How-To Guide:
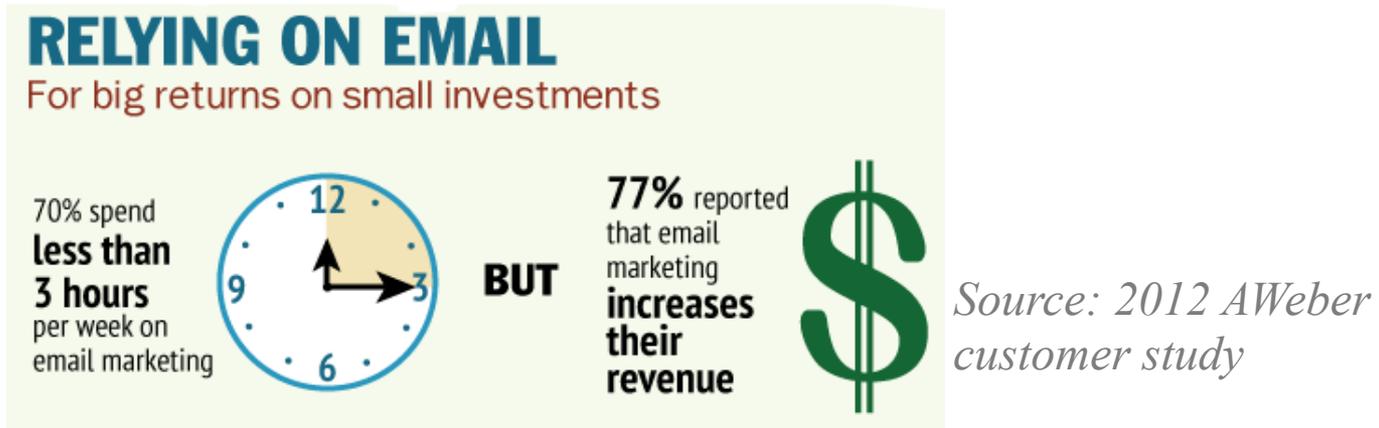# Email Marketing

Content Provided by **(((AWeber**

Email Marketing

Why Email Marketing?

With all the channels available, why use email to market?

➢It's powerful.
  ➢ Every $1 spent on email marketing has a $40 return, according to the Direct Marketing Association. Which makes an email newsletter absolutely worth a small business' while.

RELYING ON EMAIL
For big returns on small investments

70% spend **less than 3 hours** per week on email marketing **BUT** **77%** reported that email marketing **increases their revenue** $

Source: 2012 AWeber customer study

➢It's customizable.
  ➢ Write as long a message as you want, include pictures and links to your site, and send it when you're ready.

Why Email?

- It gets seen.
  - It doesn't flash by in news feeds that readers may not scroll through. It waits patiently to be read at your subscribers' convenience, reminding them of your business.

- It gets requested.
  - People sign up for email newsletters, which makes email the only marketing consumers actually ask for. When they get your emails and remember signing up, they're reminded of their interest in your brand.

Email Marketing

How Easy Is Email Marketing?

You may think marketing with glossy, branded emails like a major retailer is beyond you. It's not.

Email service providers have pre-designed sign-up forms and email templates. You can:

➢Customize them for your brand.

➢Type in your messages.

➢Drag in pictures.

➢Add links to your site.

Getting An Email Account

To access those templates, collect subscribers and send out your messages, you'll need an email service provider.

Depending on the size of your business and what exactly you have planned for your email campaign, you should be able to choose an appropriate service from this comprehensive list.

Once you register with the service of your choice, you'll get an email with your login information for future use and you can start setting up your campaign.

Email Marketing

Setting Up Your Campaign

The first thing you'll do is set up the framework of your campaign.

You'll determine:

➢Your "from name:" the name or email address your message will be listed as from in the inbox

➢What page new subscribers will land on after filling out your sign-up form

➢Any information you want to collect about your subscribers in addition to their email addresses

➢Whether to use the confirmed opt-in process

Email Marketing

Why Use Confirmed Opt-In?

