

Advanced Email Marketing: Staying Welcome in the Inbox

Presented By: Ryan Peterson, Product Manager
Stephanie Fleming, Copywriter

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- Copywriting Principles That Enhance Deliverability
- A Few Infusionsoft Secrets (You Probably Shouldn't Know)

What you need to know about SPAM



It's not just avoiding the word free.

It's more than not having permission

Inboxes are blowing up



#deliverability



“ESPs can do many things but your content and frequency aren’t among them. What/when/how you mail is largely dependent on your deliverability.”

"Just like DKIM, domain-level reputation is on the rise. For portability’s sake, make the From: and Friendly From as consistent as possible."

"Permission is not enough; list engagement is the key to deliverability. ISPs have stated they’re measuring such things as viewing time."

The Email Deliverability Flow



The Email Deliverability Flow



The Email Deliverability Flow

Analyzing...
Analyzing...
Clean Content



The Email Deliverability Flow



The Email Deliverability Flow



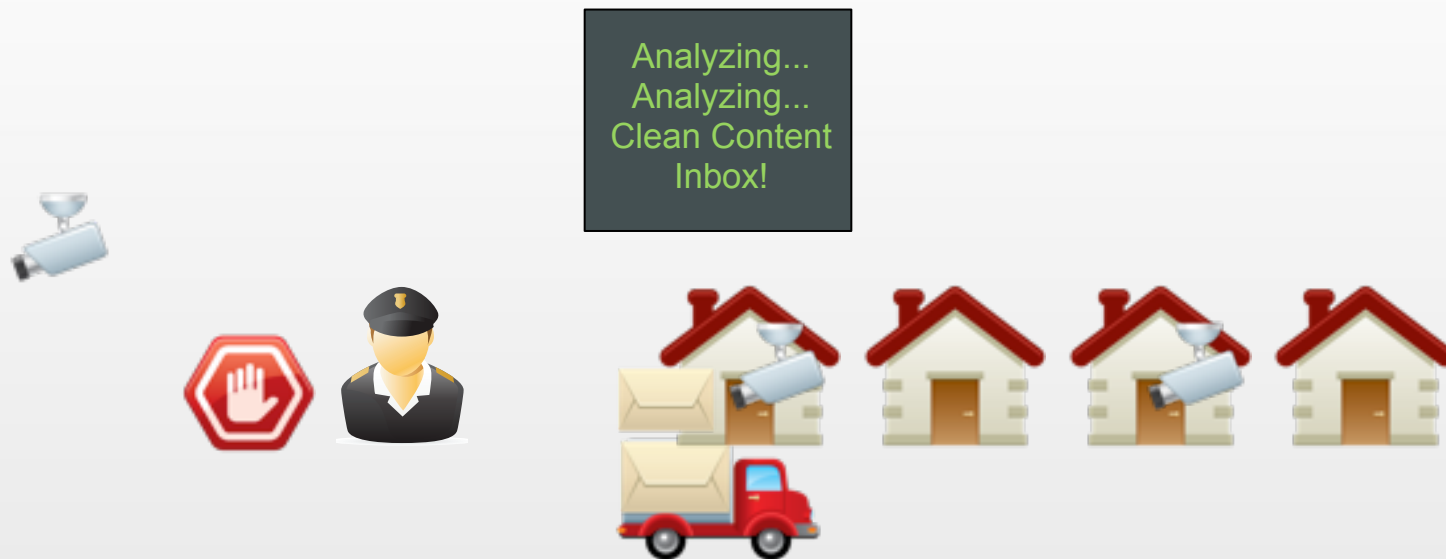
The Email Deliverability Flow



The Email Deliverability Flow



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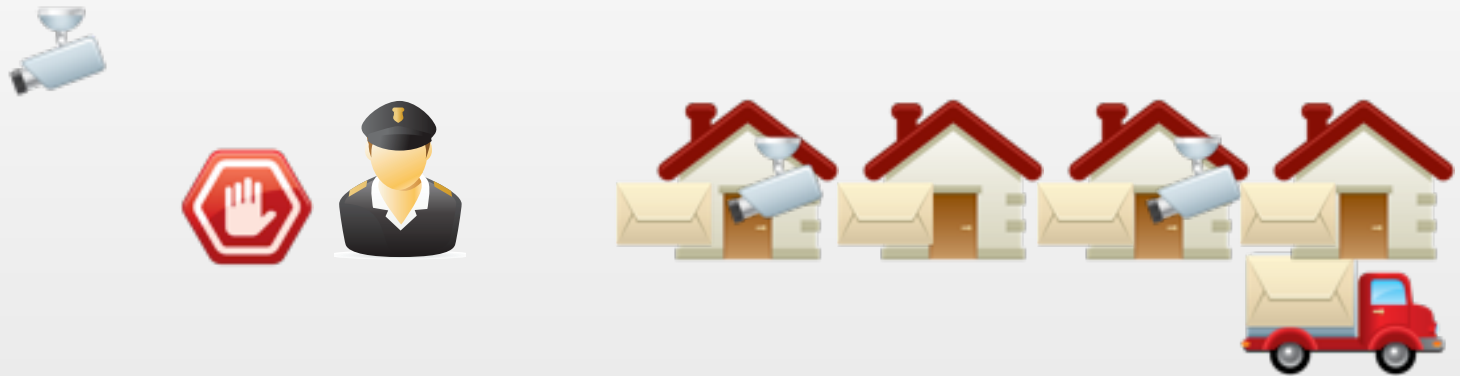


