



Social Media Tips & Tricks

EMAIL MARKETING SERVICES WITH FREE OFFERS



iContact

As an industry leader, this email marketing provider is known for their 98-99% message deliverability. Even though they offer superior features, their interface is very simplistic and which makes it great for those just starting out. They have a set of standard and advanced features; the advanced features are generously included in your chosen membership for free. Standard features include: mail-merge personalization, message scheduling, forward-to-a-friend, assured can-spam compliance, opens and click tracking and more. Advanced features include: multiple message autoresponders, RSS feeds, advanced analytics, event management, surveying tools and more. They have over 300 HTML templates or you can simply use your own. They also have an integrated WYSIWYG editor to make creating emails easy. You will even receive 500kb of storage to host your images.

Pricing: Prices range from \$9.95/month for 250 contacts to \$699.00/month for 100,000 contacts.

FREE ACCOUNT: They are currently offering a 15-day trial offer; no credit card required. You'll be allowed to send up to 500 messages to up to 250 subscribers. Trial includes the full set of features and free technical support.



Constant Contact

You can create HTML emails using their easy-to-use point, click, cut and paste technology. They have over 400 professional customizable email templates to choose from; it's very easy to integrate your own photos, colors and logo. Don't have a large email list? No problem, they'll help you grow your list starting out with as little as 5 email addresses. They will teach you to build and manage your own "permission-based email list". You'll also be able to view real-time statistics and track the performance of your outgoing messages.

Pricing: Range from \$15/month for 0-500 contacts to \$150/month for 10,001-25,000 contacts. If you will have over 25,000 contacts you'll need to contact them for pricing.

FREE ACCOUNT: They're currently offering a 2-month free trial; no credit card needed. With this offer you'll be able to send an unlimited number of newsletters to up to 100 contacts. You can also send an unlimited amount of surveys, polls, and event invitations though there are some limitations as to how many responses you can receive.



Aweber

An email marketing service that offers user-friendly email marketing tools and skilled customer service by phone, email, and live text chat. Their email newsletters are professional and eye catching with over 103 HTML templates to choose from. You can choose to use your own HTML or use the message editor to create the body of your



newsletter. You can also create follow-up autoresponders which are sure to help you create lifelong client relationships. These messages can be personalized and scheduled for convenience. If you'd like to keep track of read emails and clicks, you can do so via reports from their email web analytics. If you are a blog owner, you can take advantage of their blog newsletters which will turn your blog's RSS into professional newsletters. These can be sent out on a daily, weekly or monthly basis.

Pricing: They currently have an Account Plan that can be paid monthly (\$19.00), quarterly (\$49.00) or yearly (\$194.00) after which you'll need to pay for any additional subscribers. Up to 500 subscribers are included with the Account Plan. If you are needing more prices range from an additional \$10/month for 501-2500 subscribers to an additional \$130/month for 10,001-25,000 subscribers. If you need more than 25,000 subscribers, you will need to contact them for a quote.

FREE ACCOUNT: They are currently offering a 1-month trial offer where you pay just \$1 for the service.



MailChimp

With this email marketing campaign service you can build and manage your email lists with ease using their broad range of integrations. They current offer integrations with services such as: Twitter, Facebook, PayPal, Eventbrite, Picnic and more. They do not offer templates, instead they let you use their built in tools to create eye catching HTML email messages. Their tools "provide you with professional header graphics, fonts, and color palettes to customize the perfect email". Plus, their extensive list of plugins lets you use their service with many of the top content management systems such as: Drupal, Joomla, Movable Type, WordPress, TypePad and many more.

Pricing: Prices range from \$30/month for 501-2,500 subscribers up to \$240/month for 25,000-50,000 subscribers – all with unlimited email sending limits. If you plan to have fewer than 500 subscribers, your account will be free forever with a sending limit of 3,000 messages per month. You can also purchase pay-as-you-go email credits if you're planning on sending a lesser amount of messages per month.

FREE ACCOUNT: Store up to 2,000 subscribers. Send up to 12,000 emails per month.