With "confirmed opt-in," new subscribers are automatically sent an email asking them to click a link, confirming their interest in receiving further emails.

Because there is a chance new subscribers will ignore this confirmation message and therefore forego any further emails, some marketers choose to skip this process.

However, there are several reasons to use it:

➢Occasionally, computer scripts may stumble across your web form and subscribe with a fake email address.

➢People occasionally misspell their addresses, leaving you sending to the wrong person.

➢Emailing either fake or wrong addresses can cause problems with getting your emails to your real subscribers.

Email Marketing

Creating a Sign-up Form

When someone comes across your web site, you'll want to present them with a sign up form where they can subscribe to your emails. Many email services provide sign up form templates in various color schemes you can choose from. You can often edit these form with your own text, images and company information.

If you are planning to collect any information about your subscribers in addition to their email addresses, this is the place to ask.

You should be able to use this information later to send to various segments of your list.

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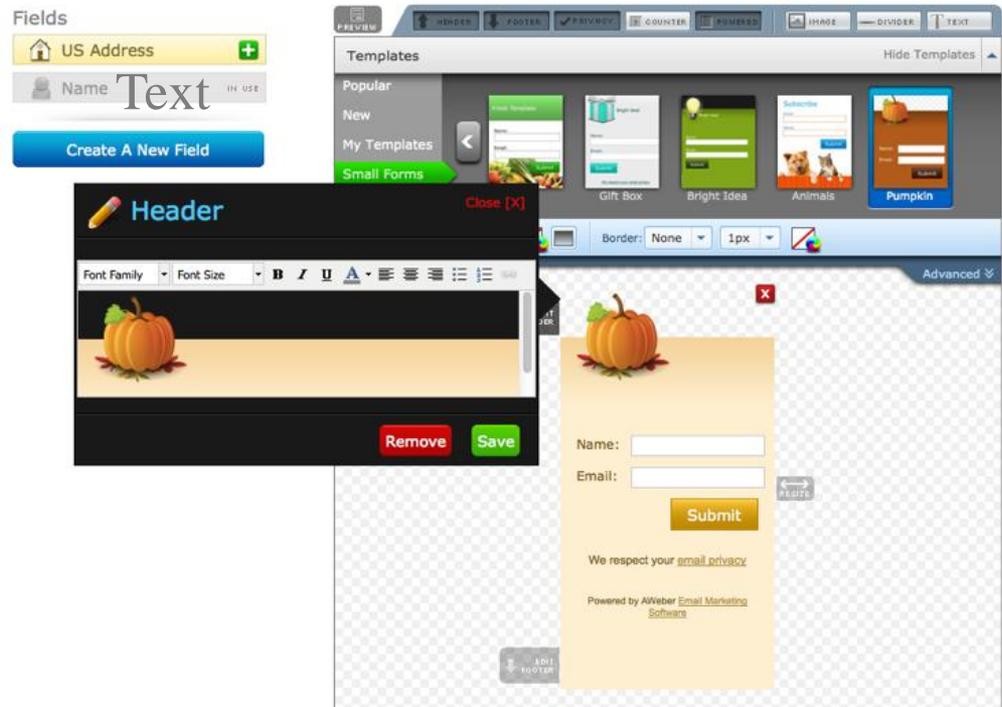
Collecting Subscribers Online

Now, it's time to get people to your sign up form so they can subscribe.

➢Place your web form on every page of your web site in a prominent place where visitors can see it.

