that any e-mail marketer faces. Unique content is what is needed for your e-mail marketing campaigns to convert. When potential customers are bombarded by the same cookie-cutter responses through every campaign it doesn't take long for the boredom to set in and the bounce rates to start going up. In order to make your e-mail marketing campaigns convert the need to constantly update your strategy with new articles and copy that engages your e-mail marketing lists. This involves creating specialty content based off of events, new product releases, holidays and achievements within your business. You can craft new content regarding holiday promotions or discounts because you have reached your annual sales targets. This fresh and new content gets people excited and causes your conversion rates to skyrocket as well as engagement as your e-mail marketing content spreads.
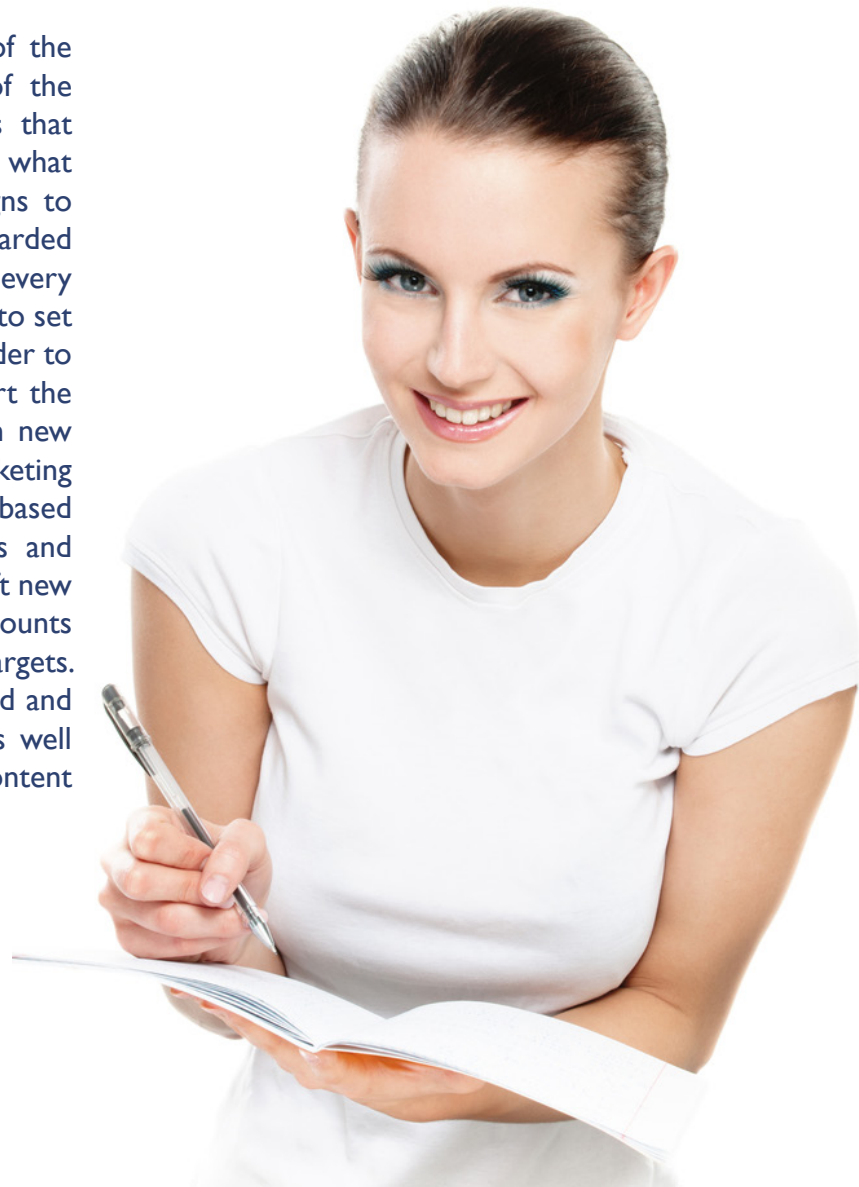
HERE ARE SOME GREAT IDEAS FOR QUALITY CONTENT YOU CAN USE IN YOUR E-MAIL MARKETING CAMPAIGNS

Blog news updates

If your company has a blog or a new section you can include short updates regarding recent blogs or news in your marketing materials. This makes every new e-mail sent out unique and factual.

Product launch announcements

Product launch announcements can be very exciting and can get potential customers ready for any new products that you might be releasing. Countdowns to the date of launch ensure that your customers are ready to buy as soon as your product is up.

Ongoing promotions and discounts

If you can provide monthly deals or a deal week from your inventory this gives each of your potential customers incentive for opening up any e-mail you send out to them. Remember to stagger your discounts but offer them regularly to drive customers back to your website for sales.

