

Tips to enhance your email marketing campaign

Email marketing is one of the essential element of marketing strategies. It can increase customer loyalty and trust in your brand and can raise brand recognition and revenue. Here are certain tips that can help you in boosting your email marketing campaign:

- ✓ **Easy subscription:**

Make it easier to get the subscription by just posting a log in form to your customers from your home page, blog, Facebook page, etc. where your customers are active. This would help you in getting their details to avail various services and offers to them. Don't keep the form so long as it may distract your customers.

- ✓ **Send a welcome email:**

Always send a welcome email to your subscribers reminding them why they are on your list and assure them there are new things available for them. You may also send your new subscribers a special offers or exclusive contents to them as the token of their loyalty towards you.

- ✓ **Customize your newsletter as per your brand:**

Design the newsletter that goes and suits your brand. If working with template, customize it to get company's logo and colors. Make your reader's feel more comfortable with the content from the beginning for this make the emails compatible with the rest of the company content. Subscriber would feel more familiar to your emails if the company content and the emails are compatible to each other.

- ✓ **Analyze your campaign:**

Different email clients have different displays for receiving emails. You should test the mail within your work area or may test the mails through various testing programs to ensure that the mail looks good on big and small screens. Testing helps in knowing the designing mistakes before it's too late to correct the mistake.

- ✓ **Make it Sharable:**

Provide your subscribers with the content that they want to share and make these easy for them to do. Include a public link to the web version of your campaign so that people can read it outside of their mails. Make the content available on the social media so that people can share it wherever they are active.

- ✓ **Check your stats:**

Most of the emails consist of various reports that consist of various information through which you can keep an eye on your stats. These stats are very helpful in improving campaigns. Check the open and click rates of the emails and identify patterns to make them go up. If number of unsubscribes increase than its time for you to try something different next time.

- ✓ **Know the spam rules:**

Know that you are only allowed to send bulk emails to those who specially asked you to do so or the people who added you in their contact addresses. Others would receive these mails

in their spam folder which may get avoided. Include an obvious unsubscribe link in your mail and tell your subscribers that how they got onto your list.

✓ **Be friendly:**

Feel free to talk in casual tone as people like to talk to the people not the machines. There are higher chances of having your subscriber in informal mood while checking mails at this time informal mails can attract him. They have given their email address that means you are on first name basis. If so, then you can dynamically send them your greetings.

✓ **Make it attractive and readable:**

Instead of giving long texts in your email prefer giving them texts in paragraph form including images so that subscribers can easily get connected to your mail. If you are sending a long article than try to give a 'read more' link so that people can read the rest as per their convenience. Always remember your subject line should be to the point and easily understood.

✓ **Send the mails when you have something to say:**

Email is the easiest way of publishing content but the content published should be relevant and according to your brand. Before sending emails it should be ensured that it will be fulfilling your business goals else it would be a waste of time of both you and the subscribers.

Intensify the power of Email marketing with affiliates

Everyone knows the emphasis of Email. It is one of the best method to target your customers directly to their inbox. But it works vice versa, if you did not do it in a correct manner. Every businesses and marketers are looking to generate huge profits with email marketing channel.

The consolidation of Affiliate Marketing with Email Marketing is an agile method to manage the affiliate programs. If you have a huge segmented list of customers, Affiliate email marketing will help you to generate a good income by promoting advertiser's product and services via email.

You need to opt for a best email service provider. With choosing a specific email automation tools, you also need to opt for the appropriate approach to boost your lead management system.

Different affiliate programs have individual commission rates. When you register for affiliate program, you will get an affiliate ID. Utilize the affiliate id as a link in your mail, blog and website, when the advertiser get traffic from your affiliate id, you will get paid by advertiser.

Never try to sale with your email, have your main focus on engagement with your users. Design emails that have a dazzling email copy, strong call-to-actions, and relevant to the audience interest.

