

# Email Marketing Success Kit

## *Includes...*

- ✓ Email Marketing Success Checklist
- ✓ List Building Success Checklist
- ✓ Subject Line Swipe File



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# Email Marketing Success Kit

**A**s a savvy 21st Century marketer, you already know that email is one of the most powerful marketing tools you have available in your marketing toolkit and this success kit will help ensure that you have all your bases covered for launching and maintaining a successful email marketing campaign.

This guide is in 3 parts:

- ▶ **Part 1** is an Email Marketing Checklist that will take you step-by-step through setting up your email campaign. Follow this list and you won't miss a thing.
- ▶ **Part 2** is a List Building Checklist. Follow this list of 40 proven list building ideas and watch your list grow – even if you only implement 3 or 4 of them.
- ▶ **Part 3** contains our best Subject Lines for you to copy, modify, and use to get your email marketing messages opened and read! Go ahead, you have our permission to swipe these ideas and use them as your own.

But before we jump into the checklists, you're going to want to think carefully about the company you choose as your email service provider – known as an ESP.

There are many to choose from. You've likely heard already about ESP's such as Aweber, Constant Contact, iContact, MailChimp, Vertical Response, iShoppingCart and others.

You need to ask yourself the following questions when making the decision about choosing your ESP. Don't make the mistake of thinking only for the short term, think about the future and what your needs will be several years from now as your business grows.

For a variety of reasons, you are not going to want to change your ESP provider, so making a good, considered choice now will save yourself a lot of grief and aggravation on down the road.

- How many names do you expect to have on your list? Now, and in the future?
- How many different lists do you think you might have?
- What kind of emails will you be sending? Informational? Promotional? News and Updates? Autoresponders? (Some combination of all of these is most likely.)
- Will you use your ESP to register people for free teleseminars?
- How often do you intend to mail to your list? How much does it (will it) cost?

## Part 1: Email Marketing Success Checklist

Put a checkmark  next to each step as you complete it.

### Step 1: Set Up Your Mailing List

Get the mechanics of your list set up first. It's a little different for each email service provider. Make sure to grab the HTML code you will need to set up your sign-up forms.

- **Set up a new list in your mailing list program.** There are many programs you can use like <http://aweber.com> or your shopping cart might include your mailing lists. *(Also see Notes at end.)*
- **Set up a consistent “From” name and email address.** One of the keys to email marketing success is consistency. Make the from field appear the same each time.
- **Add a welcome message that all subscribers receive.** A welcome message lets your readers know that they have successfully signed up. It is also an opportunity to give them the download link for any free gift and/or to make a special offer to your new subscriber.

**Provide subscribers with quality information on a topic that interests them, and they'll gladly allow you to tell them about your products and services.**

### Step 2: Create a Valuable Free Gift

Offering a valuable free gift makes it easier for your reader to say yes to signing up for your newsletter. Make it something very relevant to the products you will be selling and the information you will be providing and make sure it's something your target market really wants.

Some ideas for you:

- Report / White Paper
- Audio recording
- Useful software
- Tool: spreadsheet, pattern, blueprint.
- Video
- Teleseminar/Webinar

### □ Step 3: Create a Promotional Opt-In Page

An opt-in page is a single page on your website with the sole purpose to promote your mailing list/freebie. There are no distractions or any other content or products on the page. Use this as a landing page when you distribute articles, advertise, etc.

Here are some basic components of your opt-in page:

- Include an attention-getting headline with a big promise
- Include the benefits of your mailing list / freebie you are offering
- Tell your visitor how to subscribe
- Insert the sign up code from your mailing list program
- Include any final parting thoughts on why your visitor will benefit from signing up
- Add testimonials and feedback from clients, subscribers, etc.
- Include a spam policy message (Example: “Your privacy is protected and your email address will only be used by YOUR NAME to communicate with you about INSERT YOUR SUBJECT related subjects. You can cancel your subscription at anytime.”)

