



8 Steps To Increasing Your Sales With e-Mail Marketing

By Glenn Fallavollita, CEO and Senior Consultant of Drip Marketing, Inc.

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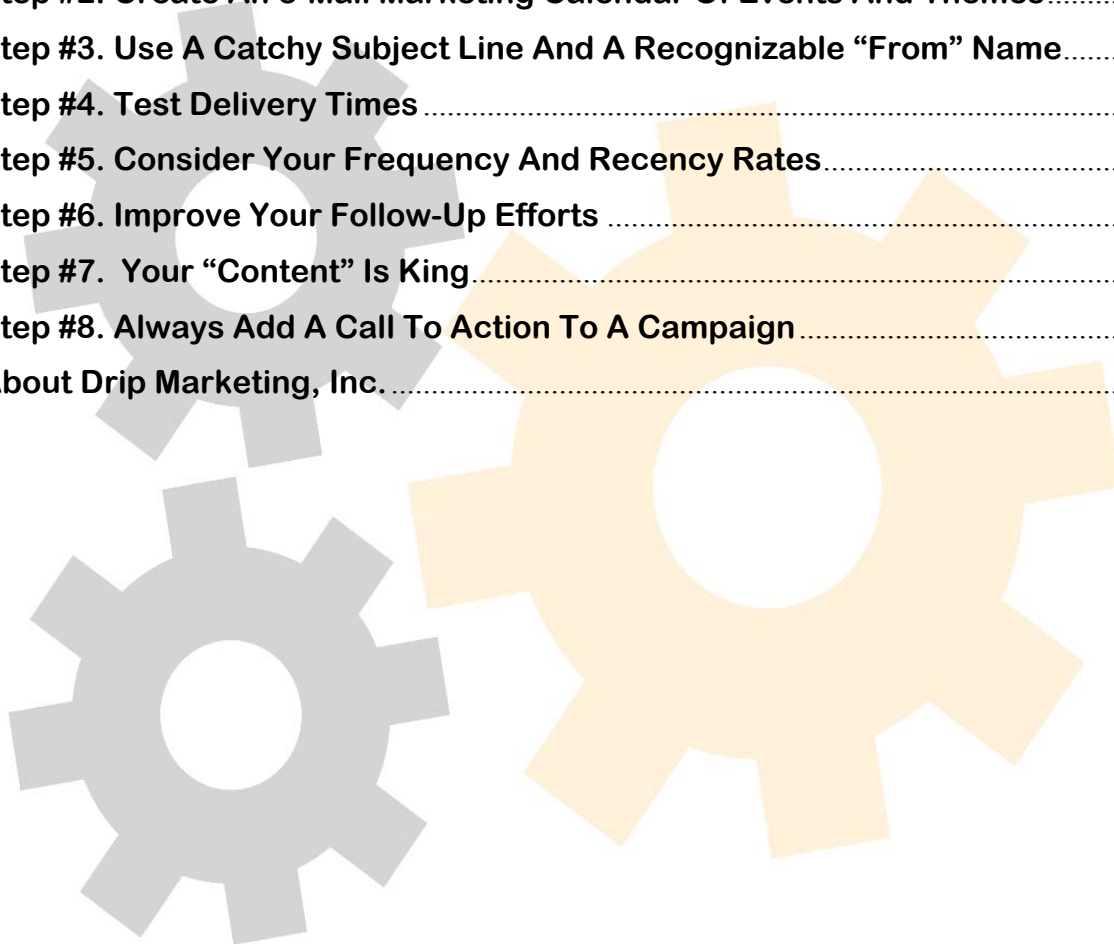
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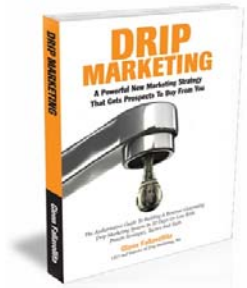
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By Glenn Fallavollita, CEO and Senior Consultant of Drip Marketing, Inc. and author of *DRIP Marketing: A Powerful New Marketing Strategy That Gets Prospects To Buy From You*

- Word Count: **2,428**
- Approximate Time To Read: **9.7 Minutes** @ 250 words per minute

Did you know that there are 294 billion (yes billion) e-mail messages sent every day or 2.8 million e-mails sent per second. And due to all this clutter, it has become increasingly difficult for legitimate businesses to be noticed with e-mail marketing.