Here are some email marketing automation tools that provides affiliate programs:

- **Aweber:**

Aweber is the most popular e-mail marketing software. Aweber offers 30% commission. Those who signs up with Aweber you get 30% of it. Aweber manages its own Affiliate program, so you need to go and register with Aweber. Business e-mail marketing is a very powerful stream. You can set up your free affiliate membership, start referring businesses and earning commissions.

- **Get Response:**

Get Response is another email marketing automation tools. It also have its own affiliate program. You can sign up with 'Get response' today and have access to the affiliate program. Customers have both Residual and convenient payouts. Get Response have a responsive E-mail design, E-mail intelligence and Auto-responders 2.0

- **Mad Mimi:**

With Mad Mimi, you receive a 25% bonus referral. The affiliate program is meant to reward Mad Mimi users. You need to be a paid user of Mad Mimi so you can join the affiliate program. Mad Mimi is the easiest way to create, send, share and track email newsletters online. About 40 million e-mails are shared and sent through.

- **Flutter mail:**

Flutter mail can help online marketers or small business owners reach the marketing goals. This auto responder is straightforward and easy to navigate, too. Flutter mail is the 1st ever web based email marketing product on Click Bank. It gives the highest recurring commission among email marketing affiliate programs. This mail service cost lot less than other competitors.

- **Campaigner:**

It is really simple to become an affiliate with campaigner. It runs a lavish lead and sales commission structure with pay off up to \$400/package. Campaigner have a committed and competent Partner Program Management and a monthly newsletter that assist you to stay updated.

Email marketing with affiliate marketers is a reliable and authentic to boost your affiliate's sales and return on investment in order to achieve the desired goal.

How to generate leads with email marketing?

Lead generation has developed a lot and became more complicated with the extent of time. This left marketers to develop new techniques that can generate and qualify leads before passing them the sales.

Email marketing is considered as the most effective method of increasing number of leads. Through this marketers try to deliver the right message to the right audience at right time in order to convert the customers to high quality leads.

Here are the ways following which one can do effective email marketing to get high quality lead generation:

✓ **Make yourself recognizable**

Send welcome mails to the potential customers who have recently opted for your product or services. This would help in developing trust of customer in you and your brand. This welcome mail would remind your subscribers why they are on your list and assure them there will be something new for them.

Instead of sending long texts, send them a precise and uncomplicated email. You may also send your new subscribers a special offer or an exclusive content as the token of gratitude for their loyalty towards you.

✓ **Check out your leads**

Once you have sent welcome mails to your potential customers do a check that who all have gone through your mail and reached your site from there. These emails can be used for determining the leads by seeing how your customers interact with the mails.

Number of customer going through the mails increases the chances of increasing leads. Attract your potential customers through various offers through your emails and try to convert them in high quality lead from the potential subscribers.

✓ **Manage client interest**

Some of the people can show their interest in your product or services but not prepared to buy it. For such, engage them through various attractive offers or services of your brand. This can be done by sending informative emails, offering free whitepapers, e books and invite to webinars.

This might attract your potential customers and can generate qualified leads for you. Make your brand and products recognizable for your customers so that your email doesn't become the part of a spam and can make you lose your potential customers.

✓ **Email list segmentation**

Segmenting your email list improves the open and click rate for your emails. It helps in generating narrow focus for sending mails to the smaller and targeted group. This can help in getting potential customers and increase the rates of getting qualified leads.

If you send emails to your targeted group, its recipients find this mail relevant and relevant mails receives higher response. List segmentation helps in personalization of mails as the recipients are segregated according to the information you have about the customers.

✓ **Send follow up mails**

Send follow up emails as it is necessary for the success of your lead generation method. Follow up emails helps in establishing a relationship of trust and loyalty as you can ensure your customers that you are there to help them.

Keep following up your customers and try to stay connected with them as it can bring several new possibilities for you. These connection would be helping you in getting the conversions of your potential customers in to leads.

How to target “Abandon cart” with ideally timed Email?

Shopping cart abandonment influences both businesses and customers. Businesses fail to achieve their profits and customers lose the opportunity to undergo and experience your products.