Mad Mimi

This marketing email service was created with everyone in mind from beginners to pros. This is one of the simplest services for creating personalized, eye appealing newsletters and promotions. They offer customizable themes, autoresponders, Google Analytics integration, compatibility with Outlook 2007, forward-to-friend options and so much more. Each account comes with the ability to send an unlimited number of emails (to the amount of contacts specified in your plan) and an unlimited amount of storage. They also offer an extensive amount of list management features such as: unlimited lists, customizable web forms, automated unsubscribe and bounce management, and bulk unsubscribing.

Pricing: Prices range from \$8/month for 500 contacts to \$699/month for 350,000 contacts – 100 contacts are free.

FREE ACCOUNT: Up to 100 Contacts are free and unlimited images.



29 EMAIL MARKETING TERMS MARKETERS MUST KNOW

According to Wikipedia, "Email marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fund-raising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered email marketing."

Above-the-Fold: The part of a web page that is visible without scrolling. It is generally more desirable placement on a website because of its visibility. **Marketing Tip** – If you have a "join our mailing list" form on your website, you should place it "above the fold" making it easy for visitors to opt-in.

Campaign: An email marketing message or a series of messages - such as Lead Nurturing - designed to accomplish an overall marketing goal.

CPM (Cost Per Thousand): In email marketing, CPM commonly refers to the cost per 1000 names on a given rental list. For example, a rental list priced at \$250 CPM would mean that the list owner charges \$.25 per email address.

CTR (or Click-Through Rate): The percentage (the number of unique clicks divided by the number that were opened) of recipients that click on a given URL in your email.

Conversion Rate: The number or percentage of recipients who respond to your call-to-action in a given email marketing campaign or promotion. This is the measure of your email campaign's success. You may measure conversion in sales, phone calls, opportunities or appointments.

Email Blacklist: It is common for an ISP to use a blacklist to determine which emails should be blocked (see "email blocking"). Blacklists contain lists of domains or IP addresses of known and suspected spammers. Unfortunately, these blacklists also contain many legitimate email service providers. Just a few spam complaints can land an email service provider or IP address on a blacklist despite the fact that the ratio of complaints to volume of email sent is extremely low.

Email Blocking: Email blocking typically refers to blocking by ISPs or corporate servers. Email blocking occurs when the receiving email server (e.g. Yahoo!, AOL, Hotmail etc) prevents an inbound email from reaching the inbox of the intended recipient. Most of the time the sender of the email receives a "bounce" message notifying the sender that their email has been blocked. ISPs actively block email coming from suspected spammers.

Email Filters: "Filtering" is a technique used to block email based on the content in the "from:" line, "subject:" line, or body copy of an email. Filtering software searches for keywords and other indicators that identify the email as potential spam. This type of blocking occurs on a per email basis.

Email Newsletter Ads or Sponsorships: Buying ad space in an email newsletter or sponsoring a specific article or series of articles. Advertisers pay to have their ad (text, HTML or both, depending on the publication) inserted into the body of the email. **Marketing Tip** – Email newsletter ads and sponsorships allow advertisers to reach a targeted audience driving traffic to a website, store or office, signups to a newsletter or sales of a product or service.

Email Whitelist: A whitelist is the opposite of a blacklist. Instead of listing IP addresses to block, a whitelist includes IP addresses that have been approved to deliver email despite blocking measures. It is common practice for ISPs to maintain both a blacklist and a whitelist. When email service providers, like Constant Contact or Exact Target, say they are "whitelisted" it means that their IP addresses are on a specific ISP's whitelist and are confident that emails sent using their service will be delivered.

False Positive: A false positive occurs when a legitimate permission-based email is incorrectly filtered or blocked as spam.

Hard Bounce/Soft Bounce: A hard bounce is the failed delivery of an email due to a permanent reason like a non-existent address. A soft bounce is the failed delivery of an email due to a temporary issue, like a full mailbox or an unavailable server.



House List (or Retention List): A permission-based list that you built yourself. Use it to market, cross sell and up-sell, and to establish a relationship with customers over time. Marketing Tip – A house list is one of your most valuable marketing assets because it is 7 times less expensive to market to an existing customer than it is to acquire a new one. Use every opportunity to add to it and use it.

HTML Email: Sending HTML email makes it possible to include unique fonts, graphics and background colors. HTML makes an email more interesting and when used properly can generate response rates up to 35% higher than plain text.

