



## **SPECIAL REPORTS**

# EMAIL MARKETING

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FINDING THE PIECES TO CREATE AN EMAIL PROGRAM

How to outsmart, Out Market and Out  
Sell your Competition with

**E mail Marketing**

A step-by-step guide to deliver the power of email marketing

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# Finding the right pieces to put together



Email Marketing is like putting a puzzle together. If you have all the pieces, it can be easy. If you don't, you will never finish the Puzzle. There are many pieces to email marketing and this information will provide insight on how to piece them together.

My journey into e-mail marketing began in 1999 when I was looking for a cost effective way of communicating. I wanted to produce a regular sales newsletter to send out to contacts in my network. My goal was to keep everyone in my region abreast and aware of training opportunities while sharing sales tips and ideas. I initially felt trapped because we didn't have a postage budget for this project. Email seemed like the right choice so I jumped in with both feet and quickly learned what not to do.

## The missing pieces

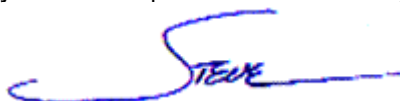
The first missing piece of the puzzle I discovered was an important middle one. I learned that I really didn't have the center piece and would have to use someone who has my missing piece.



I learned that there are significant benefits to using an email service company to send out the emails I wanted to send out. I learned that I couldn't do it right all alone.

When I first started, it didn't take long before I learned that email marketing has its own set of problems and there is a maze of technical traps. I learned the hard way and then learned that there are ways around the pitfalls when I began to work with companies who provide a service that will assist a non-technical individual and streamline the process.

This information will help you discover what you are missing so you can create the ideal email marketing program for your operation. If you need help, we are just a telephone call away.



Steve Martinez  
Your Turnaround Sales Magician

# Getting started in email marketing

Before you get started in email marketing it is important to agree what email marketing is and what your opportunities are with email marketing.

## Definitions of Email marketing:

1. The use of email (or email lists) to plan and deliver permission-based marketing campaigns.
2. Email marketing is marketing over the internet.
3. E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.
4. Sending e-mails with the purpose of enhancing the relationship of a merchant with its current or old customers and to encourage customer loyalty and repeat business.

## Email marketing report opportunities:

An email marketing program can provide customer insight through the reporting metrics you receive. These reporting metrics are only available when you use an outside service and NOT attempt to do this yourself. This is the missing puzzle piece we must recognize. Here is a short listing of reporting features you may receive through your email service:

- Open rate – the percentage rate of subscribers who open your emails.
- Click-through rate – The average number of click-throughs per hundred ad impressions.
- Click to open rate (# of unique clicks/# of unique opens)
- Bounce rate – The percentage of subscriber emails that bounce back or
- Delivery rate (emails sent - bounces)
- Unsubscribe rate – the rate of
- Referral rate ("send-to-a-friend")
- Number of or percent spam complaints – the number of complaints on you email.
- Net subscribers (# subscribers + new subscribers) - (bounces + unsubscribes)
- Subscriber retention (# subscribers - bounces - unsubscribes/# subscribers)
- Web site actions (number of visits to a specific Web page or pages)
- Percent unique clicks on a specific recurring link(s)
- Number of orders, transactions, downloads or actions
- Percent orders, transactions, downloads or actions of emails sent or delivered
- Total revenue
- Average order size
- Conversion rate (number of actions/unique click throughs)
- Average dollars per email sent or delivered

Note: The reports will be available if your email service offers them through their reporting metrics. These reports and your analysis of them will improve and target your marketing efforts for increased sales.

### **Step one – establishing your goals:**

Your first step is to define your email program goals. Here is a list to choose from:

1. Improve brand awareness and preference to your document services.
2. Educate prospects and customers about your services.
3. Increase contacts with customers and prospects through email.
4. Learn what your customers and prospects want through email surveys.
5. Identify your customers and prospects interests through email interests clicks.
6. Increased revenues and sales through promotions and up- or cross-sell efforts
7. Develop more traffic to your web site or your location.
8. Relationship building and management via informational newsletters.

### **Step two: developing your contact list:**



Your next step is to collect email addresses from your customers. Any customer who has done business with you qualifies under “permission based” criteria and should be on your list. This means you can begin sending them email marketing pieces as soon as you want. However, there are several things you should know before sending out your first email campaign.

We highly recommend a business card scanner. These devices will save time and are efficient sales tools because they eliminate the wasted time of data entry. If you are interested, we offer these systems and occasionally have specials from the manufacturer.