Retargeting with email marketing assist you to repel the abandon carts effectively to enforce them to complete the purchase. Advertising any product and making your customers to the checkout process take too much time and dollars. To reduce the cart abandon you need to design an appeal email copy to generate the interest of customer.

You need to consider the reason why customers are abandoning the cart, it can be website hurtle, complicated process, time out, too costly product, and others. Abandon cart emails are uncomplicated to design to bring back your unwilling customers.

Here I am going to tell you, how you can target your abandon cart customers via email marketing:

✳ Discover When The Customer Abandoned:

It is attainable to determine what your customers really wanted to buy, how much time they spent on your website, which pages they visited before going to the cart and why the not finished their purchases.

Also discover the timing which is taken by customers before abandon, had they initiated to filling the information, were they having problem related to shipping charges or product charges and what alienated them.

After analyzing all the issues, you can write a compelling email copy to target your customer dramatically. Extract the thing which make your check out process lengthier from your customers.

✳ Send Email Right Away:

When a prospective customer abandons the cart, you hardly have few hours to achieve them back. The very first email should be mailed within one hour of the cart forsaking.

First Email – Helping, Not Selling

First email, you should send this to motivate the customer. May be they are facing some technical issues. Give them some substitute and explanation, and request for their response. It will assist you to complete their purchase process in near future.

Second Email – A Sense of Urgency

In second mail which need to be sent within 24 hours of sending first mail with an anticipation of urgency. Let them know that less stock is remaining, they have to act fast and their cart is going to expire.

Third Email – Include incentive

Third mail need to be delivered within 48 hours. Include a time limited incentive for your customers to push them to complete their purchase. You can offers some discount, free shipping, giveaways, some offer for next purchases.

✳ Mobile Optimization:

The follow-up emails, you are sending to your customers should be mobile optimized because many users like to check their email on mobile. May be customer look at your email on mobile device and a non-optimized email can harm your business. So just make it simple turn on your abandon cart into paying customers.

You also need to pay attention on timing; relevant subjects' lines such as “Complete your purchase”, and “You left items in your cart” etc.; great email copy with an incentive. Measure your email campaign result after sending these mails to ensure your success.

How Email marketing is helpful for Small Businesses?

Social Media Marketing and Mobile Marketing are latest strategies, coolest kids on the online marketing block but nothing works better for growing the business than good old Email Marketing because email marketing is perhaps the easiest, least expensive, and most effective marketing strategy.

There are many tools in digital marketing toolkit but small businesses always preferred email marketing, often considered the easiest, most effective and affordable tool.

Email Marketing assists in making relationship with customers. Everyone uses email, it is a low-pressure environment for reaching new and existing customers. Best method of moving contacts along the decision process to encourage them purchase your product or service.

We have outlined ways that email marketing can benefit you in generating profits for your business:-

✳ Email Marketing can increase sales

You want your email efforts to pay off in sales. Effective email marketing is about sending emails to contacts and encouraging them to take an action.

The best way to increase sales through email marketing is to send a variety of emails to your customers, but there are a few types of emails that generally help drive sales more than others:

First we can increase our sales through a Promotional Emails. These emails help you to introduce our new product, sell a product or get sign-ups for an event. Keep in mind, promotional emails aren't reserved for only things like, "Don't miss our 50% off sale." A promotional email can offer other perks too, like free shipping or a free product trial.

★ **Emails keep your business top of mind:**

Email marketing can help your product or business remain top of mind to your consumers. Emails serve as reminders about your business. These emails are more about staying in touch with customers and less about selling. For this you can use newsletters, holiday emails, etc.

★ **Establish and Maintain relationship through emails:**

Emails are just like as handshake emails or conversation between you and your clients. Through the mails you can make personal connection. A variety of emails serve this purpose, but here are a few that are perfect for relationship building.

When a new customer signs up for your email list, a welcome email can introduce them to the company and its products or services. Newsletters make customer feel connected to your company. Using email marketing you can also share customer reviews. It is beneficial at the time of nurturing a relationship.

