



# EMAIL MARKETING WEBINAR

Gold Service

by W. David Grubb

# EMAIL MARKETING WEBINAR

## BEFORE WE BEGIN

- You can hear me but I can not hear You.
- Type Your Questions into the Chat Box.
- A Conference number will be provided at the End.

# EMAIL MARKETING WEBINAR

## INTRODUCTION

What you need:

- Skills - type, copy and paste & find and replace
- Knowledge - understanding theory of SEO
- Tools
  - Notepad or Text App (avoid programs w/smart quotes)
  - Spreadsheet (Google Docs or Excel)

# EMAIL MARKETING WEBINAR

## Overview

- Plugin Installation
- Email List Import
- Web Site Sign Up Form – Design & Installation
- Newsletter Design with Logo & Company Information
- Auto-responders
- Free Give Away Graphic for Home Page
- Downloadable coupon

# EMAIL MARKETING WEBINAR

## Email List Import

- Use email addresses that have opted into your list
- Add your mailing address
- Configure your email Queue (Email Limit) - check with your hosting company i.e. Network Solutions
  - 100 recipients at once
  - 1000 emails per day total
  - $1000/24 = 41.67$  rounded down is 40 emails/hr

# EMAIL MARKETING WEBINAR

## Writing a Good Auto-Responder

1. **Subject line** – your subject line is your headline. People will decide whether or not to open your email by your subject line. Make it interesting, intriguing and tempting.
2. **Headline** – you need a strong headline to grab attention once they click on your email. Your headline must be consistent with your subject line and make people want to keep reading your email.
3. **Body copy** – your copy needs to reflect a problem –solution approach. This means you hint at a problem and then quickly provide a possible solution. Focus on the benefits of your product or service, not the features.
4. **Links** – you need to link through to your sales page quite high in the copy as well as at the end of the copy.
5. **Proof/testimonials** – it helps to include a testimonial or some other proof.
6. **Guarantee** – if you offer a money back guarantee then say so.
7. **Call to action** – make sure you have a clear and compelling call to action. Tell people what to do – this may be as simple as asking them to visit your website.
8. **Create urgency** – people need to know why they need to act now.
9. **Signature**
10. **PS** – PSs are generally always read. Make sure your PS restates the benefits, repeats the urgency or repeats the call to action.

[http://www.selfgrowth.com/articles/Tips\\_On\\_Writing\\_Auto-responders\\_With\\_Punch.html](http://www.selfgrowth.com/articles/Tips_On_Writing_Auto-responders_With_Punch.html)

# EMAIL MARKETING WEBINAR

## Scheduling Auto-Responders

The extreme versatility of autoresponders is that the messages are pre-written and sent automatically. This saves the internet marketer a great deal of time and effort. Even better, the messages are programmed to be sent at intervals designated by the internet marketer. These intervals are relative to the initial request by the recipient.

1. Steady Interval Scheduling
2. Decreasing Frequency Scheduling
3. Content-Based Scheduling

Think of your potential customers, and how desperate they might be to get your information. Then decide which method of autoresponder scheduling is right for your product. If you are not sure, ask your subscribers if the scheduling was helpful to them. After all, they are the ones with the money to spend.

*[http://www.streetdirectory.com/travel\\_guide/192276/communications/scheduling\\_autoresponder\\_messages.html](http://www.streetdirectory.com/travel_guide/192276/communications/scheduling_autoresponder_messages.html)*

*[com/travel\\_guide/192276/communications/scheduling\\_autoresponder\\_messages.html](http://www.streetdirectory.com/travel_guide/192276/communications/scheduling_autoresponder_messages.html)*

# EMAIL MARKETING WEBINAR

CONFERENCE NUMBER 1-605-715-4920 508483

- Detailed examples
- Discussion
- Questions

## OPTIONAL SERVICES

- Web Design Themes
- Video Production
- Internet Marketing

visit <http://shepherdsloft.com>