

3 Email Marketing (UGLY) Facts



By Welly Mulia

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All marketers talk about how the money is in the list, but VERY FEW actually talk about the email marketing facts (those negative facts you most likely don't want to know) you ought to know as an online marketer.

Today's training is exactly about covering these email marketing facts that you most likely haven't heard before or that are CONTRARY to what you know:

Email Marketing Fact #1: It's Not Really "Set It And Forget It"

Although everyone claims that email marketing is automatic, that you can "set it and forget it", it's not really the case.

Sure, you can write 50 autoresponder emails and preload them into your email autoresponder so that you have 50 emails ready to go for the next 3 months. But is it really totally "set it and forget it"?

If you want to do well in your email marketing efforts, you have to track your metrics. For example, an important metric that you need to know and track is how many people are clicking the links in your emails.

This metric is important because it gives you a general idea of how RESPONSIVE your subscribers are. If no one is clicking on your links, then your subscribers are not responsive. Conversely, if you get a high CTR (click through rate), your subscribers are responsive.

Of course, for this to be accurate, you need to have a considerable sample size.

While there is some truth to the concept of "set it and forget it", if you want to do really well in email marketing, you need to track and test what's working, and then improve along the way.

Email Marketing Fact #2: A hefty percentage of people are not going to confirm their emails

When I say hefty percentage, I'm talking about 30% – 50%.

Yep, some 30% - 50% are not going to confirm their emails after they've opted-in to your list.

You don't like to hear that, do you?

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But hey, this is a fact. And you better start accepting this fact and learn how you can lessen the percentage of people not confirming their emails.

Let me give you 2 tips on how to do that:

First (this is what most marketers do), DIRECTLY after people opt-in to your list, tell them that you've just sent them a confirmation email containing a link, and they have to click this link in order to receive the freebie you promised them. If you direct them to a sales page after they opt-in, you tell them this message at the very top of the sales letter.

Second (MOST marketers do NOT do this), while you're telling them to open your email and click the link in that email, tell them YOUR NAME as well, in **bold** and CAPITAL LETTERS to make it stand out so that people notice it.

Telling people your name is not about narcissism. The FIRST thing people look at when deciding whether to open an email is by looking at WHO the sender is. If they don't know you (which is probably the case if you don't tell them your name), chances are they're not going to open your email.

Okay, now that you have 2 email marketing facts in your hand, let me give you the third one.

Email Marketing Fact #3: An Even Heftier Percentage is NOT going to click on your links

The job is not done even after people have clicked the link in your confirmation email.

So what if they've joined your list?

When you send them a broadcast email, the CTR (click through rate) for the links in your email is less than 5%.

Of course there are people who get higher numbers, but the industry standard is less than 5%. And 5% is on the high end. 2% to 3% is a more realistic number to aim for.

There are also other factors at play such as how old your list is, and the relationship you have with your list.

If you have been building your list for a few years now, a handful of the emails are probably going to be outdated and your subscribers no longer use them anymore.

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If you have built a deep and trusting relationship with your subscribers, your CTR is also going to be higher.

These are the 3 email marketing facts I want to share with you today. I'm pretty sure you're shocked by the numbers I present you above because most marketers and gurus only present you with the good things about email marketing and the huge money it can bring. They don't share with you REAL data and they don't tell you the other UGLY side.

(driving a Ferrari from money made online is cool and looks good; but the hard work, failures, and dedication that is put into making driving that Ferrari a reality is NOT cool and is UGLY!...)

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