

EMAIL MARKETING

Email Marketing Guide For Success



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Table of Contents

INTRODUCTION	4
WHY USE EMAIL MARKETING?	5
BENEFITS OF EMAIL MARKETING	7
HOW EMAIL MARKETING GROWS YOUR BUSINESS	11
TYPES OF EMAIL MARKETING	13
TYPES OF EMAILS	14
HOW TO GET STARTED WITH EMAIL MARKETING	18
DON'T JUST SELL - REMEMBER THE KNOW, LIKE, TRUST CONCEPT	20
EMAIL MARKETING STRATEGIES	22
BEST TIPS FOR SMART STRATEGIES	22
BEST PRACTICES FOR EMAIL MARKETING	24
CONCLUSION	26

Introduction

Email marketing can be described as the use of email to promote products and/or services. It is defined as the act of sending out emails to customers, both current and perspective.

Email has been in existence for nearly as long as the internet has. It is an essential communication tool that enables businesses to communicate with their staff, their suppliers, and their customers. Email marketing is a segment of internet marketing which constitutes online marketing via websites, blogs, social media, etc.

Email marketing functions almost the same way as direct mails. Most businesses today make use of email marketing. They use it not only as a channel for promoting their products and services but also to develop and forge meaningful, productive relationships with potential customers and/or clients.

This book provides a comprehensive guide on how you can use email marketing for success. Regardless of whether you run a business, a government establishment or a not for profit organization, the strategies, and techniques discussed in this book will give you a clearer and broader understanding of how you can make the most use of this dynamic and reliable tool called email marketing.

Why Use Email Marketing?

There are several reasons why people choose email marketing as their preferred means of promoting their products and services. One of the main reasons is because email marketing allows businesses to reach their potential clients in a place where most people visit every day - their inbox.

There are, of course, other means through which businesses can get their messages out to their target audience, such as video marketing via YouTube, social media marketing, and so on. However, email marketing has remained the most reliable and cost-effective marketing solution that consistently delivers the highest ROI, and it is being used by thousands of businesses of all sizes across the world.

Marketing hasn't really changed much, rather technology has. The advent and increased usage of the internet over multiple devices and platforms is the major factor that has contributed to the evolution of marketing.

The marketing channels that were previously employed by most businesses attracted new customers and kept existing clients coming back by spending huge amounts of money erecting billboards, publishing in magazines and advertising on television or radio stations. Getting the most out of your marketing efforts requires a system that not only generates traffic and converts consistently but is also cost-effective. A marketing channel must expand your customer base and also save you lots of valuable time and money.

Email marketing focuses on these areas and more. It provides the most convenient platform for businesses to increase their sales, as well as their customer loyalty. It is extremely easy to set up and track, which makes it a favorite among small business owners. It also provides a cost-effective solution that helps businesses develop and maintain a close relationship with their customers over time.

Another one of email marketing's most compelling unique selling point, and why businesses love it more than any other marketing channel, is because of its measurability. Email marketing's accurate, near real-time reporting translates to improved confidence when calculating the testing, execution, and the resulting return on investment.

Below is a compilation of some of the amazing statistics email marketing has generated in recent years.

- Email marketing has a 4400% ROI and \$44 for every \$1 spent
- 75% of adult online users say that email marketing is their preferred marketing method
- 94% of internet users use email, while only 61% use social media
- Email's average order value is at least three times higher than that of social media
- Nearly 1 in 5 companies (18%) reported an ROI of over \$76 in 2014, which is three times more than 2013 figures (5%)
- Email on mobile continues to grow in leaps and bounds with open rates reaching up to 68%
- The revenue per email was \$0.11 in Q1 2014 compared to \$0.10 in Q4 2013
- 77% of ROI comes from segmented, targeted, and triggered campaigns
- Email offers more reporting and analytics capability, including click-through rates, open rates, bounce rates, and conversions.
- Email's ROI was 28.5% compared to 7% for direct mail
- 83% of B2B marketers use email newsletters for content marketing
- 91 percent of US adults like to receive promotional emails from companies they do business with

- Email is almost 40 times more effective in helping businesses acquire new customers than Facebook and Twitter combined

These statistics prove why email marketing has remained the ideal marketing channel for internet users to date. Still, you may wonder, why does email marketing drive more customer engagement metrics and better ROI than other marketing techniques? Why do its benefits outweigh other conventional forms of marketing? What is the essence of investing your time and resources to develop an email marketing program in the first place?