### □ Step 4: Add Opt-in Boxes to Your Website or Blogsite

In addition to making an opt-in page, you want the option for getting your freebie and signing up for your mailing list to be apparent throughout your site. Make your offer compelling, even though you have limited space.

- Add an opt-in box to every page of your website.
- Test different positions (although the most common and therefore the place your site visitors are most apt to look, is in the upper right hand quadrant of each page).
- Include a headline, benefit(s) for subscribing, the opt-in box and your spam policy message. If you have the space, including a picture of your freebie is helpful.

### □ Step 4: Test Other Opt-in Methods on Your Site

There are plenty of other tools that you can add to your site that may increase your opt-in rate. Some of the ones you might try are:

- **Pop-ups:** Pop-ups have come a long way since the early days and come in a variety of formats. Your mailing list program may include coding for pop-ups or you might try <http://www.adimpact.com/> for a variety of looks you can test out.
- **Page peels:** These are little “folds” in the corner of your page that open when your visitor hovers over them. Try <http://www.peelawayads.com> to create yours.

- **Footer ads:** These are footers that stay at the bottom of the screen, no matter where your visitor goes on your site. Try <http://ultimatefooterad.com/> to create yours.

### □ Step 5: Sending Messages

When it comes to emailing your list, you have a couple of options. You can send “autoresponder” messages or you can send “broadcast” messages OR you can send a combination of both.

- **Autoresponder Messages:** Autoresponder messages are emails that are sent in a particular sequence to someone when they subscribe to your list. For example, Subscriber A signs up for your list and they get the first email right away, then another email 3 days later and another message 3 days after that. If subscriber B comes along 4 days after Subscriber A, they still get the first message right away, another 3 days after and another 3 days after that.

The advantage to autoresponder messages is that your email marketing is totally automated once you’ve set up the initial sequence. It’s suitable for promoting ever-green content and ongoing product promotions and is a great way to firmly establish a relationship with your new subscriber right from the start.

- **Broadcast Messages:** Broadcast messages are emails you send to everyone on your list. Everyone gets the same message on the same day. Broadcasts are good for time-sensitive offers, current news and other timely subjects. Sending a weekly or monthly ezine is a good example of a broadcast message.

### Types of Messages to Send:

- Information and content, ezines and newsletters
- Quick tips
- Quotations
- Product promotions
- Links to content

If you find the idea of setting up your own email marketing program a bit daunting, Marty has a team of professionals ready to help you. Never let technology get in the way of you making money with email marketing.

Check out: <http://martymarsh.com/services/turn-key-email-marketing-package/>

## Part 2: List Building Success Checklist

List building is all about getting more traffic and having compelling offers in place. Set yourself up right on your website (see our Email Marketing Success Checklist) and then drive traffic to your site.

### □ Step 1: Recap: Setting up Your Website to Receive Traffic

- Set up an opt-in page
- Make sure your opt-in box/offer is on all your pages
- Try tools like pop-ups, footer ads and page peels

### □ Step 2: Drive Traffic

*TIP: When using these traffic and link building tips, where possible, always link to your opt-in page. Your goal is to build your list and you're more likely to do that by sending your visitors to a highly-focused landing page where you can explain all the benefits of joining your list.*

Use a combination of these traffic strategies to drive traffic to your site:

1. Start a highly-targeted pay-per-click campaign to your opt-in page. Just do this with your eyes wide-open and only after educating yourself thoroughly on the ins-and-out of pay-per-click advertising.
2. Write guest blog posts on other relevant blogs and invite blog readers to sign up for your awesome freebie.
3. Research keywords at [www.wordtracker.com](http://www.wordtracker.com) and optimize your content for those phrases. Include promotions for your mailing list on those content pages.
4. Provide answers at Yahoo Answers <http://answers.yahoo.com> or <http://AllExperts.com>, and related sites. Where relevant, link to your content in your answer.
5. Encourage your newsletter subscribers to share your emails with their friends and colleagues. Include a note at the end of your emails inviting them to pass it on.
6. Encourage your website visitors to refer a friend, share articles, etc. Install a refer a friend or “email this article” script/plugin.

