

Boomers Blooming



Sharing Our Experience To Mentor, Educate & Fulfill Your Life Transitions

Seven tips to help ensure your emails are ***DELIVERED, OPENED and READ.***

Are you an e-marketer who wants to make more sales and profits without spending a dime more on advertising?

Then get customers salivating for your product or service using email as the lead method to drive your online success. Email is the inexpensive marketing channel that allows you to speak directly to prospects and customers and carry on a relationship that contributes directly to sales.



Give email a starring role in your ebusiness

Yes, your website is important. But email, used properly, can take on the starring role as your primary sales tool. As a high response medium, email sells, promotes, informs, creates buzz, acquires and retains customers, reinforces branding and provides customer service, all in one swoop.

Email is still the Internet's killer application because it works. Forget the prediction that with stuffed email boxes and spam filters that block even legitimate messages from getting through, email marketing is on the way out. Not so.

That said, gone are the days when a marketer could simply compose a message, click "Send" and expect everyone on your mailing list to receive and respond. Think about your own online habits. For most, email still is a private, personal space, and most people don't want strangers invading their privacy. Only friends, colleagues and select businesses are invited in.

With that in mind, it's important to ensure your emails are the "invited" kind, and that they are delivered, opened and read.

So here are seven tips to make your email marketing campaigns more effective:

TIP NUMBER 1 ***If your email list is large, break up your mailings into smaller batches***

Many of today's email programs have services that block bulk mail and redirect it to the recipient's trash bin or Bulk Mail box, which is the equivalent of sending it into Spam limbo. This happens frequently, especially if you have a huge mailing list. You can avoid such filters by breaking up your mailings into smaller blasts, say 50 at a time. Yes it's more time-consuming. But your chances at getting through to your recipient's in-box list are much better.

TIP NUMBER 2***Keep your SUBJECT line personal and friendly***

Your customers and prospects will base much of their decision on whether or not to open your email based on what's written in the SUBJECT line. Like the headline of a print ad, the SUBJECT line copy is vital to the success of your email marketing efforts. Naturally, people respond to emails that have appearance of personal email versus commercial email and those that have a friendly tone rather than a corporate businesslike tone. The following are examples of SUBJECT lines we've received that appear more personal and inviting:

SUBJECT: Wait 'til you hear this...

SUBJECT: About your website, <Firstname>

SUBJECT: Who said this?

SUBJECT: This finally came ...

SUBJECT: Not sure if you got this?

SUBJECT: <Firstname>, here's what I promised...

SUBJECT: I almost forgot...

SUBJECT: Sorry, I goofed...

TIP NUMBER 3***Keep your SUBJECT line message short, but compelling***

Realistically, you have only about 60 characters (including spaces) in this area to write a message everyone on your list can view. This equals to seven to nine words to gain attention and get the recipient to open and read your email message.

TIP NUMBER 4***Avoid using these 12 spam words and phrases***

The following words, while still used effectively in traditional direct mail, don't work well in the online world of email marketing. Spam filters are getting smarter and block out words or expressions that reek of hype and promotional selling. Right now, think twice about using these 12 offending terms in your subject line and email copy:

- Amazing
- Buy now
- Congratulations
- Free
- Great offer
- Guarantee
- Investment
- Maximize
- Money
- New opportunity
- Order now
- Dear friend

In addition, customary phrases like "click here" or "click below" or "unsubscribe" are also often blocked because of their use by spammers of unsolicited commercial email. Also avoid exclamation marks and ALL CAPITAL LETTERS PLEASE!!!! Again, they scream spam.

TIP NUMBER 5 *Be creative in your spelling*

Normally, we recommend changing offensive words like “free” to something like “at no charge” or “complimentary” or “at no cost.” However, if you must use some of the previously mentioned offensive spam words, one way around it is to devise creative ways to conceal the words and phrases. For example, we’ve seen F*R*E*E or f^ree or Fr*ee instead of “Free.” Don’t get too creative or your reader might not understand your meaning.

TIP NUMBER 6 *Use a spam check service*

As an e-marketer, you might experience the frustration of seeing your permission-based email messages mistakenly blocked by anti-spam filters. That’s today’s online reality. To protect their clients from real junk, many Internet and Email Service Providers often end up blocking legitimate mail in the process. A good sanitizing strategy is to check your email message in advance to see if it will trigger problematic “red flags.” It’s easy to run your content through online spam checking services like:

- www.lyris.com/resources/contentchecker/
- www.mailcheck.com/download-spam-checker/

These free services use rules to rate your email on what’s acceptable as “passable” words and word combinations. When you get their service, paste your subject lines and text into the form presented and you’ll instantly get a score. Content checkers often classify your emails into four categories: safe, questionable, high risk, and spammy. Most services will give you feedback of what led to your score, good or bad, so it pays to compare and retest before dispatching your message.

TIP NUMBER 7 *Include a person’s first name in the subject line (usually)*

One of the first things you learn at a Dale Carnegie course is that a person’s first name is the most persuasive and compelling word in the world. Think about your own name and how you respond when you see it or hear it called. It’s friendlier and more personal than your surname. That’s why it’s important, if you have an opt-in, to ask visitors to submit their first names so you can address them appropriately.

SUBJECT: Mark, thought you might want to know this...

SUBJECT: Mark, will you be part of this test?

SUBJECT: Mark, what’s the biggest mistake photographers make?

However, over the last few years the use of a person’s first name in the SUBJECT line has become overused to the point where it seems artificial, like a fake smile. So use your judgment when deciding to employ it. Or vary the use of first names and compare your response rates. While the tactic of using a recipient’s first name is a way of personalizing the subject line, it could make your email a candidate for deletion. Sometimes a simple non-hype statement stating the requested information has a better chance of getting your email opened and read.

In conclusion:

Who knew there were so many ways to increase the opportunities to get your marketing email delivered, opened and read?

Will every tip or suggestion listed here work every time? It all depends on your target audience, their frame of mind, your offer, and how well you know them. (And of course, the effectiveness of their spam filters.)

Again, email is simply another marketing channel to carry on a relationship with your prospects and customers. And it still works, so try some these suggestions in your next mailing. ***We've still got more tips and tactics to help you improve your email marketing, so stay tuned for part two of this tipsheet newsletter.***

Good luck building your business, and as always, if you know of someone who would benefit from this tipsheet, please pass it along to them, but then ask them to sign up for free subscription themselves. You can do that here.

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COOKING TIP: When to add herbs to a recipe

Fresh herbs are best added to a dish or recipe when it's almost finished. When using dried herbs, most cookbooks suggest adding them as soon as possible, since it takes longer for the flavor to be steeped in. Fresh herbs, on the other hand, lose their flavor quickly, so add them at the end of the cooking process. Remember you adjust the seasoning at the end of the cooking process anyway, so try to incorporate fresh herbs then if you can.