

# 21 E-mail Marketing Best Practices

**We'll Boost Your E-mail "Open Rates" and Readership by 35% to 85% - Sometimes Even More!**

We've been doing E-Newsletters and E-mail Marketing since 2001. We've produced literally hundreds of E-mail Campaigns - **and we've learned a lot!**

When more of your prospects, customers and members read your e-mail, more are aware of your programs and benefits. You'll get more click-throughs to your web site for whatever you are offering. **That means MORE Registrations ... MORE Leads ... MORE Dues Renewals ... MORE Meeting Registrations ... MORE Sales ... and MORE Revenue!**

***Here are the 21 E-mail Best Practices that will Boost Your Response and Revenue.***

But BEFORE you try these, test our FREE PILOT TEST and see the RESULTS yourself.

**Get more E-mail Delivered, Opened, Read and Responded to...**

## **Get More E-mail Delivered**

1. Use smaller, 'White Listed' e-mail transmission vendors. Continually test vendors to select the ones offering the best delivery.
2. Use only dedicated IP addresses.
3. Avoid attachments. Instead, host the attachment and make it available with a link.
4. Run your HTML, plain text version AND Mobile Device version through a SPAM Checker.

(see next page)

## **Here's How Our FREE Pilot Test Works ...**

1. **You send** e-mail to 50% of your list your normal way.
2. **We send** your e-mail to the other 50% of your list ***Using Our 21 Best Practices.***
3. **Then, you measure the Increased Open Rates, Click-throughs, and Revenue.**

## **We'll Prove we can get**

- MORE of your E-Newsletters and E-mail promotions Opened
- By MORE of Your Members, Customers and prospects
- Producing MORE Response and
- **and MORE Revenue**

**Before you implement these 21 E-mail Best Practices, give our FREE Pilot Test a try. You'll see the results before you go to the trouble of trying to do it yourself.**

**Call for Your FREE Pilot Test Today ...**

***We'll Boost your "Open Rate" by 35% to 85%.***

**Call Jerry Kaup 847-867-6682.**

# 21 E-mail Marketing Best Practices

5. Monitor Hard Bounces, attempt to re-send for 24 hours, then in an additional transmission. Then, eliminate hard bounces from subsequent sends. Snail-mail and fax requests for updated e-mail addresses.
6. Add "White List Request" note on all correspondence, asking that your "From" e-mail address be White-listed by the individual.
7. Protect your White List status and comply with CAN/SPAM Act. Offer and honor "unsubscribe" requests.

## Get More E-mail Opened

8. Target non-openers and re-send e-mail to them 3 to 5 days later.
9. Split-test Key Openership Elements - like "Subject" and "From" name.
10. Resend Soft Bounces and monitor, suppress after 3rd bounce. Snail-mail and fax requests for updated e-mail addresses.
11. Send e-mail only on the most appropriate days/times for your audience (for example, Business-to-business on Tuesdays, Wednesdays and Thursdays between 10:00 am and 2:00 p.m.

## Get More E-mail Read

12. Create an HTML, Mobiles Device and Plain Text version. Send HTML and plain text as a multi-part MIME file, and make the Mobile Device version accessible from a link early in your message.
13. Avoid External Style Sheets (CSS), and Styles in the head of the HTML file and Span tags. Design that's appropriate for a web page is a disaster for e-mail.
14. Use only In-line Character formatting and a Table layout structure.

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15. Avoid embedded Java script or other executable in the HTML file.

## Get More E-mail Response

16. Offer multiple "Points of Entry" in your first screen shot to fully engage as many readers as possible.
17. Design layout for typical "Z-pattern reader eye movement."
18. Segment lists, and be specific in your demographic / geographic select choices.
19. Cut words 25% and write in "bulleted style," making communication more to-the-point.
20. Make the "click here" link compelling call to action with copy that's loaded with benefits.

**21 BONUS: We'll show how to get additional free circulation of your E-Newsletter on Social media sites to attract more new members and prospects.**

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