

# EMAIL MARKETING SUCCESS



How To Build An Email List and Create  
Successful Email Marketing Campaigns

## About the Author

Miroslav Prusa is an entrepreneur living in Czech Republic who loves sharing knowledge and helping others on the topic of Email marketing.

Miroslav is a passionate person who will go the extra mile and over-deliver.

Miroslav's words of wisdom:

"I believe that knowledge is power. Everyone should improve themselves and/or business, no matter what stage in life they're in. Whether it's to develop a better mindset or to increase profits. Moving forward is key."

If you would like to learn more from Miroslav Prusa, please visit:

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## Introduction

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Email marketing for businesses isn't a new concept. In fact, compared to other online marketing channels like social media, mobile device applications, and even search engines, email marketing might seem a bit outdated.

A lot has been happening over the past few years with email marketing, and the discipline is still always in motion. Altered behaviors and expectations by consumers call for new email marketing methods. Approaches like personalization and segmentation are transforming company newsletters from anonymous bulk emails into customized emails.

Today, most consumers read their emails on their mobile devices, and checking for emails has become the most common activity carried out by smartphone users. The competition for attention in consumers email inboxes is forcing more companies to attach increasing importance to well-designed emails which are personalized and have relevant content, ensuring that the emails will be opened and read.

Statistics show that email marketing has a broad reach, as well as being one of the best marketing tactics for return on investment. Just about everyone has an email address these days, and the majority of users prefer to receive advertising messages that way.

Plus, with smartphones, emails are always right in the pocket of consumers and can be retrieved at any time. According to recent estimates, the importance of email marketing will continue to grow over the next few years. It's clear that any online marketing strategy your company employs should include email marketing campaigns.

Email marketing requires more than just sending out the occasional newsletter. Today, marketers also need to set up and maintain subscriber lists, create and design relevant emails, and send these out systematically.

For your email marketing strategy to be effective and successful, it is imperative that you utilize the technical options available

continuously optimize the process through the use of modern analytical tools.

Despite the widespread use of the digital juggernaut that is email, many entrepreneurs have yet to implement an effective email marketing strategy for their business because they don't know how to do it or haven't yet recognized how powerful it can be.

Email continues to serve as the core communication platform of the Internet and will only continue to grow. Currently, more than 3.7 billion people have access to email, and more than 3 billion non-spam emails are sent and received every hour of every day.

If your business isn't already taking advantage of this powerful and massive marketing channel, you're missing out on an effective way to reach your target audience.

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## Chapter 1 – What's Email Marketing and Why Your Business Needs It

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Email marketing is a kind of Internet marketing that allows the user to send customized messages in the form of an email to their readers to inform, advertising, or to solicit certain actions from their readers.

There are certain essential components of email marketing that include:

- Message automation
- HTML responsive layout
- Advance list maintenance
- CAN-SPAM compliance built-in

- An easy integration
- A dedicated IP address
- Help for deliverability

### ***Message Automation***

The message automation is the feature of email marketing that allows you to send different emails in response to a particular action. If a consumer just signed up for a discount, they will receive an automatic welcome message that will serve as a confirmation of the subscription. Message automation can also be set up to send proof of orders when someone makes a purchase on your website.

### ***HTML Responsive Layout***

The HTML Responsive layout will allow you to send customized emails in plain text or HTML format. It also allows you to make use of HTML and CSS to create responsive templates that can adapt to all devices in the world.

This makes email marketing campaigns capable of being read on mobile devices. The good part is that you don't have to learn how to code HTML because this feature is automatically loaded with the software.



### ***Advanced List Maintenance***

This feature allows you to add and remove email subscribers from your list quickly. You can use this feature to automate subscription and opt-outs. It helps you keep your email lists updated.

### ***CAN-SPAM Compliance***

This is a feature that is designed to check compliance with the unsolicited pornography and marketing, CAN-SPAM Act of 2003. This act has given the United States Federal Trade Commission the right to enforce all necessary standards to protect email owners from unsolicited contents like pornography.

### ***Easy Integration Feature***

This feature allows for the integration of other services into your email marketing campaign. You can incorporate your e-commerce website with your email campaigns through this feature, and you can also include several mobile apps, loyalty programs, and social media apps to your email marketing campaign.

You can connect Google analytics to your email campaign through Easy Integration feature so you can track the clicks on your email, as well as incorporating product recommendation features into the email, through the use of this feature.

## ***Dedicated IP Address***

A dedicated IP address is incredibly essential for the integrity of your email. This IP address should be one that is solely dedicated to your business, and it should be the only one used to send emails to potential customers. Your email recipients will have peace of mind when they receive your emails with this dedicated IP address.

## ***Deliverability***

Deliverability is a feature that is included in an email marketing software that ensures that your emails are delivered to the right place. If your emails aren't delivered, then your marketing strategy just won't work. This features constantly deploys the tools that you need to track down deliverability issues with your emails.

## **Why Your Business Should Implement Email Marketing**

Email provides you with the opportunity to send a message to your audience for any purpose on any day of the year that costs you next to nothing. This makes email an incredibly powerful way to communicate with your target audience.

