

## Email Marketing Strategies

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Email marketing is becoming extremely popular but this does not mean all business owners know how to run an effective email marketing campaign. However, those who are well versed in the subject of email marketing and have experienced using popular strategies effectively are likely to gain a huge advantage over their competitors who do not have these skills. This article will provide useful information for business owners who are hoping to improve their sales or website traffic through effective email marketing.

If you do not have a great deal of information about email marketing and do not fully understand the principles involved one of the best ways to orchestrate a truly effective email marketing campaign is to hire a consulting firm with a proven track record in promoting business through email marketing to assist you in your endeavor. Similarly to traditional marketing such as radio, television and print media, the popular strategies governing email marketing are changing constantly. As a business owner you likely already have enough to deal with trying to stay up to date on business practices that you do not have the time, energy or finances to also stay up to date on the latest changes in email marketing.

For this reason it is certainly worthwhile to hire a professional in the email marketing industry who can devote himself full time to keeping up to date with the most effective email marketing strategies and designing an email marketing campaign for our business to help you achieve your business related goals. However, selecting a consultant from the many options available can be downright overwhelming. In general you should look for a consultant who has a great deal of experience, a proven track record, listens to your questions carefully, explains concepts simply and makes your project a priority.

Another popular strategy for email marketing is to offer an email correspondence course on a subject closely related to your website or the products or services you offer. These correspondence courses should include a number of short segments, provide useful information, be of interest to your intended audience and should also help to promote your business in some way. The simplest way to promote your business without having your correspondence course deemed to be spam is to use a soft sell approach to subtly urge readers to make a purchase or visit your website for more information.

Publishing and distributing period e-newsletters is another example of an email marketing strategy which can be highly effective. An e-newsletter is very similar to a newsletter which is printed and distributed by conventional methods such as mail delivery. The bulk of an e-newsletter should be quality content in the form of featured articles, short articles containing useful tips or product reviews. The e-newsletter may also contain graphical elements. These elements may simply be graphic designs or they may be graphics which also serve as links. The links may direct traffic to your website or to other websites. Finally, your e-newsletters should contain some type of soft sell sales approach. It is important to not make the sales pitch blatant as this may result in the

e-newsletter being considered spam. Finally, the e-newsletter should contain a call to action urging the readers to either make a purchase or visit your website for more information. Regardless of the method of email marketing you opt to utilize, one of the most important strategies is to evaluate the effectiveness of your email marketing on a regular basis. This is critical because elements of your email marketing campaign which are not working should be weeded out. Likewise elements of your marketing campaign which are enjoying a high degree of success should be utilized more often. For example if you notice there is a spike in sales or website traffic each time you issue an e-newsletter, it might be worthwhile to begin issuing e-newsletters more often. This type of evaluation and feedback can turn a moderate success into a huge success.