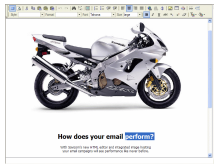


18 September 2007

By: Catalin Bocanu, Web News Editor



HTML Email Editor
http://www.savicom.net/features/html_email_editor.html

More Money with Appropriate Email Marketing Practices

Increase the number of your customers or site visitors with newsletters

In a general sense, Email marketing campaigns are commonly employed to increase the popularity of a website. If you are selling products or you are an advertiser, this type of marketing has the role of improving your overall marketing strategy, due to the fact that many of your potential customers are using the internet as the source of information and the email is a tool known on a large scale. In order to have an efficient email marketing campaign, you must understand that emails are checked by spam filters and they could not arrive to the inbox where they were sent. You should avoid the use of web spiders that collect email addresses posted on web pages with the scope to send bulk emails with bulk email programs, because in the first place, your Internet Service Provider can delete your web hosting account and the expected marketing results are not visible through this practice. A good alternative is the implementation of a newsletter script on your website. Newsletters can contain for example articles, new products releases, price lists or site changes. You can rely on newsletters as an internet marketing technique, because they are sent to certain email addresses based on user subscription. Users must be able to unsubscribe anytime from your mailing list. When you create newsletters, you should avoid the use of words like "free", "buy", "click this link" or "click this ad", because they could be treated as spam by email filters. When you design newsletters, try to compare the HTML and text version. In order to achieve the best results their content must be approximately the same. You should also inform your Internet Service Provider that you are conducting a newsletter marketing campaign based on user subscription. The newsletter title should be user friendly and still maintain the focus on a desired topic. The title structure has an important influence over your targeted audience. It is recommended to use the company name in your email address, because this practice could increase your popularity. The newsletter subscription form should be kept simple. You should not require from your site visitors much information in long forms. You should also inform them about the newsletter content and even give them the possibility to express their own needs concerning particular services or products. In this way, you can better target your audience and you will know what kind of information to provide in the newsletters. As a suggestion, try to maintain the newsletter structure as simple as possible and you should provide relevant links for the products or services presented. The success of your email marketing campaign will rely on the interest shown by your subscribers to read your newsletters. Based on their interest, you must decide the newsletter frequency, structure, quantity and type of information and more. And finally, on a certain period of time you must analyze the web site traffic statistics in order to establish the results of your email marketing campaign and to identify methods to improve it.