Those who are unfamiliar with email marketing may not quickly understand the reason behind its popularity amongst companies operating in a variety of industries. This is why we have compiled a list outlining all the benefits of email marketing. Below are some of the reasons why it is seen by many as the most effective marketing channel today.

Benefits of Email Marketing

Email marketing offers a lot of benefits for its users. Some of these benefits include:

It is cost-effective and generates a high ROI

This is one of the most apparent advantages email marketing has over other mainstream marketing strategies. It is a highly sought-after marketing channel that does not require a large marketing budget as other mainstream marketing techniques require. There are no print or postage costs, and you do not have to pay any fees in exchange for exposure. You usually just need to pay a monthly flat rate to your email service provider. If your email list is huge, you may also need to pay a small overhead cost for sending thousands of emails at a time. These costs, when combined, are nothing compared to the costs incurred when using other marketing methods.

Also, the fantastic return on investment which email marketing provides makes it a favorite for most businesses. According to the Direct Marketing Association (DMA), email marketing typically returns \$40 for every \$1 invested. This high ROI is one of the major reasons why businesses prefer email marketing to other marketing strategies. A number of sources have also confirmed it to be better than any other marketing method available.

It saves time and effort

Unlike most offline direct marketing channels that could take days or even weeks to set up and implement, a standard email marketing campaign can be created and launched in just a matter of a few hours. Email marketing saves businesses a whole lot of time and effort to operate compared to running a printed postal mailing or a telesales campaign.

By simply using a recurring email template, you can effectively approve the copy of the email, make any modifications you see fit to the graphics, select the audience that you want to send the messages to and then hit the send button. The best part is that all of these can be accomplished within just a few hours by a single employee.

Also, unlike print and broadcast campaigns which could take weeks to deliver sales, email marketing campaigns produce results within minutes of the emails being sent. The ploy adopted by email marketing creates a sense of urgency that convinces subscribers to take immediate action - a feat no other marketing channel is able to achieve consistently.

It targets your fans

Email marketing is one of the only marketing channels that consumers request. Consumers must subscribe to the email newsletters of the company offering the product or service that they are interested in. Businesses can then share their messages specifically to consumers who have already shown interest in their products or services.

Although, it is possible to send email marketing messages to random individuals who haven't subscribed to your email newsletters, most recipients of such unsolicited email marketing messages usually find it annoying, and such action could even tarnish your brand image. Also, learn to grow your own subscriber list and avoid purchasing lists for your email marketing campaigns. Growing your list and acquiring customers organically will produce far stronger results than purchasing them.

It allows segmentation of audience and acquires customer information

Email marketing also allows businesses to segment their audiences into smaller lists to target those subscribers who meet certain conditions. Segmentation works extremely well for brands that gain information about their subscribers.

For example, if a franchise is currently running an offer in certain areas of the country, it can accurately target its emails to be sent only to customers living in that local area.

Businesses can segment not only by location but also by interests, past purchases, age bracket, and job type. The smart marketer no longer throws everything they've got at all subscribers. By acquiring the right information and then segmenting subscribers into different lists, a business's market strategy is far more effective than it would otherwise be. Utilizing these email marketing tools increases sales conversions and builds brand loyalty simply by sending out information and offers relevant to those who receive them.

It allows calls to action

If you're looking for a marketing platform that can take a prospective customer from noticing an offer to purchasing within a couple of clicks, you've found it. Email marketing provides the best strategy for taking advantage of impulse buying with the use of calls to action. You just need an attention-grabbing call to action and a link directing interested customers directly to the checkout in your email.

It is easy to setup

Another remarkable benefit of email marketing is that it's easy to set up. You don't need a team or an internet technology (IT) degree to be successful. All it takes to set up a successful email marketing campaign are captivating copy, vivid images, creative templates, and entertaining videos. Not sure you want or need all the glam? No problem. Some of the most successful email campaigns don't use fancy templates and all the rest at all. They make use of simple plain text emails, so the thing that stands out is the value and/or offer they are providing.

It offers personalized messages

Email marketing does not take the conventional one-size-fits-all route as other marketing channels do. Rather, it allows you to personalize your messages with your recipient's name or login name in each message you send to them. You can also program unique messages to be sent out to customers on their birthdays or anniversaries.