If you (or someone you know) want to make money from your e-mail marketing efforts, please take a moment and read this whitepaper. By the way, my experience on e-mail marketing has come from:

1. Sending of 25 million e-mails on behalf of our clients.
2. 20,000 hours of sales and marketing consulting, training and coaching experience at 5,000 businesses.

Other Statistics:

According to the Nielsen Norman Group's study on e-newsletters, they found that the people who opened an e-newsletter had the following behaviors:

- 19% read the entire e-newsletter.
- 35% only skimmed a small part of a newsletter or glanced at its content.
- 67% had zero fixations on the newsletter's introduction (meaning they skipped the introductory text in a newsletter).
- Spent 51 seconds scanning it.
- There was a strong emphasis on the "first two words" of a headline/sub-headline.

The Image To The Right Is A Newsletter That Was Analyzed Using Eye-Tracking Heatmap Software.

- The areas where users looked the most are colored red.
- The yellow areas indicate fewer views than red.
- The least-viewed areas are in blue.



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Step #1. Continuously Build Your e-Mail Marketing Databases

Your e-mail marketing success hinges on a number of key elements; however, the #1 thing you can do is continuously increase the size of your e-mail marketing databases (customers, past customers, prospects and referral partners). Although this sounds easy, many businesses, salespeople and marketing pros are unable to do this.

Should you and your staff fall into this category, it is a HUGE red flag from a sales and marketing perspective – one that will leave your business completely underleveraged. It is also easy to build your e-mail marketing databases as all that you have to do is ask someone for it.

If you have a store front, ask your customers to place their name and e-mail address on a 3x5 card. Have a box made up with a slot at the top. Affixed to the back of the box is a sign that reads: Win A \$XXX Store Gift Card (or something to this effect). The key is getting someone from your business to type this information into a spreadsheet or CRM tool so you can upload it to your e-mail hosting tool like Constant Contact.

If You Are A B2B Company, Make It A Requirement For Your Salespeople To Increase The Size Of Their e-Mail Marketing Database.

The reality is that most salespeople do a below than average job (actually a rather poor job) at building/sharing their e-mail marketing database. That said, it is imperative for the sales leader to monitor a salesperson's e-mail marketing database on a weekly or bi-weekly basis; otherwise, a database will not be built.

If you are a sales leader, keep in mind that some of your salespeople will not want to give you their prospect database as they feel that they "own" it. I even had one of my client's salesperson tell me, "*My prospect database is mine. There is no way I am going to give them it; I worked hard at building it and it's mine.*" That's right, this salesperson refused to give her "prospecting" database to her employer.

So how can you get your salespeople to build your e-mail marketing database? Here are some suggestions:

1. Make it a written job requirement for a salesperson; unless this is monitored, a salesperson won't focus on building their database.
2. Hold back 20% of their sales commissions if they do not increase their database size.
3. Monitor the ebb and flow of your sales team's database on a bi-weekly or weekly basis (critical).
4. Do not accept e-mail addresses that end in aol.com, hotmail.com or yahoo.com or are a "role" e-mail addresses like sales@, admin@, etc. – if you do, there is a good chance they are just giving you an e-mail address to keep you happy.



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Step #2. Create An e-Mail Marketing Calendar Of Events And Themes

To maximize your e-mail marketing efforts, I recommend for you to create:

1. Create a twelve-month e-mail marketing calendar.
 - a. Break down your e-mail campaigns into a 60 to 90 day window.
 - b. Use a checklist to help get your campaigns completed on a timely basis. Some ideas to incorporate on your checklist are:
 - i. What type of theme will be used for a campaign?
 - ii. What type of format will you use, i.e., newsletter, business letter or promotional?
 - iii. Who will design the format?
 - iv. Who will write the copy?
 - v. Who will proof the copy?
 - vi. What day, date and time it will be sent?

