

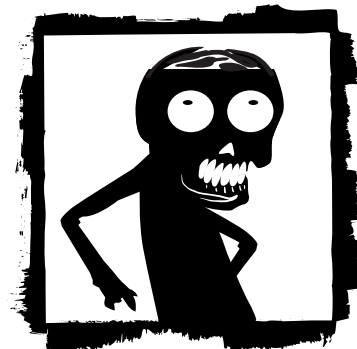


9 TIPS TO AVOID BECOMING AN EMAIL MARKETING ZOMBIE

Becoming an email marketing zombie is probably one of the worst things you can let happen to your business. You need to engage your customers and make them always crawl back for more. Here are a few tips that can help you come back from the dead.

1 SLICE AND DICE YOUR LISTS

By creating segmented lists, you ensure your readers are receiving messages that interest them. You don't want to send an email about cat food to someone who owns dogs. Segmentation also applies to your web content as well; you don't want to send a CEO to a landing page that is meant for marketing managers. Proper segmentation will maintain your contacts health and won't turn them into a zombie.



2 ZERO-IN

Take a look at what your competitors are doing and see who they are targeting. This allows you to pull ideas from their campaigns without copying them. You do not want to follow their steps play by play; they could easily be overlooking your niche audience. Seeing what competitors are doing could give you the upper hand when creating your email campaigns.

3 SLEEP WITH ONE EYE ON YOUR AUDIENCE

In a post-apocalyptic zombie-driven world, we will all have to keep our eyes and ears open. The same applies when figuring out the perfect plan for your email marketing campaigns. Understanding what makes your target tick and what will keep them interested is the ultimate key to survival. You can ask targets what interested them or what they would like to receive from you, which will allow you to send targeted emails their way and stop them from frothing at the mouth.





4 PLAN YOUR ATTACK

If you're new to email marketing, **proper testing and planning is key**. You should be planning your attack a month or two in advance with great detail. Once you have a plan in effect, begin working out the details and start sending. Build yourself an email marketing calendar and map your attack for the next few months.

5 TAKE TIME AND ENTERTAIN YOUR CUSTOMERS

Enjoy getting to know your clients and enjoy testing new ways to sell to them. Subject lines and changing button colors will make a difference to your email campaign, but if you need some serious movement you need to really kill it. You can try different A/B split testing by adding in dynamic content or different pictures to see what will draw in your customers.



6 AWAKE THE DEAD — ASK YOUR CUSTOMERS TO TAKE ACTION

Your email list is like a brain, you need to feed it and nurture it daily with good information or else it will slowly become stupid and die. You need to include a call-to-action in your email campaigns to get the brain working. Sure you might have an amazing newsletter filled with great content, but if you don't have anything pushing your readers to do something else they will ignore it, or worse, unsubscribe.

Train your readers right and then when you do put the “click here” button or the “sign up” link or some other revenue-generating action, it'll be second nature for someone to click and check it out.

7 CLEAN UP THE MESS

It's important every now and then to clean up your list and get rid of those zombie-like contacts. Plan a monthly or quarterly list clean up. This can allow you to remove any dead weight you have on your list and make more room for new contacts.



8 AVOID TRAPS

Spam filters examine a large list of criteria when determining an email's "spam score." If your email campaigns total spam score is over a certain threshold then it can be sent to the dreaded Spam inbox. Here are a few common mistakes you should avoid when planning your email campaigns:

- ALL CAPS – Your customers don't yell at you so why yell at them
- Spam words – "FREE" "Mortgage" "Once in a life opportunity" etc.
- Symbols – "***\$#@!!\$^" can really make your email look like it belongs in the trash
- Poorly designed HTML

9 REVIEW YOUR "KILLS"

You can learn a lot about your readers by reviewing your email analytics or "kills." It's important to watch email campaign performance metrics as closely as you can.

- Of the emails sent, how many were opened?
- Which links were the most popular?
- How many times was your content shared with the users' social network?
- Which offers resulted in the most conversions?



All of this information is very useful when planning your next campaigns. You can build segments and email campaigns based on opens or clicks to target your customers more.