This feature automatically makes the reader of any such messages feel a connection to you and your business. No other marketing avenue allows you to speak directly to your customers in this intimate way. Using personalized messages in your email marketing will build the know, like, trust factor you are hoping for. It will also improve your open and your click-through rate as well, which means enhancing your conversion rates.

It provides real-time messages

Another beautiful thing about email marketing is that it allows you to send real-time messages to your customers. Unlike traditional print mailers or telesales campaigns that usually require an extended period from campaign development to implementation, email marketing allows you make changes to your campaigns while the campaign is still active.

The swiftness in setting up an email marketing campaign makes it the easiest and best way to inform your customers about a limited time offer

you are promoting, for example. Or maybe you are finding your offer isn't selling as well as you'd hoped. You can tweak the sales page and email format immediately and then get the message right back out in front of your target audience to improve your conversion rate. You can't do this with a billboard or magazine ad!

It is easy to measure

Email marketing also provides you with precise and usable tracking information to help you figure out what's working and what isn't. You can measure things like how many people opened an email, how many people clicked the link in the email, which links were clicked, and how many people unsubscribed. These metrics make it so easy to spot how a campaign can be improved so that you can make the desired changes almost immediately.

It is easy to share

All email service providers offer an easy way to include social media share buttons in each of your emails. These share buttons allow your subscribers to send the contents of your email to their friends via various social media platforms. Email marketing offers a great way for subscribers to also forward email messages you send to them to their friend's email addresses. This makes it easy for them to be brand evangelists who introduce your business to new markets. There is a huge potential for your brand to instantly become a viral sensation and reach a global audience with the help of social media. It all starts with a simple, captivating email message sent to the right people.

How email marketing grows your business

Judging from the many benefits outlined above, it's easy to see why email marketing should be your go-to marketing strategy. When fully implemented, it has the ability to grow your business to heights you never imagined. One way it does that is by saving your budget dollars. When you use email marketing, you avoid printing, paper, envelopes, mail

handling, and postage costs, not to mention all the necessary staff. This enables you to save that money and use it for other important things that will help grow your business.

Your brand also gets increased recognition with email marketing. It is a unique platform that allows you to include your business logo, tagline, color palette, and graphics to the template design of your email communications. It puts your brand image and name directly in front of your audience with every newsletter issue published, making brand awareness and recognition a breeze. Email marketing also helps you connect with your target market and increases your credibility when done correctly.

With email marketing, you will be able to educate your current clients, attract new opportunities, create new streams of income, expand your network, share your industry knowledge, and reach a wider audience. It is the ideal marketing channel to secure your place in the market as a professional and a true industry leader.

Types of Email Marketing

Email marketing provides the most cost-effective solution for converting prospective customers into loyal clients. It allows you to utilize different marketing content including creative marketing copy, visuals, and multimedia.

There are several ways businesses make use of email marketing, some of which are:

Growing their business - know, like, trust factor

Business owners and entrepreneurs who want to grow their businesses need email marketing. By consistently delivering quality emails that are on-topic, relevant, and full of value, more people will get to know about your business. Subscribers will appreciate your professionalism and begin to develop a likeness for your brand. You will eventually earn their trust, which will make the task of promoting and selling your products and services a whole lot easier.

Sell your stuff

With email marketing, you are *sure* you are selling to a targeted list of people who have already indicated interest in your product or service. You can automate your emails to be delivered to subscribers at specific time intervals and on special days, and since email is delivered instantly, you know they will receive your offer on time. Email marketing also offers a great avenue to educate your readers about your brand and convince them why they should purchase your product or service.

Sell other people's stuff (affiliate marketing)

Email marketing means building a reliable list of subscribers who are interested in your product or service. But did you think about leveraging that same list to sell other people's products? If you're sure that the other company's products are high quality and would be a great match for your audience, then you can go ahead and promote it. You can't be

everything to everyone. Promoting other people's products lets your readers know about other great stuff they might need, but that you don't provide. There are thousands of companies that are willing to pay good commissions for any sales that you generate on their behalf.

Types of Emails

Now that you know that email marketing is the best way to market online, it is time to decide what type of emails you should be sending to your list. While building your mailing list is very important, turning all those email leads into paying customers is what makes all the difference.

So many email marketing campaigns fail to convert because the content of the emails being sent out isn't sufficiently diversified. You should be willing to mix things up and provide your readers with a good blend of "value" based emails and "selling" emails. Outlined below are the different types of emails that you need to be sending your list.

