



5 Step Roadmap to Successful Email Marketing

Did you know you can get up to \$50 return on every dollar spent on email marketing? Do you want to know how this can be achieved for your own business? If so – **read on!**

The secret is simple – you must know your target market and communicate with them using effective offers that relieve their emotive pain. Emotive pain, what is this? For Business to Business this is a beneficial solution to a painful problem. For Business to Consumer this is a product or service that fulfils an emotive need.

The great thing about email marketing is that everyone can follow the same 5 step roadmap to be successful.

1) Define your business objective - You need to be clear about what you want to achieve from your efforts. Is it customer acquisition using promotional offers? Is it sales lead generation to secure qualified prospects for business development? Is it customer nurturing and retention with informative e-newsletters?

2) Build your email list - Put a plan in place to start growing your list. Use your website to collect permission based email contacts from enquiry, registration or subscription forms. Make sure every member of your staff understands the importance of building your list. Collect permission based email contacts at every customer transaction.

3) Prepare your message - Prepare the marketing message you want to get to the recipient. Put yourself in the position of the recipient. What is in it for them? Will the message compel the recipient to your desired action? Your message should follow the [AIDA process](#); attract the **A**ttention of the reader, generate their **I**nterest with your message, create a **D**esire for the reader to act and provide them with a call to **A**ction.

4) Test and test again - Ensure that you have a compelling subject line that will get the recipient to open your email. Test the email using a test group of contacts. Test for open rates with different email subject lines and test click thru rates for different call to actions. Once you have the email that works best send it to your entire target list.

5) Measure and track your results - Use email marketing analysis tools to measure your results versus the objectives you have set for the campaign. What worked? How can you improve? This will become your digital marketing engine. As you gain experience and learn what works for your business and target customers you will be able to crank up the digital marketing engine to achieve Better Marketing Results.

About the Author

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