Personal and Confidential

**12-Month DRIP Marketing Calendar
And Cost Analysis**

Campaign	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Postcard												
Sales Letter												
Lumpy Mail Campaign												
E-Mail Campaigns												
Newsletters (e-mail/real)												
# of DRIPs												
Cost/Contact												
Total Cost = Number of contacts x the total tactical cost												

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2. Break down your e-mail marketing campaigns into types of themes. The types of themes you can use for an e-mail marketing campaign are:
 - a. **Sales Theme:** This is where you are blatantly trying to sell something to the recipient. Seasonal or monthly/weekly spotlights will be helpful.
 - b. **Educational Theme:** This is where you are educating someone on your industry, how to do their job better, government trends, etc. There should be few sales themes in this type of e-mail.
 - c. **Informational Theme:** This type of e-mail informs your target audience of what you are doing to improve your business, i.e., launching a new product, hiring additional staff, upgrading your technology, moving to a new and improved facility, etc. I recommend using a press release format for this type of campaign.

Step #3. Your Subject Line And From Name Are Critical

When it comes to people reading your e-mail, 60% to 80% of their decision to read/open your email will be based on two things:

1. Whose name is in the from field.
2. What your “subject line” says.

Subject Line Hints:

- If your subject line isn’t interesting, a reader will immediately delete or ignore your e-mail – it’s that simple.
- Don’t leave the subject line blank or use an exclamation point.
- Don’t use all CAPITALS.
- Don’t use misspelled words
- If your e-mail marketing tool can do this, add the person’s first name or company name to the subject line.



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Keep Your Subject Line Brief And Concise – But Most Importantly Relative To The Reader.

Although the optimum subject line length is constantly debated, most of your readers will only see the first 5 to 8 words (shorter subject lines if they are using a smartphone) of your subject line; therefore, focus on the first three to four words of your subject line.

Additionally, make the benefit of your subject line clear -- something useful to readers and specific. See the example to the right from CBS MoneyWatch:

Use These Special Techniques.

To help your subject line stand out in your target audience’s inbox:

1. Add a number in the front of each word - CBS MoneyWatch uses a number at the beginning of their subject line ~ 75% of the time.
2. Square brackets (not parenthesis like the ones used here) at the beginning or end of your subject line.
 - a. [Drip Marketing Tip]
 - i. Inside the brackets add teaser copy like:
 1. Special links inside.
 2. Fun links inside.
 3. For business owners ONLY.
 4. For IT professional ONLY.
3. Use a special symbol preceding your e-mail campaign (if you are using a third-party service like Constant Contact, you cannot use certain symbols):
 - a. ~
 - b. *
 - c. ★