★ **Establish your authority through the Emails:**

It helps in establishing authority in your field. Through creative emails you can represent your knowledge. The best is that you to send emails that provide value to your customer.

You can benefit your customers by giving helpful advice about your product. Offer maintenance tips or highlight features of a product. Give your customers information they care about by highlighting news in the industry. You can also use newsletters to share news, tips, events or even a promotion.

★ **Keep Customers coming back with regular emails:**

Emails assist in making relationship with your customers. You don't just one time customer, you want loyal customers who keep coming back again and again. By regularly reaching out to your customer, you can introduce your new product and encourage them to purchase.

Reorder emails is an excellent way to remind customers that it's time to purchase. When a customer has fallen off the sales grid for a while, you can send an email that encourages them to come back. The email can say something as simple as, "We miss you." You might include a discount to entice the customer to come back again.

Broaden your Email Campaign reach with Social Media

Email Marketing with Social Media can extend your reach in an easy way and boost the revenue of your business. You want that your list needs to follow your business on social media. You can

motivate your list to like and share you on social platforms. Only you need to determine that where these icons should be placed.

If your email content is informative and useful, they would like to share it with their family and friends to make them know about you. Thus it boosts your reach of audience.

The more fan following and subscriber you get, the more profits you may gain. In this article, you get some tips that will surely help to maximize your sales.

- **Include Social Icon in Email:**

An enclosed Call-to-action in email provides a clear vision of later craved steps. Introducing a social media buttons in header work as a secondary CTA without driving away your audience from the prime one in the email copy.

- **Request Newsletter Subscribers to Share and Connect:**

Only adding the Social media icons is not adequate. Most of subscribers identify these social icons of Facebook/LinkedIn/Twitter/Google, but not all subscribers understand what action they need to perform with these links. Appeal them to share your email on their social media profiles. The more share you get the more likely to get more followers

- **Dedicated an email campaign:**

The other suggestion is to create social media connection as your prime call-to-action of your email. As email produce the topmost ROI still being active on social media profile can add some extra benefits. You can also enhance your search ranking on SERPs by having profiles on Facebook and Twitter.

- **Provide Incentive:**

Always have in mind that some audience may be afraid to follow your brand on social media account, if they have subscribed your newsletter you can send them an email with some offer that is valid after liking your social profile, you can also provide some giveaways. This will motivate to connect with you.

- **Promote Email Sign-up via social networks:**

Having a great fan-following on a specific social profile, request them to subscribe your newsletter for more information. You can also utilize the benefit of Facebook call to action and link it with your sign up form. It is placed on right side of cover image, so it become more notable for your fans and interested followers will subscribe for your newsletter.

- **Advertise it on your Blog:**

You can add RSS feed to your blog to get those audience into your list who is reading your blog posts. Newsletter build loyalty, enhance awareness and belief into your customers. It boosts website visits and assists you with the chance of monetization. RSS feed newsletter assist you to build a list of qualitative leads.

All the tips will assist to increase your audience reach, extend brand awareness and prospective customer reach, boost the growth of quality leads, Improve return of investment. So create an email with great content and easily sharable that creates value for your business and brand.

List Segmentation- The need for every business

List segmentation is the way of grouping the contacts into lists based upon common features instead of having the cluster of contacts. This segmentation helps in getting the contacts of one type at a place. List segmentation also helps in knowing how many contacts are of same type.

It is normal to have the basic detail of the client but if you have more it will be making the segmentation well-defined. Collect the data from your contacts and sort them in organized manner. You can segment your list through any of the following criteria:

➤ **Geography location:**

Segmenting the list of contacts according to geographic location of the client helps in sending mails specifically for a particular area. If you have customers all around the world then this would help you in sending the mail to the customers in their native languages.

Geographic location of the subscribers can be located by simply adding another field in your signing form asking their location. In this way you can get the location every time you get a new subscriber.

➤ **Organization type:**

If you are selling the products to other business than select your contacts accordingly and segment them as per the type of their organization. In such cases you encounter many new leads and contacts across from various organizations.