ASK! Asking for email addresses at your business location will grow your email list. All you have to do is ask your customers or prospects. You can also add a newsletter sign-up page on your web home page for visitors to sign up to your marketing newsletter. You can also develop business card collection opportunities at networking meetings or through strategic partners.

### **The opt-out compliance component:**

When you email marketing information to anyone on your list, you must have a system that allows them the option of removing themselves from your email list. This is very important and this opt-out capability must be on all your email messages. Fortunately, this feature is automatically placed in your email marketing issues when you use an email service which we will get into later.



### **Step three: complying with the legal issues of email marketing:**

You must be CAN-SPAM compliant. The anti-spam laws are in place to stop email spamming. Your compliance can be taken care of through the employment of an email service provider. These email specialists are in business to handle the complexities of email spam issues. When you work with an email service provider they ensure your mailings include postal address and other checklist items required to be compliant. This is done to ensure that your marketing programs are compliant in respecting opt-out requests made of your company.

### **Step four: choosing your email service provider:**

We recommend you use an email service provider. We consider this the center puzzle piece. There are several reasons for this besides just the legal issues. List management, campaign reporting features and creative options are just a few of the important ones. Email marketing will become too complex if you attempt email marketing on your own.

An email service provider will usually provide the following benefits:

- They will manage your emailing lists and keep you compliant.
- They will make creative templates available to you for newsletters, notices, letters and many more templates to enhance your emails.
- They provide a holding place for images you can link to in your emails.
- They will provide on-line training to you and a help desk.
- They may have a reseller opportunity if you elect to sell this service.
- They may offer separate survey and questionnaire services you can link to.
- They may link or interface with your contact management program.
- They will usually offer a FREE trial period to test their services.



There are more than a few email service providers to choose from. Generally, their prices will be similar and you can estimate a rate of about \$25 – 35 per month depending upon the size of your subscriber list.

## The principal function of an email service provider:

1. Send your emails at the scheduled time to your subscribers.
2. Monitor the response to your email campaigns and make available accurate and complete details about the activity for your follow-up.
3. Provide innovative email templates you can add copy and image to send and personalize as your email campaigns.
4. Store images you want apply to your emails in the form of an image bank online. You will upload images you want to apply to your campaigns.

Each of the following email service providers may offer some or all of these functions. I have ranked them according to my familiarity with them.

Swift page email ..... [www.swiftpageemail.com](http://www.swiftpageemail.com)  
Constant Contact ..... [www.constantcontact.com](http://www.constantcontact.com)  
Cooler Email ..... [www.cooleremail.com](http://www.cooleremail.com)  
Vertical response ..... [www.verticalresponse.com](http://www.verticalresponse.com)  
Yes Mail..... [www.yesmail.com](http://www.yesmail.com)

My personal preference is



Swift Page and High Impact work well by themselves or with ACT and our Selling Magic ACTIVATOR program. More importantly, Swift Page and ACTIVATOR record the sending of emails in your ACT database.

We also suggest that you review the material in our "**FREE REPORT**" to learn how our automated sales program - ACTIVATOR can deliver the results you are looking for and beyond in sales development.

### Avoiding mistakes with email marketing:

Although email marketing might seem simple and easy, I learned that there are too many issues that an email service will hand much easier. Besides, the low cost of using an email service certainly out weighed the hassle of trying to do it myself. One of the first things I learned was not to use Outlook or Outlook Express to send a few hundred emails. After my first wave of e-mails sent using these programs I received a few telephone calls. The telephone calls were from individuals on my emailing list who were trying to figure out what I had sent them. A few of the callers were puzzled but thankfully, none of them were upset. I was fortunate with this exercise and stopped using this method immediately. I later learned that if an individual attempts to send out hundreds or thousands of e-mails through their outlook account and from their computer it will cause

additional problems. In many cases the Internet Service Provider (ISP) will consider this action as unusual and treat it as spam. Which means most of the e-mails won't get through anyway. Additionally, the Internet Services Provider might shut down the email account until they verify this action as NOT being spam.

I learned from experimenting with my first few email tests was that although my email message may have looked great on my computer, it didn't everywhere else. What I discovered was that the images must be linked to an image that was online on the web for their computer to link to them. Linking was my missing factor. Using an email service provider eliminated my problems by composing all the needed components in one program.