➢If you blog, put your web form in the sidebar so your readers can sign up for updates and don't have to remember to come back to your site.
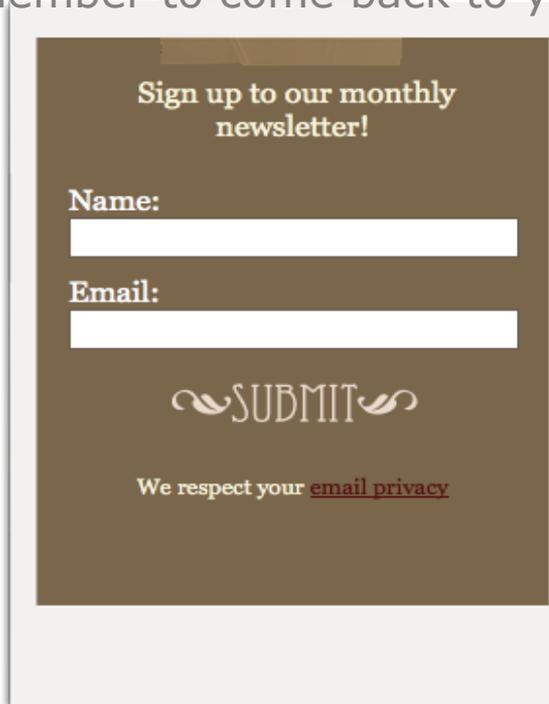
Sign up to our monthly
newsletter!

Name:

Email:

SUBMIT

We respect your email privacy

Email Marketing

> Do you connect with customers on Facebook or other social networks? You can post a web form on your profile so your followers can sign up without leaving the site.
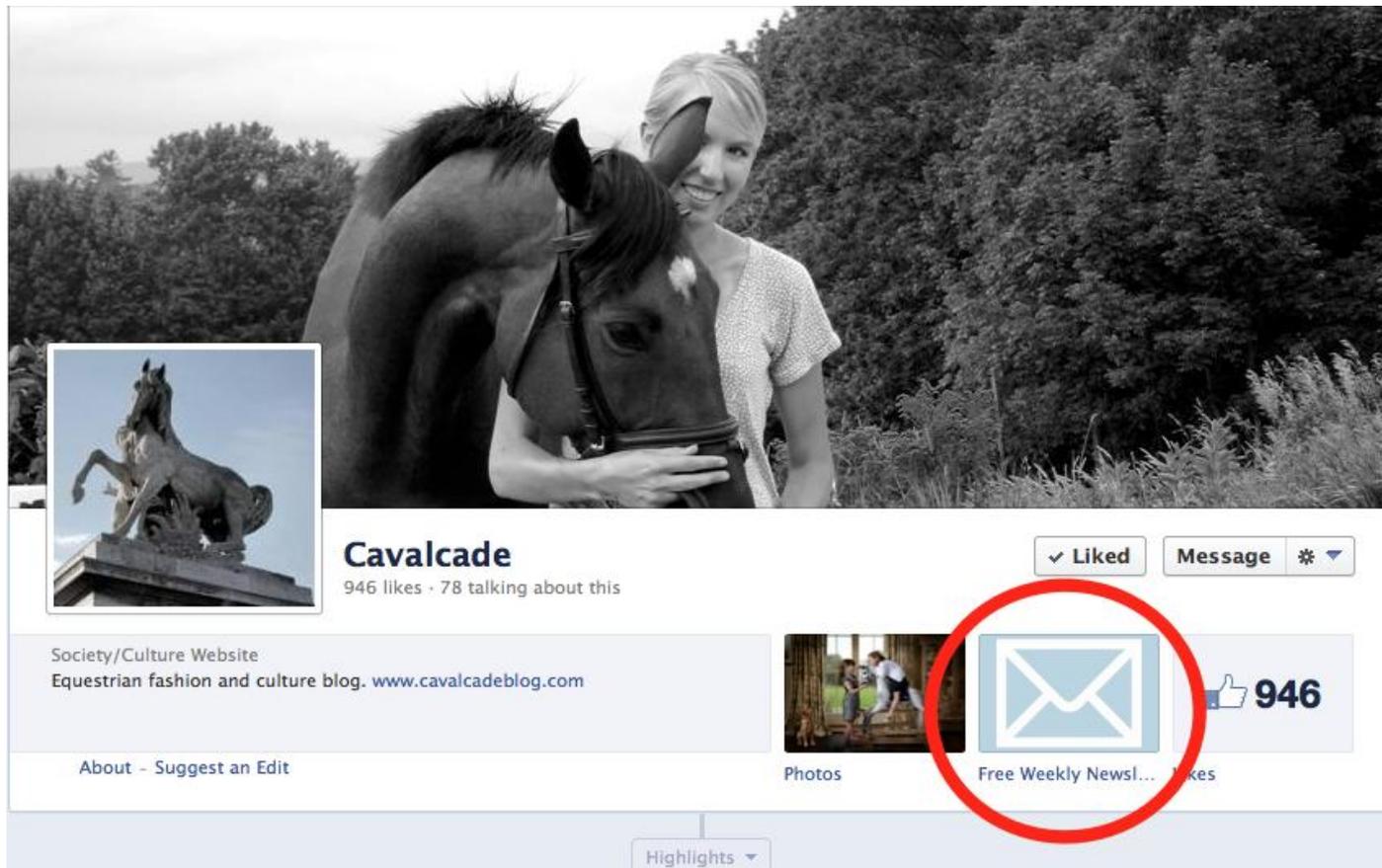
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Collecting Subscribers Offline

