

## E-Mail Marketing 101



## Introduction to E-mail Marketing

Face it, we live in the information age. Technology is king, particularly when it comes to communications. More people e-mail, text and instant message than use the phone. So if you have a business and are looking to grow it, why wouldn't you want to market where most people communicate? If you're not e-mail marketing you're missing out on a large portion of market share. What's more, it's easy to set up, easy to maintain and exceptionally cost effective.

E-mail marketing is by far the most effective marketing tool available to get your message out in a day and age dominated by the Internet and mobile wireless devices, and with the rapid pace at which technology is advancing, with high speed mobile phones coming out at 4G's of speed and Coast to Coast wireless Internet connectivity, the near future is going to be dominated by the use of Blackberries and Mobile Phones or the Internet. The technology has been growing at a steady pace, and your business should catch up. You want to make sure that you are advertising to the movers and the shakers in your area. These will often be your best customers.

E-mail marketing, as you will see, couldn't be any easier? Who knows what changes are coming in the future, but what is important is that we keep up with the new technology and use it to our advantage. If you use the Internet at all in your business; then you should put it to work for you in every way possible. If not, you'd better start.



## Marketing Overview

What would you say if someone told you that you could handle most all your marketing needs with one system, with one medium, that could reach almost everyone in the market place? That you could manage the whole system in minutes, pay just one bill to cover all of your marketing needs, and that you wouldn't have to deal with ten advertising reps, a TV guy, a Radio girl, a Newspaper guy.

Face it, newspapers are nearly obsolete, the ones that are read are often read ONLINE! It's not a great way to reach an audience. TV is hit or miss as is radio, for campaigns to be effective in these electronic media you have to have a ton of ads run over and over again, so that people see it as they are not watching all of the time and so that people get it into their heads, who you are and why they need your service or product. This repetitiveness is called branding and it's very, very expensive and time consuming. At that, a TV or Radio campaign doesn't stand alone by itself. You have to reach out and market in other ways to reach a target audience, which is more costly and more time consuming. It's also less effective than electronic media.

How well do fliers work? And who even opens mass mailers any more? What about coupons and phone directories? All are obsolete and ineffective, but rest assured, they're still expensive!

## The E-Mail Marketing Solution

Why go to all the hassle? Why waste the money for a massive marketing campaign that's hit or miss at best, that requires multiple streams of attack, management and planning, that isn't cost effective and that is time consuming, and frankly, a pain? Not everybody watches television or listens to radio or pays attention to ads or reads their junk mail. Why try and grab the bits and pieces of the market that does do these things?

Why not simply communicate with all of your customers and all of your potential customers the way that they communicate with each other?

Okay, so everybody doesn't watch television at the same time or listen to the radio station you choose or can afford. How many people don't check their e-mail. How many people don't check their text messages. Even better, when beginning a campaign, a marketing guru from television or radio land will use important advertising terminology such as affluent, 18-35, on the go, business people, etc.

How many affluent people, or business people, or people on the go, or from the coveted 18-35 age group don't have a cell phone or an e-mail account in this day and age? They're not likely very successful if they don't, and certainly, soon enough, they'll be completely obsolete. These people are the people most likely to purchase or make purchasing decisions. Why wouldn't you want to send them your message where they will find it?

## Benefits of E-mail Marketing

There are many benefits to e-mail marketing. The first and most important is that it's the best way to reach the market overall. You don't have to advertise in half a dozen different mediums and track who came from where off of what ad to see what works best. You send your market, the whole market, your message or special or information to the place they ALWAYS check or have with them, their cell phone or computer.

It also offers you a much more manageable way to market. You can maintain a database and launch your marketing campaigns in one spot on your own computer, you can also track its effectiveness. Beginning an opt in list ensures successful campaigns. You should start talking to your customers as soon as you can about joining your opt in list. These people are highly likely to patronize you as they've said, by opting in, they want to hear about your services. You can design and implement your campaign quickly and efficiently, there's little waiting time when it comes to e-mail marketing. This saves you both time and aggravation, freeing you up to work on what's important, your business itself.

Cost effectiveness is always important when it comes to your business. After all, your bottom line is why you run a business and market in the first place. As you'll see, e-mail marketing is BY FAR not only the most cost effective way to advertise, it's the cheapest of all even in real dollars, certainly for any type of marketing that gets you any kind of results, and e-mail marketing gets the results you're looking for. That's the biggest benefit that it offers. Don't take our word for it though, let's look at some statistics.

## Cost Effectiveness and ROI

**The bottom line is, what is your return on investment when it comes to e-mail marketing? What kind of profit can you expect?**

There's never any 10% guarantee in business or life, but patterns can be detected and reasonable assumptions can be made based on real life activities and history. Recently, Ed Lee, an Online consultant for Istudio's, offered some data based on recent e-mail marketing campaigns. The results were a bit more than impressive.