These subscribers come from different fields and have different needs accordingly they require different content. Segmentation should be done accordingly so that it would be convenient to send same type of mail for a particular type of organization.

➤ **Past purchase:**

If the part of your list has dealt with you earlier also then segment them using that information. Segment them according to the purchases done earlier. This would help in sending them the emails of their interest.

Segment your email list on the basis of past purchase of the subscribers as it would help you to know what kind of benefits and offers attract them and you can send the mails to the subscribers having same interest together.

➤ **Recent / inactive subscribers:**

One can also segment his list of subscribers according to the recent or inactive subscribers. You can sort your subscribers as per their presence with you. Recent subscribers can be the one who are connected with you since last campaign. These recent subscribers need to be paid special attention to keep them with you.

Inactive subscribers are those who haven't opened or clicked your mail over the extended period of time. These subscribers should be grouped differently and kept for future retargeting.

➤ **Buying frequency:**

Try to segment your list according to the frequency of purchase of your customers. These segmentation would help you know about the frequency of buying of your product or services. It will also help you in knowing the major clients of yours.

From this you can try to increase shopping frequency for some but you can also reward your frequent subscribers with the invite to your loyalty programs to attract more customers towards your brand.

This list would have given you the idea of list segmenting for doing marketing in the appropriate manner.

Email Marketing with Video

Online videos have ability to drive a high traffic towards on-line campaigns. It increase the opportunity to offer the content to drive traffic to the campaign and establish the leadership over the subject covered.

Marketers that follows these practices are more likely to drive high click through, open and conversion rates. It is found that subscribers gets more attracted towards the mails containing videos.

The benefit of embedding video in email for mobile devices, as most of the mobile user don't allow auto play and has to click on the video to play it when they click on the video thumbnail.

Video emailing saves the time of both sender and receiver. As it is the effective way of giving information about the product and services in lesser time. It also helps in understanding the complex topics in an easy manner.

Embedded video plays directly in the email and the receiver getting video have to click on it to play it. Here are certain tips for incorporating videos in the email which are as follows:

- Include an image from your video and put a play button over it just to give the look of the typical video player. This will make user to click over it and get landed over the landing page or on video sharing page with your video embedded on it.

- Embed video and set it to auto play. You are directing your subscribers to the landing page containing embedded video, you can draw the attention of your subscribers by setting the video on auto play.
- Don't make the video too long. Video should be made according to the type of subscribers it would be targeting. The position of the subscribers in the funnel decides the duration of the video.
- Add the Call to action during the video or at the end, this will help in directing the customer to the next step. This will help you in directing your subscribers to the other contents of yours they might like.

Embedded videos with email has received increased ROI. Video emails receive a better response in terms CTR as compared to the traditional emails. This also make you stand out in the competition.

Segment subscribers that have previously viewed the video. Certain subscribers are more responsive towards the video mails. Drive up segment for those subscribers who like to view your contents.

Linking video on your site instead of attaching it with your email makes the content available as the permanent resource that can be available every time. This gives us an incentive to bring our audience to our site with new reason.

Such videos consist of huge scope in it as they can motivate your subscriber's interest and involvement in your brand. The best marketers and the creative teams prefer video emailing to increase the subscriber's relationship and to connect with the audience in new and attractive way.

Today, email marketing is buzzing about the growing trend of video emails. These video emails draws the attention of subscribers towards your brand and product.

How to retarget to your existing customers?

An email retargeting campaign is the way of bringing the dead or the inactive subscribers who haven't opened your mail yet but also trying to get rid of the deadweight of yours.

Email retargeting enables marketers to tag the subscribers with identifiers and send them the ad according to their email behavior. In general email retargeting is the way of targeting the lost or inactive subscribers back to your brand.

Email retargeting allows you to target the customers who have previously visited your website or have dealt with you. It might be necessary to use such tactics so that you can get your customers towards your content.

While retargeting one should remain relevant with his content. It is not necessary to use brand new texts for retargeting your customers rather the content used for this should be qualified and relevant.