If your business isn't online, chances are many of your contacts aren't, either. Collect their addresses and import them to your email list later.
There are three easy ways to collect subscribers offline:

➢ The Casual Mention.
  ➢ In discussions with other professionals, ask if they'd like to receive your emails. If they would, mark their business card. (Note: Do **not** add email addresses from business cards without permission.)

➢ The Clipboard Subscription.
  ➢ If you have a storefront, leave a clipboard near the register where customers can leave their email addresses. Make sure the sign up sheet explains the benefits of joining your list. If you attend trade shows or conferences, display a similar clipboard on your table.

➢ The Printed Request.
  ➢ Many printed materials make their way to the homes of potential subscribers. Include on them a shortlink to your sign up form with an invitation to subscribe.

Email Marketing

Creating Emails: Planning Your Content

Many businesses create content by looking at:

➢What's happening in their business and how current customers are using their products.

➢How others market. They look at television commercials, the headlines on magazine racks, ads in magazines, descriptions on product packaging, and so on. Many ideas can be paralleled for your brand.

➢Blogs and businesses within their industry. Set up an RSS reader if you don't have one already and follow sites similar to your business to see how they market themselves.

You can also ask contacts within your industry to write email content as a guest. In return, promote them by including a link to their web site.

To make sure you're putting out a steady flow of content, schedule email creation as a recurring task.

Email Marketing

Creating Emails: Pre-Designed Templates

Pre-designed email templates are a busy marketer's best friend.

Provided by many email services, they are professionally designed with spaces provided for images, logos, headlines, paragraphs and links.

Some come with sidebars, footers or both, and many are available in several color schemes.

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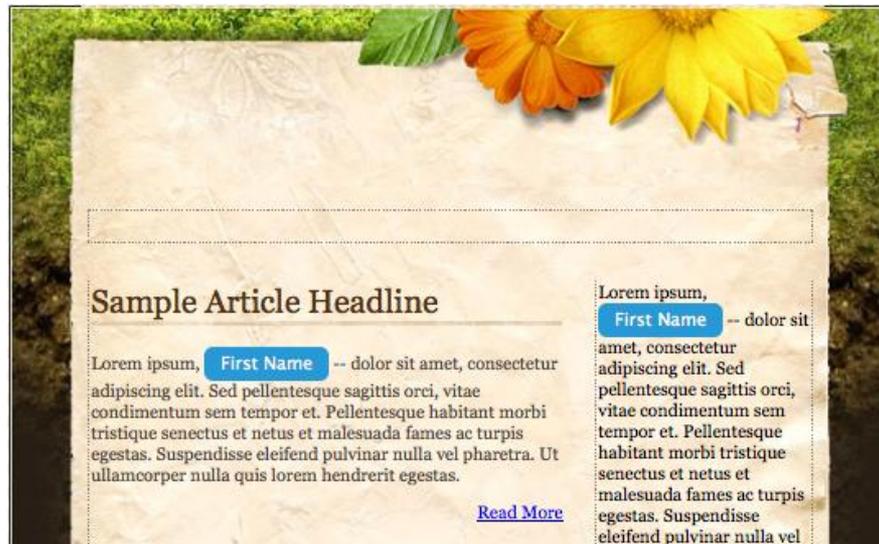
Your First Email: The Welcome Message

A subscriber's interest in your brand is at a high point when they sign up for your emails. Therefore, it's important to reach out and welcome them right away.

