

4 Tips To More Effective Email Marketing



By Welly Mulia

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My autoresponder messages have just been revamped.

Why do I need to change and revamp my autoresponder series?

It's all about CHANGE!

In business, you need to constantly CHANGE and INNOVATE if you want to thrive and prosper. If you don't then your competitors will EAT YOU UP!

Even though change and innovation is important, some basic concepts remain the SAME. For example, if you take a look at the digital information business model, the business flow is still the same.

You drive visitors to your sales funnel. At the top of the funnel is your squeeze page which you capture visitors' contact info. Then you sell them your front end product – this is the second phase of your funnel. Most are not going to buy right then and there, which is where your autoresponder messages come in – they're going to follow up with your subscribers to try to close the sale. The third phase of the funnel is more RELATED products that increase in price and value. At the bottom of the funnel is where you make your profits.

The more visitors you put into the top of the funnel, the more money pops out at the bottom of the funnel.

Here are a few tips about email marketing (that I've also applied into my new autoresponder series):

1. Don't be afraid to email your subscribers

Some marketers I know are too afraid to email their subscribers. They are afraid that they will unsubscribe because they sent them too many emails. As long as you don't send more than one email every day, there can never be too much emails, provided that your emails are NOT BORING.

The purpose of driving traffic to your squeeze page is to capture visitors' contact info so that you can follow up with them to demonstrate who you are and build trusting and beneficial relationships with them.

If you're too afraid to email your subscribers, then you might as well save your time, money, and effort by not creating your squeeze page in the first place.

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2. Email more often in the beginning

You should email your subscribers more often in the beginning of your autoresponder series when they have just subscribed to your list.

This is because peoples' interests change a lot very quickly, and you want to CAPITALIZE on what they are interested in NOW.

They are HOT now!

3. CONSISTENCY in following up is key

It's very important that you follow up with your subscribers on a CONSISTENT basis. This does not mean that you should email sales pitches all the time – it simply means that you maintain some form of communication ALWAYS. In fact, you should NOT be emailing sales pitches all the time because if you do so, you're going to lose your subscribers faster than you can get new subscribers into your list.

Maintaining some kind of communication means following up with them and educating them about tips and tricks in your marketplace, entertaining them with your personal stories to let them know you better, and of course, selling them your product.

It's better to email them twice a month CONSISTENTLY than emailing them once a day for 5 days, and then stop emailing them for the next 30 days, before emailing them again every day for 6 days.

4. Let Subscribers Know YOUR NAME

If you're doing double opt-in, once people have opted-in, you want to IMMEDIATELY direct them to your sales page where you sell your front end product. At the top of this sales page, you MUST let them know that you've emailed them the freebie they requested and they MUST click the confirmation link found within this email before they can get your freebie.

VERY IMPORTANT: When opening emails, people **100% ALWAYS** look at WHO the sender is before looking at the subject of the email. Thus, you MUST let them know YOUR NAME so that when the confirmation email arrives in their inbox and they see your name, they want to click on it.

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A lot of marketers focus too much on the subject of the email. You should instead focus on letting them know YOUR NAME first.

Failure to do this will result in them not opening your confirmation email and therefore not clicking the confirmation link. This means they are not going to be added to your list and you will lose the opportunity to follow up with them FOREVER!

What do you think? Do you have anything to add or say about email marketing or autoresponder messages? I'll be glad to hear your thoughts, so leave them in a comment below...

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