

An Intersoft Group White Paper

**NEED MORE SALES?
Then Make Sure You are Email Marketing to
Your Customers!**

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Section 1 – I Need More Sales!

Who doesn't? Every business owner does everything they can to increase sales. They try ads, sale events, shows and any kind of "trick" or "fad" that might seem interesting. You know the one most of them don't do?

Email marketing. Why do you think you get so much spam? Is it just because these folks have nothing better to do all day? No. You get so much spam, because email works!

I hear many excuses for why someone can't do email marketing:

- My customers won't give me their email address
- I don't have time, I'm trying to get more sales
- Most of the emails I would send would probably get swallowed up by spam filters
- Email is old news
- I get too much spam, the last thing I want to do is contribute to the problem
- Emails change too much and are too hard to manage
- Emails don't work, people just delete them

The list goes on and on.

Let's look at some facts. The ROI (return on investment) for email marketing in 2008 showed for each dollar spent on email marketing, it returned \$45.06! Non-email Internet marketing returned \$19.94 and non-catalog direct marketing returned \$15.55.

That means if you spent \$500, you'd get \$22,500 in sales.

Where would YOU want to put your money?

Section 1.1 – So, Now That I Have Your Attention

First let's understand something. Email marketers are NOT spammers. Email marketers provide their contacts with valuable and timely information. Sometimes those notices may take the form of product sales and other direct selling type announcements, but many times you are providing added value. You are simply emailing tips, news and other educational information. And, most importantly, you are sending these emails to folks who have chosen (opted in) to receive your communication.

Spammers, harvest emails and blast out money making (for them) opportunities to millions of email addresses. They have no regard for the person receiving the email. They probably have obtained your email address illegally. They use illegal techniques to get you to open the email. You can't unsubscribe from them. As a matter of fact, unsubscribing simply alerts the spammer to the fact that they got a live person on the other end of that email address!

Effective email marketing (the kind that produces those ROIs) must be done the right way. The old days of just using your email program, like Outlook or AOL, are over. Outlook is not a CAN-SPAM act compliant solution. And, if your list of emails is anywhere over 50, you will most likely face many obstacles trying to send that many emails of the same content through your ISP.

This workbook will focus on 6 things:

- Compliance Issues
- List Building
- What to Send
- Email Marketing Software
- Tips and Tools
- Resources

Section 2.0 – Compliance Issues

Before you begin your email marketing, let's make sure you understand the ground rules. With the amount of spam that has been sent over the years, the federal government introduced the CAN-SPAM Act of 2003. You can read it here if you want:

<http://www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus61.shtm>

While the following information is by no means intended to be used as legal counsel, here are the highlights of the law that would concern a real business, marketing in an ethical manner.

Section 2.1 – Get Permission

THERE IS NO DEVIATION FROM THIS! You must ensure that you have the users permission to email them in some manner. The law refers to this as an EBR or Existing Business Relationship. If you have a customer's email address, that is an EBR. If you gather emails at a show, and you use a proper signup sheet, that is an EBR. If you have someone's business card, that could be an EBR.

In any case, we are trying to get the user's permission to email them. This is called Opting-In. The user effectively gives their permission, by either signing something, checking a box, sending an email, or through some other method, that can be tracked.

Double Opt In is better, but not required. Double Opt-In occurs when someone "joins" or gives their permission to join your list, and then must "confirm" their intent by clicking on a link or replying in some way.

Section 2.2 – Requirements for Compliancy

Here are some of the elements that must be present in order to NOT be considered spam:

1. Have your full, physical mailing address and phone number at the end of each email you send. Most systems allow you to create a signature file that will always, automatically be added to the end of your email.
2. Provide the user with an automatic unsubscribe function to be removed from your list. If a user contacts you outside of your automatic system, you have 10 days to remove them from your list.
3. Maintain a master opt-out list. This ensures that if someone accidentally gets added back into your list, they still will not receive an email, because the system checks the opt-out list automatically before sending the email.
4. Be who you are. Do not try to mask your email address.
5. Do not mislead the recipient with a fraudulent or tricky subject line

Section 2.3 – Create an Email Privacy Policy

It's a very good idea to make sure you take a bit of time to formulate your privacy policy. You can find a good number of examples online for you to base yours on. It is also good to make sure that you have a short form of this anywhere someone may be able to provide you with their email address, and have it include a reference (if in print) or a link (if online) to where they can read your full policy.

Elements to include in the policy include the following:

- What sort of emails will they get from you
- How often will they receive the emails
- How can they unsubscribe
- Your sharing policy
 - Their emails won't be sold, etc.

You can find many examples by visiting other stores websites and viewing their policies.

Section 3.0 – List Building

Many of you are concerned about how to build your lists. Perhaps you have tried in the past and had minimal success. In this section, we will explore various methods of building your lists. Before we do that, however, we need to address one major, all powerful concept.

You have probably heard the old adage, “Location. Location. Location.” The rule for email marketing is “Content. Content. Content.” More specifically, RELEVANT CONTENT!