In most email service providers, you can set up "autoresponders," or "follow up messages." Since these go out automatically on subscription, you will want your welcome message set up as the first autoresponder.

As the first email subscribers will get from you, the welcome message should have carefully planned content. You might want to include:

➢Confirmation that the subscriber was successfully signed up.

➢A word of thanks for their interest in your brand.

➢A free bonus, if you promised one as an incentive to subscribe.

➢Information on how often you'll email them and what kind of content they'll receive.

Email Marketing

Following Up With More Autoresponders

You can set up a chain of autoresponders to go out after your welcome message. Each one will be sent after an interval of time that you choose.

That way, each new subscriber will get an entire sequence of follow up emails from you, and you don't have to lift a finger to make it happen.

For example, businesses often use autoresponders to:

➢Introduce their brand and answer FAQs.

➢Provide online classes, one lesson at a time.

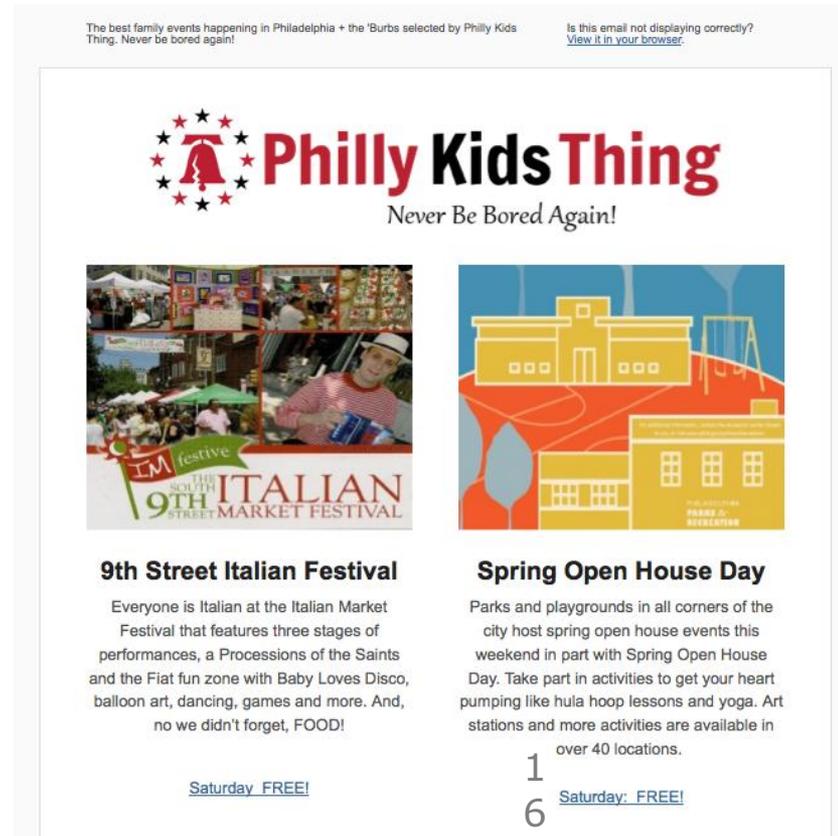➢Deliver their most popular content, making sure each new reader sees it.

Email Marketing

Creating An Email Newsletter

Sent on a consistent basis, newsletters help you become and stay part of your subscribers' regular routines. For each newsletter, send a broadcast to a group of subscribers (or to your whole list), on the day and time you choose.