When you are able to create a solid email marketing campaign and send the right messages to the right people at the right time,

you are sure to build an audience of highly engaged fans that can't wait for your next message to hit their inboxes. Additionally, they are ready to buy whenever you have a product or service to promote. There are several compelling reasons why you need to start implementing email marketing for your business.

### ***Generates Massive ROI***

A recent study conducted by the Direct Marketing Association found that businesses will earn an average of \$43.00 for every dollar invested in email marketing.

In fact, marketers have consistently ranked email marketing as the single most effective strategy for generating awareness, acquiring leads, generating sales, and improving customer retention, compared to the other marketing strategies most commonly employed.

### ***Generates Long-Term Results***

In 2010, the company MarketBeat first started collecting opt-ins for their newsletters. Almost two decades later a good number of subscribers that signed up during the first year continue to read their content, engage with their advertisers, and buy products and services from their business.

Your email list is a long-term asset that will continue to generate revenue and social capital for your business well into the future.

### ***Most Customers Want Email from Companies***

MarketingSherpa conducted a study that showed that 72 percent of U.S. consumers say that email is their favorite way to communicate with the companies that they do business with. They also discovered that 61 percent of consumers like to receive weekly promotional emails from their favorite brands, while 28 percent of consumers would like to receive promotional emails more frequently.

Additionally, 70 percent of consumers say they will always open email from their favorite companies, and 95 percent of people who opted in to receive an email from brands say that the marketing emails they receive are incredibly useful.

### ***Outperforms Social Media Marketing***

A recent study found that businesses are more than 40 times likely to create a new customer from email marketing than they are through social media. When it comes to email marketing, many marketers feel that it delivers a better return on investment than social media marketing.

## ***Email is Universal***

Almost 87 percent of the U.S. population has access to the Internet in their home, and 95 percent of consumers use email. With email marketing, you don't have to worry whether or not your target audience has an email address or not, unlike social media.

## ***It's a Resilient Technology***

Email has existed in its current format since the early 1980s, a full 15 years before most homes had a personal computer and Internet access, and 25 years before the first iPhone was released. Despite the world's massive amount of technological progress and the proliferation of smartphones, personal computers, and tablets, the technical specifications for email have only been updated a handful of times.

While other communication technologies have come and gone, email continues to withstand the test of time. When your business invests in email marketing, you know that a bigger and better thing won't replace it in the next couple of years.

## ***Email Marketing Is Federated***

When you build an audience on YouTube, Facebook or Instagram, you are at the mercy of companies whose best interests aren't aligned with yours.

You can put a lot of time, energy, and money into building an audience on one of these platforms only to have that platform change the rules in a way that kills the profitability of your campaign. That will never be the case with email because no one company has control of the technical specifications for email or control over the technology infrastructure that allows email to be delivered to the world's six billion inboxes.

Email marketing will continue to be one of the most effective and most resilient marketing strategies for both brick-and-mortar companies and digital businesses. It is hard to match the potential ROI offered by email marketing, and you can rest assured that your efforts will continue to generate revenue well into the future.

## **Case Study:**

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## Chapter 2 – Getting Started with Email Marketing

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When it comes to starting an email marketing campaign, there are specific steps that you should follow if you want to be successful.

You need to establish clear goals and objectives, build your business email lists, choose the type of email campaign that you want to send, create and design your first email campaign and measure your mail campaign results.

### **Establishing Your Goals and Objectives**

Like with any marketing strategy, you need to develop clear goals and understand your objectives before you dive in head first.

Before you sign up for an email marketing tool, you have to clearly set out what it is you want to achieve with the emails that you want to send to your target audience. You want to make sure that your email marketing campaign aligns with your broader business goals and objectives.

For instance, your business goals might be to attract new leads to sign up for your branded products and services, or perhaps to get more attendees to attend your company events, or maybe you are looking to get more donations for a specific cause. Whatever your overall business goals are, you have to make sure you take the time to think about how you are going to use your email marketing campaign to reach those goals.

## **Building Your Business Email Lists**

After you've established your email marketing campaign goals and objectives, you can start to create your email lists so you can start sending out your email marketing campaigns. There are several ways that you can go about building your email lists. The first option is by importing emails from known contacts.

These are typically the details that you have on your existing customers that you can import into your email marketing tool. You can either manually enter these addresses into your email marketing software, or you can link your email marketing tool to your email account to automatically extract the information.



Another option that you may want to consider is to build an entirely new list of emails from scratch. If you don't have any new contacts currently, you might want to head over to social media to try and entice people from your network to subscribe to your email list by providing them with special discounts or freebies.

You can also utilize your company's website for this as well. You need to make sure that you write compelling content that will get your audience to take action, as well as offering an exclusive first order discount or a freebie for those people who submit their emails from your website or social media network.

## **Choose the Type of Campaign You Want to Send**

You can maximize the effectiveness of your email marketing campaign by following the ten most common and popular formats of emails. These formats have been tested for years and are practiced by top businesses people and established companies.

Each format is unique and has a distinctive purpose, which attracts the interest of different kinds of audiences. Whichever format you choose, each will generate its own kind of reaction.

### ***Newsletters***

Newsletters are used for company information, upcoming events, etc. The typical format consists of two columns: one narrow

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