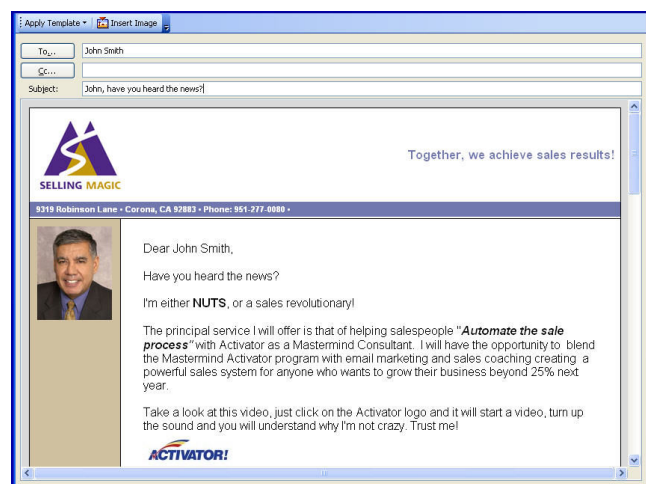
### **The text copy**

The text or copy of your message is placed and formatted with the HTML coding using the HTML program. This is usually accomplished with the program we wrote about earlier. However, the email service provider handles this for us.

As you might tell from all this writing about the how-to and construction of an HTML message it can become complicated. Which is why most people won't get involved with this type of programming. It was also what frustrated me until I learned that I had options. The options all seemed to remove the mystery of this HTML and URL techno stuff. I was able to adapt to a solution that removed the problems and made it easy for me to send out hundreds of nice looking HTML e-mails and get great information from back from the service to let me know how many people received my email and even who opened it.

### **The HTML program:**

This is the component that holds everything together. This is the coding used and written in the internet's language which "geek heads" or web masters use for programming web pages. Here is how it works, an HTML program is used to create the message which has the ability to provide image links and have place holders for the text. The program will format the size, fonts and colors of the background and text copy. Additionally, HTML links can be added to the images and text to send the reader to any location on the internet including initiating an email message to a specific email address.



### **The linked images:**

Images that appear in an HTML email are not actually inside the email message as one might think. The images are actually on the Internet somewhere. This is where the links come in for linking the images to the HTML email message so the images are placed in the proper location on the email. The images will only appear when the reader of the email is online so the linking can take place.

This is why you may have noticed that if you look at your email messages off-line that some of the images don't show up. The links are broken and so the images have no way of showing up on the message. Another reason for this is when an image has been moved or the linking has the wrong address.

Every image and component on the Internet has an address. This address is known as a URL or Uniform Resource Locators. The creator of an HTML email message will need the URL for any image they want placed in the message. This address can be identified if you are surfing on the internet and using a PC by right clicking over the image and then clicking properties.

### **Conclusion**

Email is the fast growing marketing tool which can enhance your sales and marketing program. It is becoming more personalized and integrated with contact management programs. It can become easy if you use an email service provider.

When you are ready to launch your email campaign, let us know, we have to experience and the sales tools to assist you. You can find more information on our website.

Thank You,



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# Statistics on email

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## **Email activity among Internet users**

According to eMarketer, a Pew Internet & American Life Project survey found that 91% of Internet users between the ages of 18 and 64 send or read e-mail, and an even higher number of users ages 65 or older do the same. The only other activity to even approach e-mail's popularity is using a search engine to find information.

## **Trend of Email Volume in the U.S.**

Email volume in the United States is projected to nearly double from 1.5 trillion in 2003, to 2.7 trillion in 2007, as reported by eMarketer.

## **Most Popular Days to Send**

For the second consecutive quarter, Tuesday (25.4%) is the most popular day of the week to send email messages, followed by Wednesday at 23.3% and Thursday at 18.3%. Bringing up the rear is Saturday at 0.9% and Sunday at 1.4%.

## **Open Times**

For the first three quarters of 2003, 11 a.m. (PST) was the highest time period for recipients to open their email messages. For the period of 8 a.m. through 4 p.m., more than 50% of messages were opened by recipients and roughly 75% were opened during the period of 6 a.m. to 6 p.m.

With 25%-30% of email messages sent between 9 a.m. and 11 a.m., it is not surprising that the 11 a.m. time slot is the highest open period. From a recipient perspective, U.S. West Coast recipients are checking emails before lunch, while East Coasters are back from lunch and catching up.

## **Personalization**

In a recent Jupiter Research Webinar, analyst David Daniels presented statistics that show personalization is in its infancy:

Only 4 percent of marketers personalized messages.

Of marketers who do personalize, 76 percent use five data points or less in the personalization process.

This information was prepared as information to support email marketing and represents our opinion. The information presented here was correct based upon our research at the time it was written. We recommend anyone entering into email marketing to check for updates as the laws and services change.