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## "Email Marketing Best Practices"

**Instructor:** Janine Popick, CEO of Vertical Response "the leading self-service e-mail marketing company" for business & career success

Whether you are new to email marketing or a savvy veteran, there are certain policies you should follow to optimize your campaigns. Call them the commandments of email marketing or call them best practices; here are a few ideas to improve your delivery, open, and response rates.

### Things You Should Do:

- ✓ Make sure you have been granted permission to email your recipients through an online opt-in process or have been provided specific permission offline. Developing a positive relationship with your recipients is the most important step you can take to help your mailings reach their inboxes.
- ✓ Ensure the mailing is clearly labeled as coming "FROM" the person or company that has a relationship with the recipient. If you use a "FROM" label that a recipient doesn't recognize, it may cause them to unsubscribe, even if they are actually interested in your services.
- ✓ Give your recipients an easy and obvious way to opt-out or unsubscribe from your mailings and remove them quickly from your mailings if they have already done so. It's the law and it reflects favorably on your business when you act in a responsible manner.
- ✓ Make sure your "SUBJECT LINE" reflects the content of your email. When recipients think they're being tricked into opening the email they often become resentful - and unsubscribe in mass numbers.
- ✓ Provide a valid postal address in each email message, as well an easy way for recipients to contact you. It's the law, and it provides another avenue of communication with the customer, which is another opportunity to prove your worth.
- ✓ Only email your recipients content that is relevant to what they've requested. If you start emailing irrelevant offers, they're more likely to unsubscribe.
- ✓ Remind your recipients where you obtained their contact information and why they are receiving your message. Sometimes people forget that they signed up to receive your email, especially if it's been a while since you've last communicated.
- ✓ Ask your recipients to add you to their address books so they recognize your messages when they arrive. In many cases, once you're entered in an address book, your images will display properly and your emails will be directed straight to the inbox, not into the bulk folder.
- ✓ Combine both images and text in your emails. Then, if graphics are stripped from your emails due to the recipients' preferences, at least they are left with text they can read.

Thanks Janine!

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