<input type="checkbox"/>	CBS MoneyWatch	5 things NEVER to say to your boss
<input type="checkbox"/>	CBS MoneyWatch	9 worst holiday gifts from bosses
<input type="checkbox"/>	CBS MoneyWatch	6 psychological 'tells' to avoid in interviews
<input type="checkbox"/>	CBS MoneyWatch	21 tips for better business conversations
<input type="checkbox"/>	CBS MoneyWatch	Why most managers fail
<input type="checkbox"/>	CBS MoneyWatch	6 ways to fail your business
<input type="checkbox"/>	CBS MoneyWatch	How to be an enchanting communicator
<input type="checkbox"/>	CBS MoneyWatch	7 things to tell your boss before you quit
<input type="checkbox"/>	CBS MoneyWatch	6 incredibly embarrassing office stories
<input type="checkbox"/>	CBS MoneyWatch	How to beat rising oil and gas prices
<input type="checkbox"/>	CBS MoneyWatch	7 types of people you never want to work with
<input type="checkbox"/>	CBS MoneyWatch	5 signs you work for a terrible boss
<input type="checkbox"/>	CBS MoneyWatch	Hot rides at the Beijing Auto Show
<input checked="" type="checkbox"/>	CBS MoneyWatch	5 timeless leadership lessons
<input checked="" type="checkbox"/>	CBS MoneyWatch	6 most potent 'power words' in business
<input checked="" type="checkbox"/>	CBS MoneyWatch	5 unspoken rules that can get you fired
<input checked="" type="checkbox"/>	CBS MoneyWatch	5 signs you're a lousy boss
<input checked="" type="checkbox"/>	CBS MoneyWatch	How to be a highly effective workaholic
<input checked="" type="checkbox"/>	CBS MoneyWatch	4 reasons NEVER to ditch your credit cards
<input type="checkbox"/>	CBS MoneyWatch	5 signs you're a lousy boss
<input checked="" type="checkbox"/>	CBS MoneyWatch	5 coolest cars for under \$18,000
<input checked="" type="checkbox"/>	CBS MoneyWatch	10 ingredients to business health and career success
<input checked="" type="checkbox"/>	CBS MoneyWatch	Job interviews: 5 ways to leave a good impression
<input checked="" type="checkbox"/>	CBS MoneyWatch	10 great products still made in USA
<input checked="" type="checkbox"/>	CBS MoneyWatch	How to tell people what they don't want to hear

The list below contains a series of high-performing subject lines that we used for some of our clients’ campaigns – sorted alphabetically.

1. A Business Cartoon For You...
2. Article On _____ Acquiring This Company...
3. FW: Press Release
4. How To Increase Your Company’s Sales (whitepaper enclosed)
5. Meeting Request
6. This Business Made \$222,000
7. X Must-Have Apps For Salespeople (Inc. Magazine Article)



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8. X Reasons To Emphasize Face-To-Face Communication
9. X Steps For Greater Sales Success In 2011 (part 1)
10. X Tips For Dealing With Stress
11. X Tips For Getting Promoted In 20XX
12. X Tips For Impromptu Talks
13. X Tips For Maintaining A Positive Attitude
14. X Tips For More Effective Telephone Skills
15. X Tips For Setting And Achieving Goals
16. X Ways To Foster Team Member Engagement

* The "X" denotes a number.

Step #4. Test Delivery Times

Although we would like to have 100% of our readers immediately open our e-mails, the reality is that they won't. To help you select an optimum time to send an e-mail to your database(s), I recommend testing:

1. Different days of the week.
2. Different times of the day.

Most people reading this whitepaper will not get around to splitting up their databases into three or more groups to run an open rate test. Because of this, I have listed below some days/times to help you out.

1. B2B Companies**:
 - a. Educational themed emails:
 - i. Day: Friday or Wednesday
 - ii. Time: Early morning
 - b. Sales and Informational themed emails:
 - i. Day: Tuesday
 - ii. Time: Mid to late morning
 - c. You will want to avoid sending an e-mail on the actual day of a holiday – Although this is not a hard and fast rule as most of your competitors will be avoiding these days. Just make sure that what you are sending is appropriate.
2. B2C Companies**:
 - a. Educational themed emails:
 - i. Day: Saturday
 - ii. Time: Early morning
 - b. Sales and Informational themed emails:
 - i. Day: Tuesday, Wednesday and Thursday
 - ii. Time: Mid to late morning and late afternoon (from 3:00 to 5:00)

** Every list is different; the key is to test your list.

When developing the best times to e-mail your database, it is important to consider how often you are emailing someone or what I refer to as the frequency and recency. See below.