Here are the certain tips that you use while creating your own retargeting campaign:

❖ **Determine the span of time for retargeting:**

Determine how far you want to go for re engaging your previous or inactive customers. One can re-engage the customers by gathering the past 3-6 month's data. If doing for first time then segment your contacts in smaller parts according to the email behavior. This segmentation will allow you to target the correct customer in the correct manner.

❖ **Do proper segmentation:**

If you have the proper segmented data then just go with process. If not so, segment your list according to the common characteristics shown by your list of targeted customers. After segmenting and getting proper information about the customer go with your retargeting campaign accordingly. The more precise and targeted you are the more successful the campaign would be.

❖ **Trace your campaign:**

You need to trace your campaign quite well and come up with something extremely valuable. While designing your campaign consider it as your final chance to get these subscribers back to you.

Work hard on your subject line so that it may attract your subscribers. If your subscribers are not opening your mails then may be your subject line is not attracting them.

❖ **Send and monitor:**

You need to set certain tracking mechanism to track the results of your campaigns. Track the open, clicks, spam and unsubscribes. Aim to keep your complaints quite low so that the chances of getting the subscribers back increases.

Monitor the results of your campaigns and track the number of subscribers coming back and the one who has not shown any interest. This will make you know about their behavior and gives you another chance of getting them again.

❖ **Do it for each segment:**

Do follow the same criteria for each and every segment of your list so that no one is left away from your retargeting campaign. Now take all the subscribers who have not opened your email or responded to your retargeting campaign and try to get them again through alternative methods.

One should be running retargeting campaigns on the fixed period as it will help in building your brand reputation and can bring your inactive and lost subscribers back to you.

How to upsell with an Email?

Up-selling or Cross-selling is a legitimate for email marketing campaign. Businesses and marketers rely on existing buying customers to sell them add-ons of the product and services which they purchased before. Any email marketer can take benefit of upselling to hold their customers and boost profit margins.

Most of marketers don't like to introduce supplementary products in their verification and thank you email. But you can adopt cross selling to announce the fresh category of products by bestowing a free demo of your products and services. You can also upsell your monthly membership to achieve your business goals and revenue.

To grab the recognition with email marketing campaign, you need enormous content with a powerful headline and competent email layout. In email, you can provide some recommendation related to the product your audience purchased to precise more sales. Use the following strategy to before starting your upselling email campaign.

- **Analyze your website:**

Try to track your clicks, sales, cart abandon on your website and look how much traffic is sent by email marketing. If you are preserving you customers' data in a comparative manner. You can easily track figure out user data according to the pages they recently visited.

Do deep segmentation those customer's list who are landing on your confirmation page after purchasing a product to complete their assets. You can also make use of compelling email layouts to make extremely appropriate offers.

- **Identify your customers:**

Before upselling your existing buyers, you need to supervise their purchasing behavior and what they bought by pursuing their last purchases. Customize your email content with a personal touch and recommend them special deal.

If you have specific order confirmation pages for numerous products, you can create different cross selling email for every product. Targeting customers by these confirmation page, you will be able to design a common upselling email for them who visited a particular page.

- **Pay attention to those who didn't purchase:**

Re-engagement comprises with mailing postscripts emails to the audiences who come to your website, add product into cart and travel through the checkout procedure but don't complete the purchase. You may be able to get them with an effectively devised content by recalling them to finish the purchase.

The first email should be a simple remembrance and send a discount offer within 24 hours of the first email.

- **Include a special offer with an invoice:**

When you send itemized receipts of your customers' purchase is the another convenient time to pitching for a cross-sell. You can combine distinctive offer along with the itemized to make your marketing strategy more productive. Because buying customers prefer to inspect invoices for tracking objectives, so don't neglect the chance.

If customers think that the offer you are providing is irresistible and accompanying their curiosity, they will like to make second purchases.

To develop an effective cross-sell intended email marketing campaigns, you must give a give a personal touch and make best use of call-to-action with a strong email copy. Don't push too much to your customer to buy otherwise you will lose your potential and buying customers.