7. Provide *useful* commentary on blogs and news sites. Include a link to your opt-in page in the appropriate space. Don't link to your site in the body of your comment.
8. Apply to be an expert at About.com or other sites. Your profile can link to your site and you can link where relevant in your content as well.
9. Make Top XX lists and submit to Digg.com and other bookmarking sites. The key is to create a piece of content people will buzz about. Make sure your content includes a promotion for your mailing list / freebie.
10. Distribute press releases online ([www.PRWeb.com](http://www.PRWeb.com)) and to other online and offline media. Encourage press release readers to get their free guide / tool, etc.
11. Submit articles to article directories including [www.EzineArticles.com](http://www.EzineArticles.com). Include a link to your opt-in page in your resource box.
12. Write about another company, a blog post, etc. Link to them and let them know you wrote about them. They may just mention you back.
13. Submit to free directory [www.DMOZ.org](http://www.DMOZ.org). Sites listed in this directory may gain favor with Google rankings.
14. Submit to paid directories like Yahoo (<http://dir.yahoo.com>) and Best of the Web (<http://botw.org>). Sites listed in these directories may gain favor with Google rankings.
15. Set up highly targeted pages on [www.Squidoo.com](http://www.Squidoo.com). Include a promotion for your freebie and send traffic to your opt-in page.
16. Set up highly targeted pages on [www.HubPages.com](http://www.HubPages.com). Include a promotion for your freebie and send traffic to your opt-in page.
17. Join and participate in forums, Facebook groups, etc.
18. Create your own Facebook groups, Yahoo Groups (<http://groups.yahoo.com>), etc.
19. Become a reviewer on [www.Amazon.com](http://www.Amazon.com), link to your opt-in page from your profile page.
20. Set up a profile and add reviews to [www.Epinions.com](http://www.Epinions.com) and [www.Yelp.com](http://www.Yelp.com)
21. Submit your blog to [www.technorati.com](http://www.technorati.com) for extra exposure.
22. Recruit affiliates to promote or give away your freebie. You can offer pay-per-lead commissions or pay-per-sale commissions if you have your own product.
23. Have a sweepstakes or giveaway on your site. Encourage entrants to claim their free gift and subscribe to your mailing list. **TIP:** *Don't automatically add sweepstakes entrants to your main list as it's not likely they'll remember you or be particularly responsive. Have them opt-in directly to hear more from you.*

24. Sponsor sweepstakes or giveaways from other sites by offering an additional prize.
25. Create a freebie that other webmasters can use as a bonus for their product. Check out [www.clickbank.com](http://www.clickbank.com) or search for products in your topic area and offer a high value bonus that increases the value of their product. Include promotions in the bonus that bring people back to sign up for your list.
26. Use social media – Twitter, Facebook Pages and connect with your target market.
27. Create and submit videos to [www.YouTube.com](http://www.YouTube.com) and post on your site. Also encourage others to use the code to post the videos on their site as well.
28. Get interviewed on websites, podcasts, etc. Get out there and get known!
29. Interview other high profile people that your target market wants to hear from. Look for others who have good followings in social media, high traffic websites and large mailing lists. These are perfect people to interview and most are eager for additional exposure.
30. Send promotional items to bloggers who may write about you.
31. Create a useful quiz for your website visitors.
32. Use Google Trends (<http://google.com/trends>) to find keyword phrases that are popular right now.
33. Be controversial and get attention. Don't be a jerk, but don't be afraid to stand out from the crowd either. This is what people like to buzz about.
34. Create a "Link to Us" page. Include copy-and-paste text link and image code that visitors can add to their sites.
35. Interact with readers on your blog, so they will come back and recommend others.
36. Offer testimonials for products you like. Many sites will publish your website URL.
37. Organize and participate in community service projects. Getting known in your community can be a tremendous business builder and it feels good too.
38. Organize and promote a free webinar or teleclass. Ask other website owners and your readers to let others know about the free event.
39. When you write a blog post or article for your own site, write a recommendation to sign up for your mailing list right in the body of the article.
40. Cross-promote with fellow online business owners. Recommend one another's publications, freebies, etc.