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Step #5. Consider Your Frequency And Recency Rates

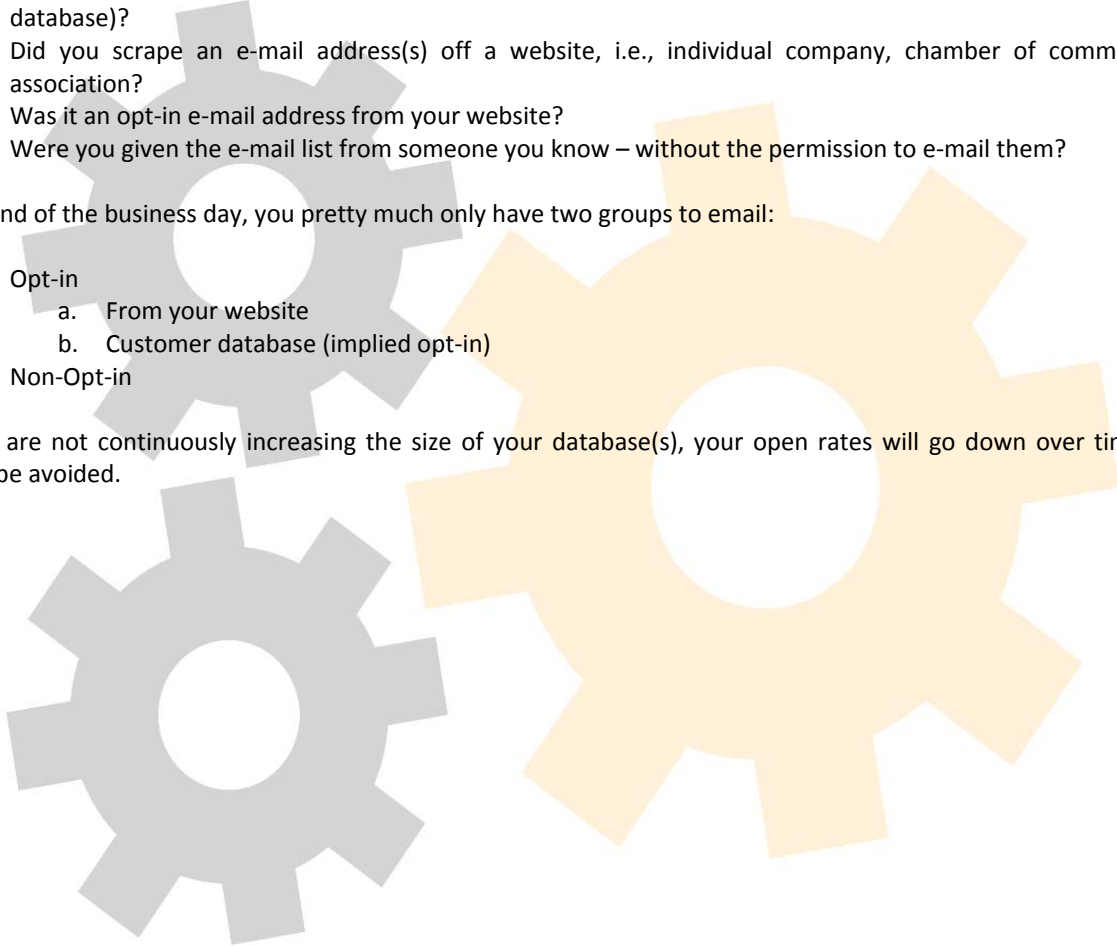
When developing your e-mail marketing strategy, you need to consider the frequency¹ (how often you e-mail someone) and recency (distance or time between each e-mail campaigns) rates of your campaigns. No matter what, a lot will have to do with how your e-mail database was built. By this I mean:

1. Are they your customers?
2. Are they your past customers?
3. Did you or your salespeople meet them at a networking event (and then added their e-mail address to your database)?
4. Did you scrape an e-mail address(s) off a website, i.e., individual company, chamber of commerce or association?
5. Was it an opt-in e-mail address from your website?
6. Were you given the e-mail list from someone you know – without the permission to e-mail them?

At the end of the business day, you pretty much only have two groups to email:

1. Opt-in
 - a. From your website
 - b. Customer database (implied opt-in)
2. Non-Opt-in

¹ If you are not continuously increasing the size of your database(s), your open rates will go down over time; this cannot be avoided.



