

10 Ways to Energize Your Email Marketing

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Email marketing has grown tremendously over the years and it can benefit your business substantially. As with any type of marketing, email marketing takes a great deal of time and effort to insure it is working effectively.

There are many types of email marketing such as sending out periodical newsletters/eazines, sending out promotional emails and product updates, tutorials, etc.

Regardless of which type of email marketing you utilize, one important thing you must do is continually evaluate the effectiveness of your email marketing campaign. Do not let your email marketing go stale. You need to keep it alive, fresh and energized.

Below are 10 ways you can help energize your email marketing campaign:

Fresh and Helpful Content – Always be sure to include good, solid content. Check the content to make sure it is reliable. You want to make sure you are providing true, helpful information for your mailing list. Offer good resources, tools, tips and other content that will actually help your subscribers. This will help in building the foundation of the essential trust relationship between you and your mailing list members.

Make it Personal – Making your email more personal will help build trust and your reputation. You need to connect with your list and by making your emails more personal, warm and friendly, you will accomplish this task.

Grab Their Interest with Your Subject Line – Grabbing the readers' interest with the subject line can make all the difference as to whether they open the email or just delete it. Keep the subject line short and to the point. Use words that will pique the reader's curiosity and make them want to know more. Use power and/or action words such as new, innovative, secret, reveal, etc.

Which email would you open?

How to Increase sales or
New, Innovative Sales Strategy Revealed.....

Be Available for Your Readers – There is nothing worse than emailing questions to a company about their products/services and waiting days or longer to get an answer. Make it a point to answer questions and concerns as soon as possible. Be as helpful and responsive as possible. You will be amazed at the difference this will make in your business.

Be Consistent – I know some people that will send out an email here and an email there – sometimes with months in between. This will never bring you any results. Send out your emails on a regular basis using the same design, layout and format each time. Keep them neat, clean and free from a lot of clutter. You want your readers to become familiar with your mailings.

Add New Features – Always be thinking of new features to add to your mailings to keep it fresh and alive. Add a Q&A section or do interviews with your readers. Give your readers a weekly challenge to accomplish to help them obtain their goals. Publish success stories. The possibilities are endless!

Offer Subscriber Only Specials – Let your subscribers know they are appreciated by offering them deals and specials that you would not offer anyone else. Give them an extra percentage off the price or give them a free gift in your mailings. Doing little things like this can go a long way for your business.

Get Your Mailing List Involved – Encourage them to email you with ideas, suggestions and feedback. Let them know you are willing to consider all their suggestions. Ask them if you can use their feedback. Post their questions with the answers to help all your readers. Make them feel like they make a difference because THEY DO!

Contests and Competitions – Hold contests and competitions for your subscribers and offer prizes. For example: Each week in my newsletter I have a trivia challenge for free advertising and a movie quote contest for a

free ebook. They are a lot of fun and my subscribers let me know how much they enjoy it.

Offer Referral Incentives – Let your mailing list members know that if they refer people to your mailing list, they will be rewarded. Have contests on who can get the most referrals for a grand prize.

Business owners who successfully implement an email marketing campaign are likely to gain a huge advantage over those who don't. But you must keep your email marketing fresh, alive, consistent and reliable. Keeping in contact with your mailing list members and providing them with useful, helpful information and resources will help build a solid foundation of trust with which to grow your business!

Terri Seymour (also known as "The eBook Lady") has over ten years online experience and has helped many people start their own business. Visit her site at <http://www.seymourproducts.com> for resources, \$1 resell ebooks & software, free tutorials, affiliate programs, free ezine and free business ebook with Master Resell Rights.

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