Fill your newsletter with content relevant to your subscribers, including:

➢Updates on the latest happenings

➢Tutorials related to your industry

➢Offers for new or popular products

➢Exclusive discount codes

Though your content may vary, if you use the same template in each issue, your readers will gain a sense of familiarity with and trust in your brand.

The best family events happening in Philadelphia + the 'Burbs selected by Philly Kids Thing. Never be bored again!

Is this email not displaying correctly? View it in your browser.

Philly Kids Thing
Never Be Bored Again!

9th Street Italian Festival

Everyone is Italian at the Italian Market Festival that features three stages of performances, a Processions of the Saints and the Fiat fun zone with Baby Loves Disco, balloon art, dancing, games and more. And, no we didn't forget, FOOD!

Saturday FREE!

Spring Open House Day

Parks and playgrounds in all corners of the city host spring open house events this weekend in part with Spring Open House Day. Take part in activities to get your heart pumping like hula hoop lessons and yoga. Art stations and more activities are available in over 40 locations.

Saturday: FREE!

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Email Marketing

Converting Blog Posts to Emails

If you blog, hook up your site to your email service provider. Your posts will automatically convert to emails, then go out whenever you schedule them.

This saves you time and makes your work twice as effective: not only will your regular blog followers and those who stumble across your site later find them, but you'll be connecting with your subscribers without creating a newsletter.

Each post-turned-email can be sent out automatically after you publish the post on your blog, or you can save them up to edit several of them at a time into a newsletter.

After: email

Before: blog post

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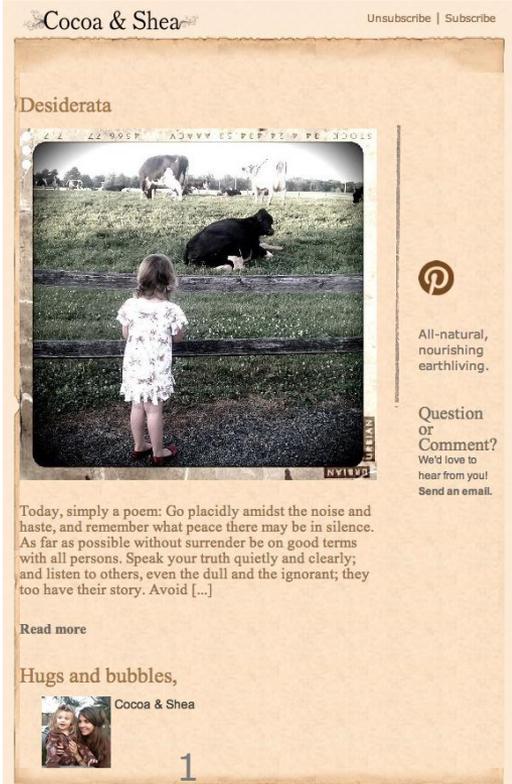
Creating an Email Newsletter

MediaPost reports that almost half the U.S. population has a smartphone now. Of those smartphone users, 87% of them use their phones for email and Internet access.

These reports indicate an upward trend in mobile views of your emails. To accommodate the smaller screens of mobile devices, we recommend that you:

➢Include a plain-text version of each email (your email service should provide a way to create these or else auto-create them for you).

➢Keep your message width short (600 pixels or fewer)

➢Assign "alt text" to your images. Don't use a random file name; instead, use copy that describes the image for readers who aren't viewing it.

➢Leave plenty of white space around links on your site. Not only does this help them stand out visually, they'll be much easier for fingertips to select on a small screen.

Email Marketing

## The Mindset of a Successful Email Campaign

Now that you've established your plans for getting readers, it's time to plan what they'll be reading.

There is a perspective that can mean the difference between a campaign that falls flat and one that lifts interest and engagement.

Emailing customers and prospects isn't about barraging them with sales offers, it's about telling them your brand's story and clearly explaining to them why it's to their benefit to be part of it. It's also about sending your readers helpful ideas and that also demonstrate the need to purchase your products or order your service.

Keep that mindset when emailing subscribers, and you'll find they open your emails again and again.