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In a B2C environment (retail), you can e-mail your opt-in database virtually every day to every other day. Case in point: I am a customer of TigerDirect.com and receive an e-mail almost every day from them (see below). In addition, take notice of their subject line; they are all “sales themed” emails.

FROM	SUBJECT	DATE
TigerDirect.com	Class Checklist: \$59 Android Tablet (24 Hours Only)...FREE iPad Case...& much more	Jul 13, 2012
TigerDirect.com	Monitor Madness: Acer 23" LCD Now \$119...Hurry, See Them All	Jul 12, 2012
TigerDirect.com	Won't Last: HDMI Video Card \$9.99...1.5TB HD \$89...Quad 1TB PC Kit \$299...Quad Core CPU \$89	Jul 11, 2012
TigerDirect.com	Back-to-School Coupon Book...See all 27 Before They Expire!	Jul 10, 2012
TigerDirect.com	Laptops and Tablets Under \$300	Jul 9, 2012
TigerDirect.com	Holiday Weekend Deals: Wi-Fi Router \$19...20" LED Monitor \$119...50" LED TV \$699...Digital Camera \$27...	Jul 6, 2012
TigerDirect.com	Holiday Sale Continues...Save up to 60% if you hurry	Jul 5, 2012
TigerDirect.com	July 4th Sale: Core i3 Laptop \$399...Vizio HD SoundBar \$59...LG LED TV from \$499...23" LED Monitor \$129...	Jul 4, 2012
TigerDirect.com	Holiday Sale Continues: \$89 1TB HD...\$19 George Foreman Grill...\$29 Camera + PCs, TVs and more	Jul 3, 2012
TigerDirect.com	\$2,100 in Total Savings: 20" LED Monitor \$99...Quad Core Laptop \$399...Panasonic 47" LED 3D Smart TV...	Jul 2, 2012
TigerDirect.com	June Black Friday...Weekend Deal Event!	Jun 29, 2012
TigerDirect.com	42" LED TV \$399...7" GPS \$89...72 hours only	Jun 28, 2012
TigerDirect.com	Price Alert: 4GB Quad Core PC Kit \$119...Our Lowest Priced Quad Kit Ever, plus 1TB \$79	Jun 27, 2012
TigerDirect.com	End of Month Sales Event! PCs, Electronics & More...	Jun 26, 2012
TigerDirect.com	Inventory Reduction: Electronics, TVs, Laptops - Priced to Move!	Jun 22, 2012
TigerDirect.com	Laptop Liquidation: Dell Core i3 6GB now \$429...ASUS Core i7 8GB now \$599...Router \$19...hurry	Jun 21, 2012
TigerDirect.com	24HR Deal: OCZ 120GB SSD \$69...plus 8GB Quad PC 1.5TB Kit \$299 and more	Jun 20, 2012
TigerDirect.com	24 Hour End of Spring Sale: 55" HDTV \$699 and much more...Hurry!	Jun 19, 2012
TigerDirect.com	Dorm Room Markdowns: 20" LCD \$89...24" LCD \$129, plus Quad-Core Laptop \$399 and more	Jun 18, 2012
TigerDirect.com	72hr Father's Day Weekend Sale Starts Now...expires 6/17	Jun 15, 2012
TigerDirect.com	4GB MP3 \$19...Surround Sound Bar \$59, plus Laptops, Tablets and More that Ship Free	Jun 14, 2012
TigerDirect.com	Limited Time Only: 1.5TB HD \$89...Core i3 PC Kit \$289...AMD FX Quad CPU \$99...and free shipping	Jun 13, 2012
TigerDirect.com	Top 40: Android Tablet \$79...40" HDTV \$299...Core i7 Laptop \$599...and free shipping on orders over \$100	Jun 12, 2012
TigerDirect.com	50 Last-Minute Gifts for Dad Under \$50 + Free Shipping	Jun 11, 2012
TigerDirect.com	100 Deals for Dad under \$100...plus Free Shipping Continues	Jun 8, 2012

In a B2B environment, you can e-mail someone as often as 1.5 times per week to as little as once a month. However, if you e-mail someone too often, they will stop opening your e-mails or opt out from your database altogether. Additionally, if you e-mail someone too infrequently, and they won't remember who you are and/or just lose interest in your business. No matter you decide, the key is to be consistent.