The Welcome Email

This is the first email you'll send, and it should be sent immediately after the person has subscribed. Here you will highlight your appreciation for their subscribing and include what they can expect from subsequent emails that they will receive, for example, how often they will receive one. If you offered them a freebie in exchange for their email address, this is where you deliver it.

The Offer Email

This type of email includes a discount, deal, coupon or special offer that is sent to your subscribers saying "thank you" for joining your VIP list. An offer email typically has high open rates. Regardless of what your business model offers, sending out some sort of special offer to your subscribers from time to time is a great way to show your appreciation and drive sales.

The Survey Email

A survey email is a simple email that asks your subscribers to respond to some questions on a topic relevant to your product. It is typically sent out within the first couple weeks to new subscribers. The survey email doesn't have to be a lengthy 10-minute questionnaire. In fact, it shouldn't be. Simply ask them to rate their willingness to recommend you to a friend on a scale of low to highest, for example. The answers that you receive from survey emails can be used to better streamline your marketing efforts to suit their needs. It also provides an easy way for them to “interact” with you, which helps forge a bond between them and your business.

The Request Email

This email is usually sent only after you have delivered on your promises and have earned the right to request a little something in return from your subscribers. Request emails can be used to ask for favors like asking subscribers to write a testimonial or a review on a particular site. Many industries place a high value on online reviews and testimonials, and if you've bonded with your readers and they love your products or services, they will be more than willing to help you with the reviews.

The Newsletter Email

This type of email attracts mainly those in email marketing circles and typically contains important, intriguing, or helpful information. The downside to using this type of email, however, is that you can easily fall into the trap of sending boring, uneventful newsletters that don't appeal to your subscribers. Doing so could cause them to unsubscribe from your list altogether. Therefore, if there's nothing of real value or importance to send to your subscribers this week, it is advisable that you skip it or better yet, come up with a creative angle to entertain or help them in some way.

The Free Gift Email

A great way to keep your subscribers engaged and subscribed is by sending them a free gift email. They are multitudes of marketing emails juggling for their attention on a daily basis, and only 18 percent of these emails actually get opened. To make sure that your email is among them, send them a surprise, free gift every now and then.

The Value Email

This type of email is more focused on providing value without trying to sell anything. Here is where you really start to build a relationship with your audience. It is the best type of email for earning your subscriber's trust. A value email could be something like a blog post, a dose of inspiration, or a practical, yet creative tip for using your product.

The New Product Email

Announcing the launch of a new product or the arrival of new inventory is simple with email marketing. Your subscribers are your most engaged customers and should be the first to know about any newly-launched product or the arrival of new inventory. Sending out new product email to your subscribers even before the product officially launches is a great way to build up anticipation beforehand, which helps jumpstart your sales. You could even allow only them the chance to pre-order the product for a special price. Doing this allows you to show them in a tangible way how much you appreciate them.

The Reorder Email

Keep your customers coming back by sending out the reorder email. This type of email is especially useful for businesses running a subscription service, or those that sell consumable goods that are ordered at regular intervals. It is a simple and effective way to retain your customers.

The Abandoned Cart Email

Equipping your website with the right tracking tools can tell you when customers are logged into their accounts and when they add an item to

their cart. People who shop but abandoned their order before completing their purchase, are the ones who you send the abandoned cart email to. This type of email allows you remind your subscribers to return and check the items that they've added to their cart. It is a very effective tool that can be used to recover lost sales.

The Announcement Email

As the name implies, the announcement email is sent when you have something big coming up. Whether it is the launch of a new product or an event, sending a simple email to your subscribers telling them about it makes them feel special, valued, and a part of your growing brand. The announcement email should be attention-grabbing and create a sense of mystery and excitement.

The Anniversary Email

Celebrate the 1-year anniversary of a subscriber joining your list by sending them an anniversary email. You could also create a big milestone for your list in general, like celebrating when you hit a million followers on Instagram. An anniversary email helps to carry your subscribers along and shows them that you truly appreciate them for being part of your list.

How to Get Started with Email Marketing

Getting started with email marketing is fairly easy and quick. Investing in email marketing always guarantees maximum payoffs for its users provided you follow the right path. To get started with email marketing, here is a step-by-step guide on what you need to do:

1. Find a good email marketing provider

This is the first step that you should take when you want to begin using email marketing. An email marketing service provider will deliver your messages to large groups of contacts effectively with the use of an autoresponder. You will also benefit from their creative email templates, options tools that will help you grow, track, and manage your email list.