## Part 3: Subject Line Swipe File

The subject line is a crucial part of your email campaign. If your subject line doesn't capture interest or curiosity, your email doesn't get opened. And if nobody opens your email, well, we don't have to tell you what happens then.

### Your Subject Line's Purpose

The *only* job your email subject line (or headline) has to do is to get someone to open your email. The subject line isn't supposed to sell them on a product or to give them deep insight into a topic. All it should do is get them to OPEN the email. Your actual email message will take over once the email is opened.

**Your subject line acts as the headline for your email and if it doesn't capture interest or curiosity, your email won't get opened.**

### Subject Line Templates

Curiosity is often key for subject lines. Unlike blog posts where you will likely more frequently combine description and curiosity, emails that are strictly about curiosity can produce very good open. Of course, the key is to still be relevant and subject lines shouldn't trick or confuse your readers.

*NOTE: Where most publication headlines are generally capitalized (first letter of each word) the whole way through, creating a more natural email subject line (as a friend would write to a friend) often works wonders on open rates in curiosity-type subject lines.*

You can use the following in your own emails. Just fill in the \_\_\_\_\_ with your topic, etc.

1. This is what I've been talking about...
2. Why they're wrong about \_\_\_\_\_
3. It's just about that time

4. This is the reason why...
5. Frustrated by \_\_\_\_\_? Here's an idea
6. A complete and unbiased review
7. I've had enough!
8. A sneak peek at \_\_\_\_\_
9. Must-have freebie
10. Why some people never \_\_\_\_\_
11. What \_\_\_\_\_ doesn't tell you about \_\_\_\_\_
12. For \_\_\_\_\_ only [insert a particular audience: "women", "those who want to improve their backhand", Coaches]
13. [NAME], did you see this? (Personalizing increases open rates!)
14. Does this bother you too?
15. Are you ready for \_\_\_\_\_?
16. What if I told you \_\_\_\_\_
17. There's still time (but only if you do it now)
18. 5 important ways to \_\_\_\_\_

19. Good news!
20. Do you have a few minutes?
21. Pictures from [insert your name, company name, event, etc]
22. \_\_\_\_\_ ends tonight
23. Just \_\_\_\_ more hours
24. Can I ask you a quick favor?
25. Here's the \_\_\_\_\_ we promised
26. How to get more [insert benefit]
27. End of the week wrap up (Good stuff inside)
28. You get to see this first [Use this one for a special offer you give your customers, before everyone else, for example]
29. I found it...finally!
30. Thinking about [buying a certain product, taking a certain course of action], check this out first



## Other Tips

- Keep your subject lines at about 50 characters, including spaces.
- Look at email messages you get and create your own swipe file. What piques your curiosity and gets you to open?
- Look at magazine and newspaper headlines. The grocery store checkout may be boring, but it's the perfect place to scan headlines and see what gets attention.
- Test or split test your open rates. Many mailing list programs give you the tools to test your email marketing effectiveness.
- Try personalization. Test a subject line with your subscribers name and test the same subject line without it.
- Try adding your company name or personal name to the subject line. If your readers look forward to your emails, this may catch their attention.
- Create urgency by setting deadlines. For example, "It ends tonight" or "Only \_\_\_ more hours".
- Readers often crave consistency from publications that they like. You may want to let your readers easily identify your emails by including your company name, publication name or include a prefix something like this:  
[Jane's News] The crazy thing that happened the other day...
- Match your subject line tone to your personality. If you're a formal person, be formal in your subject lines. If you're friendly and on the more personal side, try things like "Hey [insert name], I just saw this..."

**Look at email messages you get and create your own swipe file of subject lines that got you to open an email.**

**Overall, the key is to test things out.** In addition to testing open rates, test the overall success of a campaign. Because while high open rates are good, if people aren't taking action on the offers, you may need to do more tweaking.



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