A Word About Recency:

Recency refers to the time span between each drip. Too short of a period between e-mail campaigns will cause your target audience to opt out of your e-mail marketing database. Too long of a period between drips will result in people forgetting about you and your business. All this said, be conscious of the time between each e-mail campaign, i.e., sending two campaigns out on the same day.

Be careful how you harvest e-mail addresses -- e-mail hosting services, e.g., Constant Contact, will immediately close your account if you receive too many “spam” complaints.



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Step #6. Improve Your Follow-Up Efforts

If you want to accelerate the ROI from your e-mail marketing campaigns, you should consider calling the readers who either opened and/or clicked on a link to an e-mail campaign (just don't call them all the time or tell them that you saw they clicked on a link and wanted to know if you could help them).

Hint: Have mandatory "phone blitz" sessions for your salespeople to attend post the release of a major e-mail marketing campaign. If you do this, your sales activity will sharply increase.

Step #7. Your "Content" Is King

Your e-mail marketing campaigns are only as strong as the content it contains for your readers. Even if you have a great list of clients or prospects, it won't do you any good if they are not motivated to read it.

The key to good content is in understanding your readers -- and what they could use to help them in their personal or business lives. By the way, it doesn't matter what *you* think is important or inviting because you are not marketing to yourself.

Something I encourage our clients or students to do is to think about their target audience. Once this is done, you will see how easy it is to create useful content. I also encourage our clients and students to survey their clients and prospects to determine what they think is important. Once you do this, you will make your content more valuable for your readers.

The key to great content is this:

- Make sure you are sending content that your database can use – whether it is a product, service or knowledge.
- Avoid mixing themes; if you are sending an educational theme, keep it that way. Don't mix too many sales messages into an educational theme because if you do, you will run the risk of a reader opting out. If you do decide to add a sales angle to a campaign, make it a hyperlink that sends someone to your website or landing page. Let this do the selling for you.
- When it comes to e-mail marketing in a B2B world, the majority of people don't like to feel that they're constantly being sold to.
- Put a lot of effort into making your message fun to read, clear, concise and grammatically correct.
- Use a graphically pleasing format – whether it is straight copy or HTML.

Step #8. Always Add A Call To Action To A Campaign

To compress your sales cycle and drive-in more leads, we recommend adding a call to action or what I like to refer to as a risk-free invitational offer (Constant Contact offers a "coupon block" to make this format even easier). By adding a highly visible risk-free invitational offer, you will give readers a path to take to learn more.

Some ideas of a risk-free invitational offer are:

- Client Success Stories: Create a success story(s) on how your business either saved or made a client money.



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- Click here to read how we made this client \$89,761.
- An educational “Buyer’s Guide” of how to buy what you sell.
 - Click here to download your FREE _____ Buyer’s Guide.
- A diagram of your conversion process.
 - Click here to download your FREE _____ Conversion Process.
- A guarantee of work.
 - Click here to read about our X-Part Performance Guarantee.
- A special offer/discount (% or \$s off).
 - Click here to download your _____% of Coupon.

There are scores of risk-free invitational offers you can offer your targeted prospective buyers; however, the key is for you (or your salespeople) to follow-up on a campaign — do this and your sales will soar.

About Drip Marketing, Inc.

Drip Marketing, Inc. is a national marketing, training and consulting firm that does something rather unique for its clients. Since 2002, we have been helping companies increase their sales by providing them a proven money-making sales and marketing system: *Drip Marketing System 2.0*.

Once you have installed the *Drip Marketing System 2.0* at your business, you will see more suspects turning into prospects, prospects into paying clients and clients into raving fans and repeat buyers; it is the perfect push-pull strategy for any size business, including yours.

To learn more about Drip Marketing, Inc. and its *Drip Marketing System 2.0*, visit our website www.DripMarketing.com



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