2. Build your email list

If you're building your list completely from scratch, you'll want to add an online sign-up form in various places on your website and encourage your social media followers to sign-up. Building your list is a consistent effort, not a one-time deal. You'll want to be ever mindful of what your list needs and what you can provide that would make an attractive freebie or ethical bribe. In other words, never stop focusing on building our list.

3. Set up your welcome email

Like earlier mentioned, your welcome email is the first message that new members receive from you after they have subscribed to your list. It is therefore very important that you make a good first impression by delivering value with your welcome mail. You can start with a warm welcome then proceed to give them an overview of what to expect from you in future and wrap it up by offering them something useful right away. And don't forget to provide them with the freebie you promised.

4. Create a reusable email template

Here is where you show off your creative side. You don't have to be a designer to create clean, eye-catching email templates. All you have to do is choose from pre-made templates that you can customize with your brand's colors, logo, signature and other features that identify it with your brand. Make sure you save a version as your master template, so you can reuse it without having to design it all over again.

5. Practice writing persuasive messages

The next step is to write the content or body of the email that you're sending. You'll want to keep a friendly, yet professional tone and speak directly to the reader. Practice being persuasive, not driving the hard sell. Remember, emails are personal. Your subscribers want to connect with you in a special way. That's why they signed up for your offer. If you need a template, you can break your message down into three important sections which are:

- The Headline - What are you offering?
- The Message body - How will it help the reader?
- Call to action - What should they do next?

Following this three-step formula will guide you in writing effective messages fast.

6. Create attention-grabbing subject lines

The subject line of your email is one of the most important lines of text in your entire email because it moves your subscribers to open your mail. You might ask them an intriguing question, stress scarcity or urgency, or tease them enough to make them open the email to see what you are talking about. Keep your subject line short and to the point - a good rule of thumb is that they shouldn't be longer than 119 characters.

7. Preview and test before sending

Understand that when it comes to email marketing, there is no undo button. The moment you hit send, there's no going back, so crosscheck everything carefully before you send. Go over your subject line and the

body of your message to see if there are any errors in the spelling and punctuation and correct them accordingly. And, before you send it to your entire list, send yourself a test email so you can see exactly what the email will look like in their inboxes. If the format is off or a link you included isn't working, you may not know it unless you test it first.

8. Send your email

Make sure that the time you choose to send your email is favorable to your audience. Timing is a critical factor to consider when sending emails and to effectively utilize this factor you need to create a consistent sending schedule and stick to it. You could mail your subscribers at the first of every month or on specific days within the week. If you've done your job correctly, they will wait in great anticipation for each email.

9. Track your results

Your email marketing campaign is not complete until you track your results to see what is working and what isn't. This will enable you to make necessary improvements and also learn more about your subscribers. Tracking your results will provide you with first-hand information like who opened your email, who clicked on specific links, and what information was the most interesting to your readers.

Don't just sell - remember the know, like, trust concept

Many business owners make the mistake of rushing to sell rather than first forming a relationship with their subscribers. Email marketing is the best platform to provide value and establish your brand in the hearts of your subscribers so make the best use of it.

Remember the know, like, and trust concept. This should be your guiding principle when you are just starting out and growing your list. Endeavor to deliver quality emails that are on-topic, relevant and full of value. Let your subscribers get to know you and develop a natural likeness for your brand. Once you have earned their trust, it will be a whole lot easier to sell to them.

Email Marketing Strategies

Based on the statistics about email marketing outlined earlier, it is easy to see why adopting it into your organizational marketing mix is very important. Regardless of the current popularity of social media, search engine optimization, or any other platforms, email has remained the preferred marketing channel by consumers to communicate with companies.

Businesses, therefore, need to leverage email marketing in order to communicate effectively with their customers. To do this, they will need to have an email marketing strategy. By having a smart email marketing strategy, your business will have a direction, know what tactics to use, gather the required data, target the right audience, and achieve optimum performance. An email marketing strategy cuts through the noise and delivers the expected results. It helps you determine the who, where, what, and why of your email marketing activity.

Best Tips for Smart Strategies

Below are outlined some of the best tips to help you develop smart email marketing strategies.

Marketing Automation

Automating your campaigns can help you to communicate effectively with your customers and get more engagement from them with fewer emails. It allows you to simplify your job and structure your campaigns so that your communication is relevant to each one of your contact. By automating your emails, you can enjoy improved open rates by over 5 percent.