Before your list building plan can get off the ground, you have to figure out the reason or incentive folks will have to give you their email address. The days of “signup to get our specials” is, well, not really over, but is certainly not enough. Let’s face it, your specials, are YOU focused and not CUSTOMER focused. Saving a few dollars, is just not impetuous enough for folks to give you their email address.

So, we need to create value and inform your customer of the value they will get for providing such a prized piece of contact information.

We’ll explore some of this in the next main section “What to Send”, but I wanted to make sure that we began this process of how to build your list, with the understanding that it must be prefaced by why your customer should even give you their email address.

Section 3.1 – Ways to Acquire New Email Addresses

Up to 30% of email addresses can change each year. That presents one of the main tenants of list building. You must constantly be checking, cleaning and building your email list, with each contact you have with your customer and prospects.

Many software solutions out there can help you manage this process, but a simple contact management program, like ACT or Business Contact Manager from Outlook, can be used as well.

So what methods can be used to generate new email addresses?

Here is a good list to start with:

- Make sure you allow you website visitors to sign up or join your mailing list
- If you sell online, make sure your customer email addresses are being automatically added to a customer list somewhere
- Have a VIP customer program in the store, that requires an email address
- Ask for the email address at each sale
- Have a simple sign up form at or near your counter
- Run a contest that requires a valid email address for notification of the winner
- At shows, make sure you have an email signup sheet perhaps combining it with a giveaway, contest or other promotion.
- Use social media to get people to your online sign up form
- In your advertising, use a call to action to specifically point people to your online signup form

One thing to keep in mind is that your focus should always be on quality and not quantity. If all you are able to gather to start your campaign is a 100 email addresses, then start! You will be surprised at where those emails may end up, especially if you paid attention above and have provided value-added, relevant information!

Section 4.0 – What to Send

In this section, we will cover what sort of content should you be sending and what to keep in mind when creating your email.

Section 4.1 – Content Ideas

There are a great many topics and information you could be emailing besides the old product specials or sale announcements. Here's a list to get you going:

- Daily, weekly or monthly tips
- Simple links to product demonstration videos
- Instructional content
- Timely event, class or demonstration notices
- Newsletter
- Customer contest winners
- Recipes
- Links to news that relate to your niche
- Links to your blog
- The obvious
 - Sale notices
 - Online promo codes
 - Specific product sales
 - Event/Show Alerts
 - Coupons
- Links to articles, white papers or other online content that you have either created yourself or have found interesting and helpful
- Your emails should always link back to some eProperty you own
 - Website
 - Landing page
 - Download form
 - Blog
 - Social Media

Section 4.2 – What to Keep in Mind

- It's an Inbox, NOT a web page
 - Send a test message always! Make sure it looks good.
 - Test in major email clients
 - AOL
 - Earthlink
 - Gmail
 - Yahoo
 - Outlook
 - Some email software systems will show you what your email looks like across a wide variety of email clients
 - Put your company name in the from line or personal name if that is the recognition point
 - Keep subject line to 50 characters or less
 - Use text
 - Nothing like getting an email with red 'x's all over it
 - Important stuff goes at the top! Not your logo.
- Use a content checker to evaluate “spaminess”, ALWAYS!
 - See the Tips & Tools section for a list
- Test in every campaign, change up the following to see what works best
 - Subject line
 - From
 - Offer
 - Sending time, day or date
 - List segmenting
- List Segmenting
 - Decide if and how you will segment your list
 - Allows you to target a more relevant message
- Personalize Your message
 - At least the name of the user

Section 5.0 – Email Marketing Software

Here is a list of (by no means an exhaustive one) of good, popular email marketing programs:

- Email Marketing Software for small to medium sized lists
 - Cobalt (GoCobalt.com)
 - ConstantContact.com
 - MyEmma.com
 - Icontact.com
 - Emaildirect.com
- Big Lists (100,000 email addresses and above)
 - Lyrise.com
 - Lsoft.com
 - Sparklist.com

Section 6.0 – Tips & Tools

- Write out weekly tips over a weekend, and then you'll have your content for a whole year!
- Your blog content can be used for your email content and vice-versa
- Post a You Tube video and email the link to it
- Keep in mind the mobile email generation (but don't worry too much about this if you are just starting!)
- Some tips to avoid spam filters
 - Use normal language
 - No excessive spacing
 - Avoid a lot of capital letters, spaces or strange characters
 - Don't use "cute" spellings
- Make the first line or two of HTML emails, text
 - [Click here to view this message in a browser](#)
- Use ALT Tags for all images
- Don't put your logo at top left, that's prime real estate for your offer!
- Don't say your email is not spam or try to convince them of it
- Content Checkers
 - Spamcheck.sitesell.com
 - Lyrus.com/resources/contentchecker
 - Mailingcheck.com
 - free software, must download it
 - E-filtrate.com
 - Deliverymonitor.com

Section 7.0 – Resources: Words NOT to Use (by SalesNexus.com)