“Measuring the effectiveness of email is much easier. We can track open rate and click-through rate extremely easily and, what’s more, we can use this historic data to tailor the content by the user’s interaction. So just by using the content, by clicking through on links I find interesting, the content gets smarter and more personalized to my interest.

For a vanilla email, sent to an opt-in (as opposed to bought) email list, marketers can report an open rate of between 20 and 40 per cent combined with a six per cent click-through rate as average. Anywhere above that and you’ll be doing well. See the graph below for more detailed benchmarks for your industry.

Because you can effectively and cheaply segment your email database by its past actions and by self-declared preferences (upon sign-up), smart email marketers can significantly increase both of those metrics.... So, as expected, email marketing would seem to give the direct marketer much better ROI and much better metrics.”

There are experts out there that are able to offer these services at a nominal fee compared to what you would spend using other types of advertising. E-mail marketing with a service also frees up your time. They can analyze who is opening and reading your e-mail ads. They also know all of the ins and outs of online e-mail marketing. Wouldn't you like to know what type of response your ads are getting and who is reading your e-mails? This helps you to better target buyers. You can also track how well your business is doing. These services are excellent for your business.

## Cost Effectiveness and ROI

How effective would you consider any marketing campaign you've ever run, television, radio, newspapers, whatever, if your message reached 40% of the total audience? Those mediums only reach a select audience, meaning not everybody watches TV when your ad is running or not everybody listens to the radio. Almost everybody has a phone or computer. An E-mail marketing campaign is like running a marketing campaign on all those mediums, and its more personal too. Your return on investment will be substantially superior to other mediums, your cost will be less overall, and your campaigns will be more effective.

How much does it cost in postage to send an e-mail out? How much does it cost in postage alone to send a direct mail campaign? What about the paper and printing and so on, before you get to the marketer that puts the campaign together. Cost savings on e-mail alone should be enough to convince you that e-mail marketing saves you money but consider this. You have an opt-in list in e-mail marketing, people who have said that they are interested in your services and specials. The rate of return is higher than on a blind direct mail out. If you send an e-mail to 1000 customers and 10% come in and spend an average of \$50, that's \$5000 your leaving on the table with each campaign you don't run.

Not only that, think of the money that it can save you a month in postage, printing, mail outs and labor. Going with a good e-mail marketing service can save upwards of \$1700 per month on just those things Plus you can track response and it's faster, you don't wait days or weeks to see results. E-mail's go out almost instantly. Plus they can go viral and often do, as they get passed on to friends and family by your customers who know their loved ones are in the market for what you're selling. People always want to save their family and friends money, and here's your special in their Inbox telling them about your sale or special. They simply forward the e-mail instantly with the click of a mouse, no fuss, no muss.

The people that get your e-mails and text ads will be people that have signed up to do so. Anytime you want to send a message or alert to your customers, you just write up one message e-mail and send it out to everyone at ones time. This is the way it is done today. This is the way it will be done in the future. It is the fastest growing way to advertise a business or service today.

## E-mail Database

### **Building an e-mail database**

Building a database is key to your campaign, but it's not rocket science. There are a number of ways to build databases based on your specific needs. If your looking for a broad range of e-mail addresses they can be purchased via services that collect them legally. Of course the return on these databases is not as high as more personalized e-mail data bases. People can opt into newsletters you send out or at a web site or in your store, they can sign up for the services and products that they are interested in by giving you their e-mail address, so they can be notified of a sale or of some other important message. These are opt-in customers. They gave their e-mail freely to get the information from you. This is the best way to brand your business and it will give you a step up on the competition. It's also easier to build a database this way. In reality, building a database manually, that is a database that's not automated, is time consuming and costs you money. There's labor involved to amass and tabulate a data base, space consumed by the names and addresses amassed. Errors are likely to be made as handwriting can be mis-read, costing you potential business. You can send out duplicate mailers for repeat addresses and then there's the fake addresses. Frankly, it's a tedious mess.

### **Maintaining an E-mail Database**

Maintaining the data base is even simpler, once you start building it. You simply keep the database in some sort of file, like an excel spread sheet or a word doc. You add e-mails as you get them and delete e-mails that fall out of existence. It's that simple. Here's the best part. As simple as it is to build and maintain an e-mail database, there are very inexpensive services out there that will even do this for you. They'll keep track of it all, maintain it and keep you informed of progress with regular reports. The beauty of e-mail marketing is that you can tailor it in most every way to your specific needs. The more campaigns you run, the more successful you'll be. Trial and error is part of any marketing campaign, you can see what works and improve upon it and see what doesn't work and stop doing it, but marketing online builds momentum as it can get viral. People will send it around. The more you e-mail, the more potential customers you get, the more your data-base grows, the more you profit.

