

E-Mail Marketing

E-mail marketing is perhaps the single best tool to reach a lot of people with whatever message you want at a price that most people could afford.

The results are about as instantaneous as it gets. There are really two types of e-mail marketing:

- 1) E-mail marketing to clients and prospects which have requested info, people you are already in contact with. You are sending the emails to opt-in and double opt-in recipients. This is where the results are the very best of course.

Several really good e-mail programs exist to achieve this task. Do not think your own AOL account or whatever else such as G-mail etc will be able to do this task professionally. No way.

Some companies which are real good are: Constant Contact, AWeber, Infusion software, icontact, VM-Direct (with video capabilities built into the email) and I am sure a few other ones. Any one not collecting e-mail addresses from client and hot prospects is like someone not breathing and not eating but expects to be healthy. Anyone thinking he can keep his clients and prospects connected through emails without some of the above software is just plain foolish.

- 2) Then there is e-mailing to the masses. Literally hundreds of thousands if not millions of e-mails per month.

Sure, you have heard that SPAMING is illegal.

Who says anything about Spaming even though you send 80,000 to 200,000 e-mails 2-4 times a month?

Spaming has a very exact definition. In fact the acronyms used include the word porno. Yes that is what the letter P means in spam. The whole word means 'Stop Pornography and Abusive Marketing Act'.

Anyhow there are about four very important rules you need to follow and you are NOT spamming. They are easy and really common sense, so nothing to worry about.

- Do not use deceptive advertising. (*Saying you sell T-shirts but sell something else*)
- Do not use someone else's name as the sender
- Have your physical address on the email
- Have a take-off button so that people can unsubscribe (and then do not e-mail them again)

However, to send anything more than 50 e-mails and then still get them delivered is an art and science in itself. And this is where Flasch Marketing Experts comes in.

Outgoing servers will shut you down whenever you send a batch of same e-mails to more than a few hundreds, and incoming servers like AOL, Comcast, Hotmail etc and other such services will block your e-mails as they are monitoring the same size e-mails from the same servers in a short time and deem it to be Spam even though you comply with the above four factors. Thus your campaigns end up in the nowhere land -- or Spam filter -- as they call it.

We have the infrastructure to send millions of e-mails with messages which get opened (at a reasonable and workable number) and attract clients for the exact service you want.

What we do is get your message out up to a million times per month (200,000 – 500,000 is a good average). This amount could be limited or increased by YOUR targeted market – if you have only 300 potential customers worldwide due to your industry then a million is not possible -- of course.

But there is more to it. Those hundreds of thousands of prospects, some of them at least, will refer you with the click of a button to their friends, even put you on their Facebook and Twitter and any social media accounts. In fact, we will make sure that your e-mail is set up for Facebook, Myspace, Twitter etc referrals to occur easily.

They call it viral marketing, or ‘word-of-mouse.’

The world has never seen a more powerful marketing tool to carry out viral marketing till now. (Then again there is short code texting to cell phones on the horizon and it might just become more powerful or at least rival it. Great – let’s use both. I will explain the texting potentials in a later issue.)

Synergy, by the way, is the key in all success, be it healing a body, succeeding in business or marriage or winning a war. Without the synergy of many aspects working together probably not much will ever work, which is why so many individual marketing actions which are rather good, fail. They are NOT supported by other actions, whether those other actions fall in the field of marketing or not.

Even though e-mail marketing does still cost some money it is by far the most inexpensive and most effective way of marketing.

Keep in mind that even your social media videos/infomercials can and should be promoted via e-mails as well, in addition to posting them on the 50 some channels.

We here at Flasch Marketing Experts have gotten 90 % of all our business from e-mail campaigns and internet strategies over the last few years, and our prospective clientele (doctors and businessmen) are not even the most internet savvy people out there -- not by a long shot.

The risk of ignoring e-mail marketing (as well as the whole package of social media as they work together) is probably going to cost some (quite a few in fact) business people, doctors etc, their future.

They will not be amongst the last men standing and if they ever don’t go broke they will endure financial hardship of immense magnitude -- self-imposed hardship I might add, as the stuff is not so hard to learn and/or do.

But you can't wait till everyone else does it successfully and jump on it as by then the game will be over for you. By that time something else will be dominating the market and you will again want to wait till it works for everyone else first.

Leaders do never wait. This is why they call them 'leaders' and not 'followers'.

To summarize:

The only way to sell your product or service is if all people who could possibly need or want your product or services know you exist.

In fact this goes a bit further. You must make sure that all the people who are influential to your prospects also know about your service so that they can positively influence your prospects.

The only way this is possible is if you contact them – stay in their face -- several times a month, even several times a week. Otherwise it is “out of sight, out of mind”

We even forget girl/boyfriends by not being in touch constantly – so for sure this phenomenon of “out of sight –out of mind” works with your prospects.

So, the only hurdle to marketing, which is staying in touch on a constant basis is the cost.

How can I contact all (as close as possible to all) the people in my area that should buy my product or service many, many times a month without having to spend money which I do not have?

E-mail and social media are two of the best answers or at least they are so powerful that ignoring them is fatal.

The only other part which is still of major importance is the message so that you are not an intruder but that you are welcome with your message (as much as possible at least) and even passed on – for free!! Make sure you read about this in the section where we talk about messages and about talking about Non-Business related stuff.

E-Mail Marketing Basics and The Quantity Needed To Make an Impact:

- Create several (about 10 at least) powerful e-mails about your service
- Create at least 3 different subject lines for each e-mail. (5-10 is even better)
- Create at least 10 powerful e-mails about topics that have nothing to do with your profession or business, but only concerning the community (*children, elderly people, poorer people and about business issues which concern your prospects but are not related to your product or service*)
- Create at least 3 different subject lines for each of these non-business e-mails
- Find the e-mails for the following categories of people (*business people, all health care professionals, consumers at large, community leaders such as church leaders, school teachers, non-profit organizations etc*) This could be a different set of categories for YOUR business. If you are not sure about the categories, get with us on it.

- Send each of them about 2-4 e-mails per *month* (some of them promoting your products and services and some of them talking about community activities and some of them giving/or passing on tips on marketing, business practice, hiring, any changes in law, etc)
- Make sure that you follow the correct strategies (ask us about e-mail delivering strategy musts on the type of servers needed, email programs, DSL lines etc) to get the e-mails delivered
- Make sure you follow spam policy (4 points)
- Make sure, very sure, that it is easy for the recipient of your e-mail to forward your message to friends and even post it on their Facebook, Twitter accounts.
- Have a perfect e-mail collection system (this is for people who respond)
- Have a auto-response system in place as to keep in contact with people who have somehow positively responded to one of your messages (*It is important that you know to which message they responded -- community, marketing tips, your service, etc -- as the following automated messages will be according to the response.*)

Quantity is the name of the game, more important than quality. I am not advocating poor quality in your marketing efforts. However, many people forget that sending a simple text email to 200,000 people will create a much better return than designing a very nice colorful brochure and sending it only to about 1000 people.

Talk to us about the quantity of email addresses that we could collect in your area.

Here you have it.

Social Media and Email marketing are by no means the only marketing tools you should use.

OPM – stands for ‘other people’s money’. It is a term that is more known in real estate investment – how to use other people’s money to help you getting a property.

But why not use that concept in marketing too?

In my next issue will discuss more on how to use other people’s money and effort to market for you – for free!

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