HOW CONTENT MARKETING WORKS by AWeber

Audience + Entertainment + Education = Appreciation + Sales
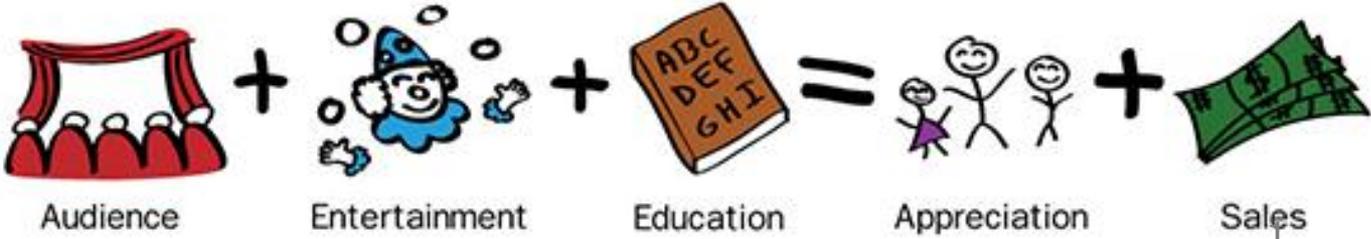
Email Marketing

Advanced Email Marketing

When you've set up the basics of your campaign and are comfortable with your email routine, you may want to start exploring your options to refine your campaign. There are a few possibilities to look into:

➢Segmenting.
  ➢ As your list of subscribers grows, you may want to divide it into groups, in this case also referred to as segments. Send each segment messages targeted to their interests or past interactions with your brand.

➢Split Testing.
  ➢ By sending different versions of an email or displaying different web forms to different site visitors, you can find out what subscribers respond to most.

Split testing allows you to find out what subject line gets more opens:
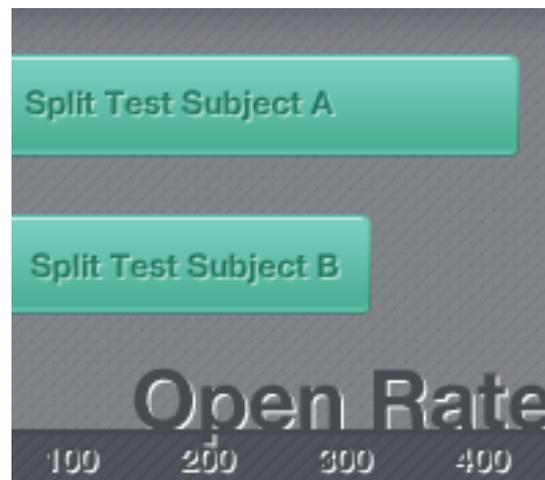
Email Marketing

Advanced Email Marketing

➢Performance Reports.

➢ As responses to your emails accumulate, your email service should provide reports of how each message is performing, as well as how your campaign is doing overall. With that information, you'll be able to adjust your content, frequency or any other factor to get the best results.

Why AWeber?

AWeber is the easiest tool for DIY email newsletters.

More than 110,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits rely on AWeber for easy-to-use email tools to cultivate relationships with their readers.

They make the most of AWeber's sophisticated segmentation and analytics capabilities, library of apps, pre-designed sign up forms and email templates, industry-leading deliverability and everyday live support.
Discover what AWeber can do for your business at aweber.com

NYC BUSINESS SOLUTIONS

About

NYC Business Solutions is a set of services offered by the Department of Small Business Services to help businesses start, operate, and expand in New York City.

Our services are provided at no cost, regardless of the size or stage of the business. For more, go to: **www.nyc.gov/nycbusiness.**

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learn business skills

FINANCING ASSISTANCE
access a loan

TRAINING
boost staff skills

RECRUITMENT
save money when hiring

CERTIFICATION
become M/WBE certified

LEGAL ASSISTANCE
receive legal advice

INCENTIVES
access tax credits & other incentives

NAVIGATING GOVERNMENT
cut through red tape