A/B Testing

A/B testing enables you to ascertain what your contacts like the most. It works by sending out two versions of the same email - A version and B version - and measuring which one of them performs better. Do not send the emails simultaneously, take it one email at a time.

Personalized Content

The emails that you send out should be written in such a way that it speaks directly to the individual needs of your contacts. Personalization can help increase customer engagement with your content. Making use of a marketing automation software will allow you to customize every bit of your email, from the subject, greeting, and content, to the delivery time so that it fits exactly into the preferences and habits of your individual customers.

Compelling Subject Lines

Research has proven that emails with the highest open rates have specific subject lines of 90-119 characters. For best results, ensure that your subject line features detailed information that is relevant to your contacts. Also, make sure to connect the content of the message to your subject line, so your readers don't feel let down or confused.

Emoji

The use of emoji in communicating online has become very popular and is yet another way to engage your subscribers—before they even open the email. Emoji helps lighten the mood of your readers and assures your customers that you speak their language. Placing an emoji in the subject lines of your emails is a sure way to grab the attention of your contacts. However, don't overdo it. Clever use of emoji in your emails to subscribers will help to communicate your desired message quickly, but too many will make you seem desperate.

Embedded videos

The emails you send out to your subscribers need to be visually engaging. Don't constantly rely on the use of only text in the emails that you send to your subscribers. Adding variety to the content of your emails will boost the effectiveness of your communication and keep subscribers looking forward to your emails. One way to do this is by occasionally embedding a YouTube video in your email.

Interactive emails

Interactive emails are the latest trend now and have been proven to drive more sales and engagement than emails without interactive content. Use interactive emails to give your subscribers eye-catching content that communicates your idea in a novel way and motivates them to recommend your brand to their friends.

Landing pages

Landing pages are very important and should also be a part of your email marketing strategy. You can build a separate landing page for each group of subscribers on your list, based on their preferences. The main purpose of having a landing page is to drive conversion, and you can do that by employing the following tips:

- Use bullet points
- Add value
- Keep it clean
- No way out except you offer
- Make sure your call to action (CTA) stands out

Best Practices for Email Marketing

Email marketing, when implemented correctly, can add some serious momentum to your business. For the best results, you will need an autoresponder series. This lets you continually showcase your best

content, deliver the same high-value experience to every new subscriber, promote new offers, and build trust with your audience.

We have created a list of email autoresponder best practices that can help you get the most from your email marketing campaigns. We'll be grouping these best practices into two parts: the things you should do and the things you should avoid.

Here are the things you should do:

- Give subscribers what you promised
- Add some personality to your messages
- Help your audience get to know and trust you
- Open a two-way conversation
- Share other ways to connect with you
- Keep adding to it over time
- Plan out the entire sequence before you begin writing

Moreover, here are the things you should avoid:

- Don't stop at a welcome message
- Avoid sending multiple autoresponder messages in one day
- Do not overshare
- Don't stress about people who unsubscribe
- Don't sell in every email
- Don't try to please everyone
- Don't dread the technical part

Conclusion

Knowing what you know now, you are no doubt sold on email marketing. You are now ready to join the ranks of other businesses owners, both small and large, who utilize this form of marketing to grow their customer base, brand loyalty, and their profits.

Below are the top ten things to remember from this eBook as you start on your email marketing venture:

1. Take the time to research which email service provider offers all the tools and options you'll need to initiate your email marketing strategy.
2. Know what types of emails you should be sending to your list. Send a variety of types to encourage your subscribers to look forward to opening each one they receive.
3. Provide your readers value in each email.
4. Never buy email lists, learn to grow your list organically.
5. Don't just sell - remember the know, like, trust factor.
6. Understanding your unique subscribers will help you formulate a successful, smart email marketing plan.
7. Never stop practicing writing better, more persuasive subject lines and content. There are always ways to improve and new trends to utilize.
8. Don't reinvent the wheel each time you prepare to send an email. Instead, make use of your email service provider's templates. Customize them and then save them to reuse. This simple tip will save you a lot of time down the road.
9. Remember that your email marketing campaign isn't finished until you've tested and tracked the results. Try A/B testing your subject lines and content and then use the data to make each campaign more successful than the one before.

10. Send yourself a test email before sending your email to your entire list. A non-working link and typo-ridden text will make you look unprofessional which can lead to a lost customer.