4U	Drastically reduced	Money making	Requires initial investment
Accept credit cards	Earn per week	Month trial offer	Reserves the right
Act now! Don't hesitate!	Easy terms	More Internet traffic	Reverses aging
Additional income	Eliminate bad credit	Mortgage rates	Risk free
Addresses on CD	Email harvest	Multi level marketing	Round the world
All natural	Email marketing	MLM	S 1618
Amazing	Expect to earn	Name brand	Safeguard notice
Apply Online	Fantastic deal	New customers only	Satisfaction guaranteed
As seen on	Fast Viagra delivery	New domain extensions	Save \$
Billing address	Financial freedom	Nigerian	Save big money
Auto email removal	Find out anything	No age restrictions	Save up to
Avoid bankruptcy	For free	No catch	Score with babes
Be amazed	For instant access	No claim forms	Section 301
Be your own boss	For just \$ (some amt)	No cost	See for yourself
Being a member	Free access	No credit check	Sent in compliance
Big bucks	Free cell phone	No disappointment	Serious cash
Bill 1618	Free consultation	No experience	Serious only
Billion dollars	Free DVD	No fees	Shopping spree
Brand new pager	Free grant money	No gimmick	Sign up free today
Bulk email	Free hosting	No inventory	Social security number
Buy direct	Free installation	No investment	Stainless steel
Buying judgments	Free investment	No medical exams	Stock alert
Cable converter	Free leads	No middleman	Stock disclaimer statement
Call free	Free membership	No obligation	Stock pick
Call now	Free money	No purchase necessary	Strong buy
Calling creditors	Free offer	No questions asked	Stuff on sale
Cancel at any time	Free preview	No selling	Subject to credit
Can't live without	Free priority mail	No strings attached	Supplies are limited
Cash bonus	Free quote	Not intended	Take action now
Cashcashcash	Free sample	Off shore	Talks about hidden charges
Casino	Free trial	Offer expires	Talks about prizes
Cell phone cancer scam	Free website	Offers coupon	Tells you it's an ad
Cents on the dollar	Full refund	Offers extra cash	Terms and conditions
Check or money order	Get paid	Offers free (often stolen)	The best rates
Claims not to be selling anything	Get started now	passwords	The following form
Claims to be legal	Gift certificate	Once in lifetime	They keep your money -- no refund!
Claims you are a winner	Great offer	One hundred percent free	They're just giving it away
Click below	Guarantee	One hundred percent guaranteed	This isn't junk
Click here link	Have you been turned down?	One time mailing	This isn't spam
Click to remove	Hidden assets	Online biz opportunity	University diplomas
Click to remove mailto	Home employment	Online pharmacy	Unlimited
Compare rates	Human growth hormone	Only \$	Unsecured credit/debt
Compete for your business	If only it were that easy	Opportunity	Urgent
Confidentially on all orders	In accordance with laws	Opt in	US dollars
Congratulations	Increase sales	Order now	Vacation offers
Consolidate debt and credit	Increase traffic	Order status	Viagra and other drugs
Stop snoring	Insurance	Orders shipped by priority mail	Wants credit card
get it now	Investment decision	Outstanding values	We hate spam
Special promotion	It's effective	Pennies a day	We honor all
Copy accurately	Join millions of Americans	People just leave money	Weekend getaway
Copy DVDs	Laser printer	laying around	What are you waiting for?
Credit bureaus	Limited time only	Please read	While supplies last
Credit card offers	Long distance phone offer	Potential earnings	While you sleep
Cures baldness	Lose weight spam	Print form signature	Who really wins?
Dear email	Lower interest rates	Print out and fax	Why pay more?
Dear friend	Lower monthly payment	Produced and sent out	Will not believe your eyes
Dear somebody	Lowest price	Profits	Winner
Different reply to	Luxury car	Promise you ...!	Winning
Dig up dirt on friends	Mail in order form	Pure profit	Work at home
Direct email	Marketing solutions	Real thing	You have been selected
Direct marketing	Mass email	Refinance home	Your income
Discusses search engine listings	Meet singles	Removal instructions	
Do it today	Member stuff	Remove in quotes	
Don't delete	Message contains disclaimer	Remove subject	
	Money back	Removes wrinkles	
		Reply remove subject	



About xSellit eCommerce Storefronts

Our company, The Intersoft Group, has been offering powerful eCommerce solutions since 1992. We got tired of hearing the horror stories from people who had a hard time getting their business online because they couldn't get the support they were promised or the eCommerce software that they could tailor to their business as their online business grew.

So we put our programming and graphic skills together and came up with a superior eCommerce online storefront. With our flexible design, we can offer you a turnkey eCommerce solution that will have you selling online in no time! We'll provide you with the best eCommerce solution you can find anywhere. And no programming or complex setup is required on your part.

And besides all the features that are packed into xSellit Storefronts, our software is the **ONLY** one on the market that harnesses the power of *Sales Generating Technology*. This technology allows xSellit Merchants to sell **MORE** online...**MORE** often!

Our company prides itself on being your eCommerce partner and guiding you through your eCommerce journey. Our team is with there for you every step of the way.

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