Newsletters

A newsletter mailer is one e-mail marketing effort that you can use to update customers about the state of your company and the products that you have available.

Event announcements

If your company is going to be sponsoring a new event or attending a tradeshow make sure to explain the event that you are involved in so that you can offer up the potential for an offline sale or face-to-face connection.

Show your subscribers solutions

If you have a new product that's very effective at solving a particular problem, present this to your potential customers and demonstrate the effectiveness of any new products you have to offer. If a potential customer can see the new product is easy to use and can improve efficiency in their life or the quality of their life, this content will convert.

WHO CAN HELP YOU PRODUCE THIS BETTER CONTENT

Customer feedback;

Asking your customers the type of content that they enjoy receiving in an e-mail format can help you to structure your future e-mail marketing campaigns to make them more engaging. Offering incentives survey to discover new tactics that you can use for content creation.

Suppliers and coordinators;

If you are working with another company to create your product or you are distributing a product for a company you can most likely use some of their visuals and information to help you create factual content for your e-mail marketing campaigns. Get into contact with the experts within your company as well as your suppliers to generate real details about the products that you have to offer in your inventory.
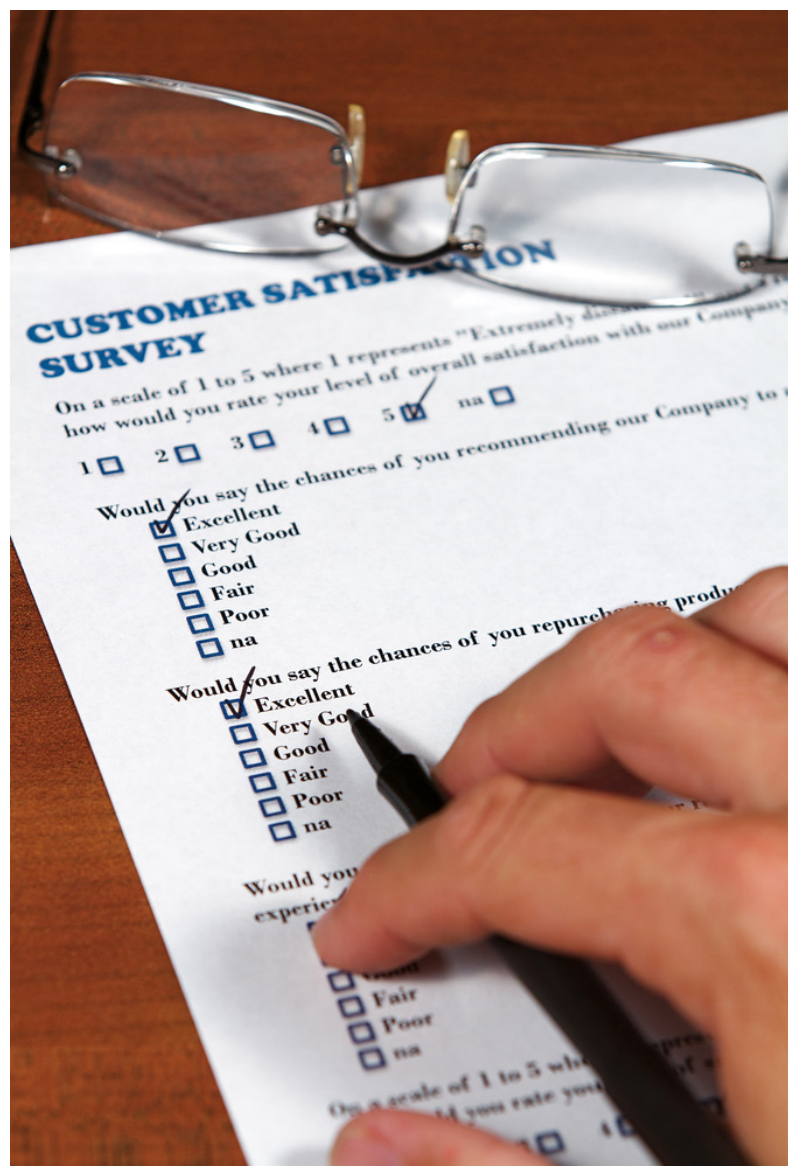
CONCLUSION

E-mail marketing is far more than just a newsletter or blanket communication statement that can be sent across a large-scale e-mail list. Real e-mail marketing is a conversation or one-on-one sales pitch between the sender and a potential customer. By adjusting your e-mail marketing strategy you can ensure your potential clients that you understand all of their needs and can offer them a personalized level of service with quality products that seek to change their lives for the better. Accomplishing this task is certainly not easy but when you are able to coordinate e-mail marketing campaigns which are effective and engaging, you'll find that this is one of the most successful marketing strategies for your return on investment.