

# Understanding Email Marketing



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Have you ever wondered what, exactly, is meant by the term “email marketing”?



You see it being mentioned a lot when it comes to finding ways to make money online and, to be honest, a lot of the jargon & terminology can be confusing, especially for a beginner.

In this article, we will take a closer look and bust through the jargon.

In essence, email marketing is a more evolved, digital form of traditional direct mail marketing. Whereas in the past you would have companies sending you physical mail, now they are more likely to keep in touch via email.

One of the greatest advantages of email marketing is that it allows marketers to send targeted messages. In other words, marketers can send emails about specific topics that the recipient has demonstrated a high level of interest in.

Here are some of the main advantages to using email for marketing...

1. The costs of email marketing can be much lower than many other forms of marketing.
2. Email marketing can be both a relationship-building as well as a profit-building tool.
3. Email marketing can be instantly set up and executed, and the positive effect shows up in your sales process.
4. New leads can be turned into customer almost instantly.

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So how does it work?



First, you will need to get an account at an autoresponder company. These are online platforms that enable you to build lists of leads and customers and ethically email them as and when you want to. The cost of having an account starts at a only a few dollars a month and can increase only as your list size increases.

Then, you need to find people who are interested in your chosen niche. So, if your products or services are related to “dog training” for example, you will need to find ways of getting their attention.

To entice people to join an email newsletter service, often marketers will give a free welcome gift. This could be a small product that solves a particular problem the is common in the niche.

So, in the dog training example, it could be a checklist for toilet training puppy or 3 ways to stop dogs from excessive barking.

This is best offered on a specially designed web page called a “squeeze page”.

Squeeze pages are landing pages that are designed for the sole purpose of collecting email addresses. There are no other distractions apart from the details of the free gift and a simple form where a lead will enter their name and email address.

In other words, squeeze pages are lead generation tools.

Once someone has subscribed, they are normally shown a “One Time Offer”. This is a highly desirable product at a discounted price. One time offers can significantly increase your online revenue when they are presented in such a way that makes them irresistible to your leads.

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Whether the lead decides to buy or not, they do need to get their free gift. So in the first email that is scheduled to go out to new leads, there should be a link to a download or delivery page.



The page where you deliver the free gift if valuable web real estate. Here is another opportunity to show your new lead who you are and what you can do for them. It should be “monetized” – have opportunities for leads to buy something.

After that, you should have a series of emails that are set up to go out at regular intervals and should cover these important areas...

1. They should deliver value. Make them informative, helpful and amusing to read. You want your new lead to get to know you, like you and, ultimately, trust you.
2. They should always have a sales opportunity inside them somewhere. Even if it is in a P.S. at the end of the email. Remember, we want to turn these leads into loyal customers.

To sum up, email marketing can be a huge boost for small businesses. This article has only touched on the power of this way of marketing.

If you would like to understand how you can become an instant expert, you can take our specialised training course. Click on the link for more details.