## Be Cr8tive!!!

Another beauty afforded by e-mail marketing, the Internet and computers in general is the creativity that it affords you. You can do almost anything that you can imagine, from eye catching graphics laden e-mails to simple cleverly worded texts, the key is to think outside the box and get as much response as you can. When using a service to handle your e-mail marketing, the service will put their experts on formatting, and you get creative input on the type of banners used, the colors, and also whether to use animations or not. Great care goes into the design of the e-mail. The service will get the info they need from you, they do this all the time so the process is easy, simple questions you answer about who you want to reach and what the special is and so forth, and they take it from there. They ask pertinent questions to ensure that the e-mail campaign hits all of the points that you want made about your business. They work with you to make the best advertising campaign they can to suit your unique needs.

Really it comes down to your specific needs and desires as to what type of e-mail campaign you run but the limits are boundless. You may think there is a market that exists that e-mail marketing isn't perfect for, but you'd be wrong. You'd simply be stifling the creativity that the Internet and e-mail marketing offers you.

So you run a restaurant and you think e-mail marketing isn't for you though it can save you both time and money. You're s\just selling food and soda. Well, do your customers have a cell phone or computer, do they work at a computer? With daily e-mails you can send them your specials and if they don't know what they want to eat, your suggestion can convince them that they want to eat at your establishment. Be creative with your campaigns and you too can be more effective, and save time and money. Run a campaign that offers a discount or reduced lunch special for anyone that refers to your e-mail. There really is no end to the creativity that can be used in an E-mail campaign. You can be really creative in an e-mail campaign because it's so much cheaper than a print campaign. Your customers are tech savvy and now your business will be too, it's that simple. After a few campaigns you'll see the effect on your bottom line with both the time and money you'll save. It'll also increase your market share, grow sales and increase your customer base.

## E-Mail Marketing and You

### **Is E-mail Marketing right for you?**

Is e-mail marketing right for you and your business? There are so many positives and so few negatives, most people get e-mail marketing, see all the mobile phones and wireless laptops and computers and understand, if you don't have a presence on the Information super highway in the information age, your business isn't likely to go anywhere. But the fact is, all business are different. Some people who have been successful operating and marketing one way for a long time might be reluctant to change even though they see the writing on the wall or are beginning to lose market share or are feeling a pinch. Perhaps this will shed some light on the value of e-mail marketing: "According to research conducted by the Direct Marketing Association, email marketing generated an ROI of \$48.34 for every dollar spent on it in 2007. The expected figure for this year is \$45.06, and the prediction for 2009 is \$43.52. As such, it outperforms all the other direct marketing channels examined, such as print catalogs." (Ken Magill, 2008) E-mail marketing isn't just for Online businesses, it's for ANY business that wants to effectively market a product or service.

If you don't see technology writing businesses' future on the wall, a simple fact might compel you to start considering the Internet for future campaigns. Though we've been in an admitted recession for a year now, and though unemployment is at 7% and rising, and though we're in an economic crisis perhaps not seen in about a century, people have lined up to buy new I-Phones and Blackberry's. Apple has reported selling millions of units above their own expectations. The Internet isn't going anywhere, its just getting used more and more by a larger and larger audience.

## Reasons E-mail Marketing is for Everyone

### **Simply ask yourself these questions:**

Are you looking for more business. Do you want to market more effectively, reaching a bigger, more receptive audience? Are you collecting data from the business that's walking through the door now and contacting them regularly, or are you letting them get away? How do you gather this data? How do you maintain it and utilize it?

Out of sight, out of mind. Are you keeping in touch with your customers, staying in front of them. Will they think of you come the Holidays?

Do your customers know about your daily or weekly specials? How can they take advantage of these deals if they don't know about them?

Do you want the most cost effective type of marketing you can find?

Do you want to save time and money?

Do you think that spending more money on a medium like television, which is hit or miss and time specific makes sense when you can reach out and touch all your customers and your market at any given time?

Is your current form of advertising getting noticed by 30-40% of your chosen mediums audience. If your radio station boasts 5000 people during the hour you're paying \$300 a spot for, do you believe 2000 people are listening to your commercial and are you seeing a return at your store that would support this.

By answering these questions, you should start to see why e-mail marketing makes sense and why so many people are taking advantage of it. It's more effective, gets to a larger audience, can be done as quickly and creatively as you like, is more cost effective and saves you time.

## Conclusion

There really is no comparison to any other type of marketing. It would be akin to being able to pick up a phone and call your existing customers and potential customers all at once, very inexpensively. You can't beat that type of reach. The Internet has global reach and a limitless market. If you have a product that has a global appeal, you can reach a global market with e-mail campaigns, but you can also target campaigns to localized areas. E-mail marketing can open up a whole new potential market for you. There is so much that you can do to increase your business profile by using an e-mail marketing campaign, it's crazy to not improve your business this way. Look at the available services that offer e-mail marketing. What have you got to lose? Think of all the time and money you'll SAVE!

Get started today! Contact us for further information.

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