

An Intersoft Group White Paper

10 Tips to Make Money from Email Marketing

Email marketing is the best thing to use to drive immediate sales. Make sure you have tactics in place to collect valid email addresses from your customers and prospective customers. Then make sure you have a true email marketing software solution to manage and run your campaigns. Just emailing to even 100 people, using Outlook or Hotmail, is not a good idea.

Why email marketing? It can be personalized, it's immediate, it's one to one and it can drive people back to your online store or even to print out a coupon and visit your store in person. Keep in mind that your customers don't necessarily want to be bombarded with emails with overt sales offers. While this is important to do, consider sending out some emails that are informative and provide some value to the reader other than a discount. You'll find it goes a long way to increasing customer loyalty and reducing your opt out incidences.

So, here are 10 ideas on how to use email marketing to generate new revenue for your business.

1. The obvious uses...
 - a. Sale notices
 - b. Online promo codes
 - c. Specific product sales (with direct links back to your site for purchasing)
 - d. Event/Show alerts
 - e. Coupons (either in the email, or preferably with a link back to your site to print it!)
2. Announcement of your latest blog entry, with a link to it
3. A short summary of links to news that relate to your specific industry niche
4. Newsletter
 - a. We prefer a newsletter with short summaries of your articles with links back to your web site to read the entire newsletter. This strategy whets their appetite in the email, and then gets them to your "eProperty". Once there, they can browse or shop online.
 - b. Whatever email strategy you use, make sure you are always directing them back to your site or in to your store!
5. Daily, Weekly or Monthly Tips
 - a. Here's a tip...whichever frequency you decide on, write them all out over a weekend or two. Then,

when you start sending them out, they will already be done and you will be more likely to stick to the schedule! Consistency is king.

6. Announcement and link to your latest product demonstration video (it's easier than you think!)

- a. Use You Tube, but make sure you have decent lighting and sound. It doesn't have to be a professional production, but it does have to be good.

7. Short instructional content

8. Contest notifications

9. Product use tips like...

- a. Recipes
- b. Examples
- c. Case studies or short stories
- d. Shortcuts
- e. Did you know's

10. Inviting your recipients to become your Facebook Fan or follow you on Twitter.

- a. Make sure you include the link to make it easy for them!

One last tip, make sure that your emails always link back to some "eProperty" of yours. They can link back to your web site, your blog, a special landing page, a download form, your social media pages, your You Tube channel, etc. It's important to close the loop!

Good luck and happy emailing!



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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