Landing Page: A lead capture page on your website that is linked from an email to provide additional information directly related to products or services promoted in the email's call-to-action. Marketing Tip – Every email should have a unique landing page to capture leads or a tracking URL to a standard landing page in order to determine ROI.

Open Rate: The percentage of emails opened in any given email marketing campaign, or the percentage opened of the total number of emails sent.

Opt-In (or Subscribe): To opt-in or subscribe to an email list is to choose to receive email communications by supplying your email address to a particular company, website or individual thereby giving them permission to email you. The subscriber can often indicate areas of personal interest (e.g. mountain biking) and/or indicate what types of emails they wish to receive from the sender (e.g. newsletters).

Single Opt-In (With a Subscriber Acknowledgement Email): The most widely accepted and routinely used method of obtaining email addresses and permission. A single opt-in list is created by inviting visitors and customers to subscribe to your email list. When you use a sign-up form on your website, a message immediately goes out to the subscriber acknowledging the subscription. This message should reiterate what the subscriber has signed up for, and provide an immediate way for the subscriber to edit interests or opt-out.

Confirmed Opt-In (or Double Opt-In): A more stringent method of obtaining permission to send email campaigns. Confirmed opt-in adds an additional step to the opt-in process. It requires the subscriber to respond to a confirmation email, either by clicking on a confirmation link, or by replying to the email to confirm their subscription. Only those subscribers who take this additional step are added to your list.

Opt-Out (or Unsubscribe): To opt-out or unsubscribe from an email list is to choose not to receive communications from the sender by requesting the removal of your email address from their list.

Permission-Based Email: Email sent to recipients who have opted-in or subscribed to receive email communications from a particular company, website or individual. Marketing Tip – Permission is an absolute requirement for legitimate email marketing.

Personalization: Addressing individual recipients by first name, last name or both dynamically in an email. Personalization can also include a reference to previous purchases, or other content unique to each recipient. Marketing Tip – Avoid using personalization in the subject line of your emails as this is a tactic widely used by spammers.

Privacy Policy: A clear description of a website or company's policy on the use of information collected from and about website visitors and what they do, and do not do, with the data. Your privacy policy builds trust especially among those who opt-in to receive email from you or those who register on your site. Marketing Tip – If subscribers, prospects and customers know their information is safe with you, they will likely share more information making your relationship much more valuable.

Rental List (or Acquisition List): A list of prospects or a targeted group of recipients who have opted-in to receive information about certain subjects. Using permission-based rental lists, marketers can send email messages to audiences targeted by interest category, profession, demographic information and more. Renting a list usually costs between \$.10 and \$.40 per name. Be sure your rental list is a true permission-based, opt-in list. Marketing Tip –



Permission-based lists are rented, not sold. Don't be fooled by a list offer that sounds too good to be true or by someone who tries to mislead you by calling their list "targeted" or "clean" without certifying that it is permission-based.

Signature File (or Sigfile for Short): A tagline or short block of text at the end of an email message that identifies the sender and provides additional information such as company name and contact information. Marketing Tip – Your signature file is a marketing opportunity. Use it to convey a benefit and include a call-to-action with a link.

Spam or UCE (Unsolicited Commercial Email): Email sent to someone who has not opted-in or given permission to the sender. Characteristically, spam is unwanted, unexpected email from a sender unknown to the recipient.

Targeting: Selecting a target audience or group of individuals likely to be interested in a certain product or service. Targeting is very important for an email marketer because a targeted and relevant email campaign will yield a higher response rate and (hopefully) result in fewer unsubscribes.

URL (or Universal Resource Locator): A website, page or any other document address or location on the Internet that indicates the location of every file on every computer accessible through the Internet.

Viral Marketing: A type of marketing that is carried out voluntarily by a company's customers. It is often referred to as word-of-mouth advertising. Email has made this type of marketing very prevalent.

Remember...

Email marketing is a tricky matter.

It is ALWAYS good business to ask people FIRST for their permission before you put them on your email list!



Teri Virbickis
U&I Creative

720-252-5759 :: teri@ui-creative.com
Facebook: Teri Virbickis
Twitter: TeriVirbickis
LinkedIn: Teri Virbickis



Jo Guerra
Your Marketing Gal

303-632-2928 :: socialjo1@gmail.com
Facebook: Jo Guerra
Twitter: joguerra
LinkedIn: Jo Guerra