

Making Your Email Marketing Campaign Successful

The secret to creating a great email marketing campaign is to ensure that you are personalizing the messages that are sent to your customers and opt-in list. Autoresponders offer several opportunities to make emails seem like they are totally personal and aimed toward individual recipients, so it's important to make the most of this technology in your campaigns.

When you're creating the body of your message to be sent, pretend as if you're writing to a dear friend. This will make the email seem much more personal and genuine; your autoresponder can be set up to automatically insert the correct name in the message when it's sent out.

When using these personalization options, you can place the name in the message that you gathered in your information form. Remember to only add the name enough times to make it seem genuine and not phony. Use it as you would if you were having a normal conversation with the person.

It's quite easy to overuse a person's name with the help of a technological aid like an autoresponder. Perhaps the best advice is to read your message out loud before finalizing the copy.

Ask yourself if you would normally use the person's name that often in a conversation. You want to avoid sounding fake and thus scaring off a potential buyer, so this is a very important part of developing your message.

Also remember that there are several different spellings of the same name, so don't change one simply because spell check tells you to. When entering names into your autoresponder list, ensure they are exactly as your customer gave them to you. Don't change the spelling just because you think it should be.

Another great point to make when personalizing your messages is to avoid adding a Ms., Miss or Mrs. to anyone's name. Just don't ask your customers for this information, and it won't be an issue. If you only use their first names, this will seem much more personal – after all, you don't address your friends with their formal salutations!

If you have customers that you don't have their name for some reason, simply use "Dear Friend." This is less personal, but still prevents you from making mistakes when guessing names or spellings.

Always use the prospect's name when you ask them to order from you. Your final sales pitch should appeal to them personally, and call them by name. Instead of asking them to click on a 'Buy Now' button if they're ready to learn your Internet marketing secrets, try something like this: "Beth, if you want to learn these secrets today, simply click the button below to order now."

This way, you are asking them to personally commit to taking action. Many customers don't even realize that the technology exists to make these changes to your email messages, so use this

fact to your advantage. They will feel as if you are addressing them personally and making requests that they will be more likely to oblige.