The Email Deliverability Flow



Analyzing...
Analyzing...
Looks Phishy
Bulk Box!

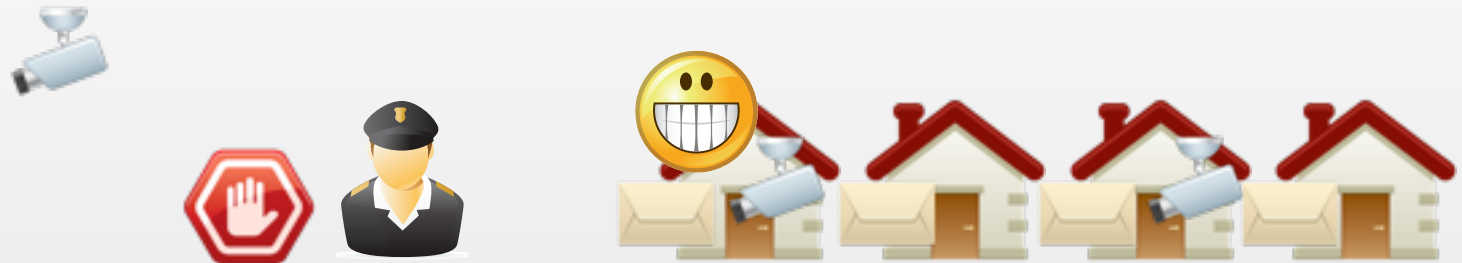
The Email Deliverability Flow



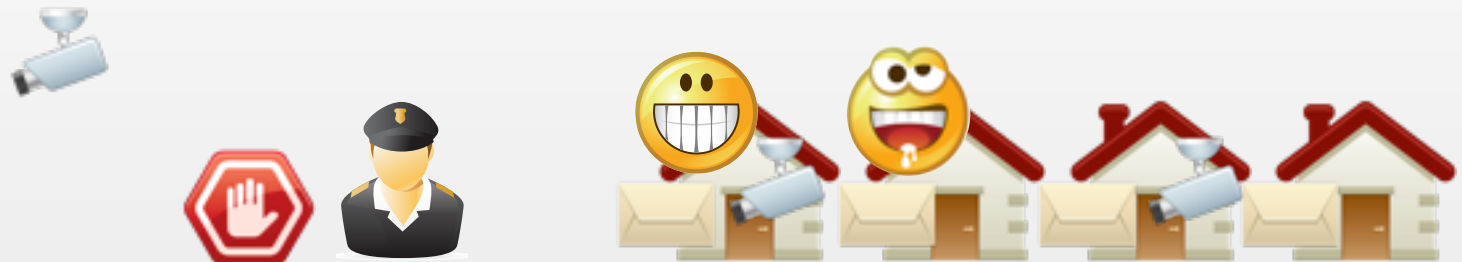
The Email Deliverability Flow



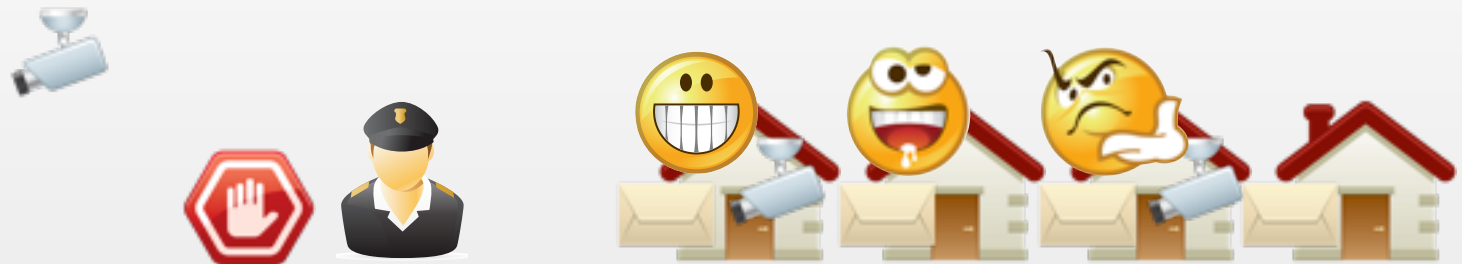
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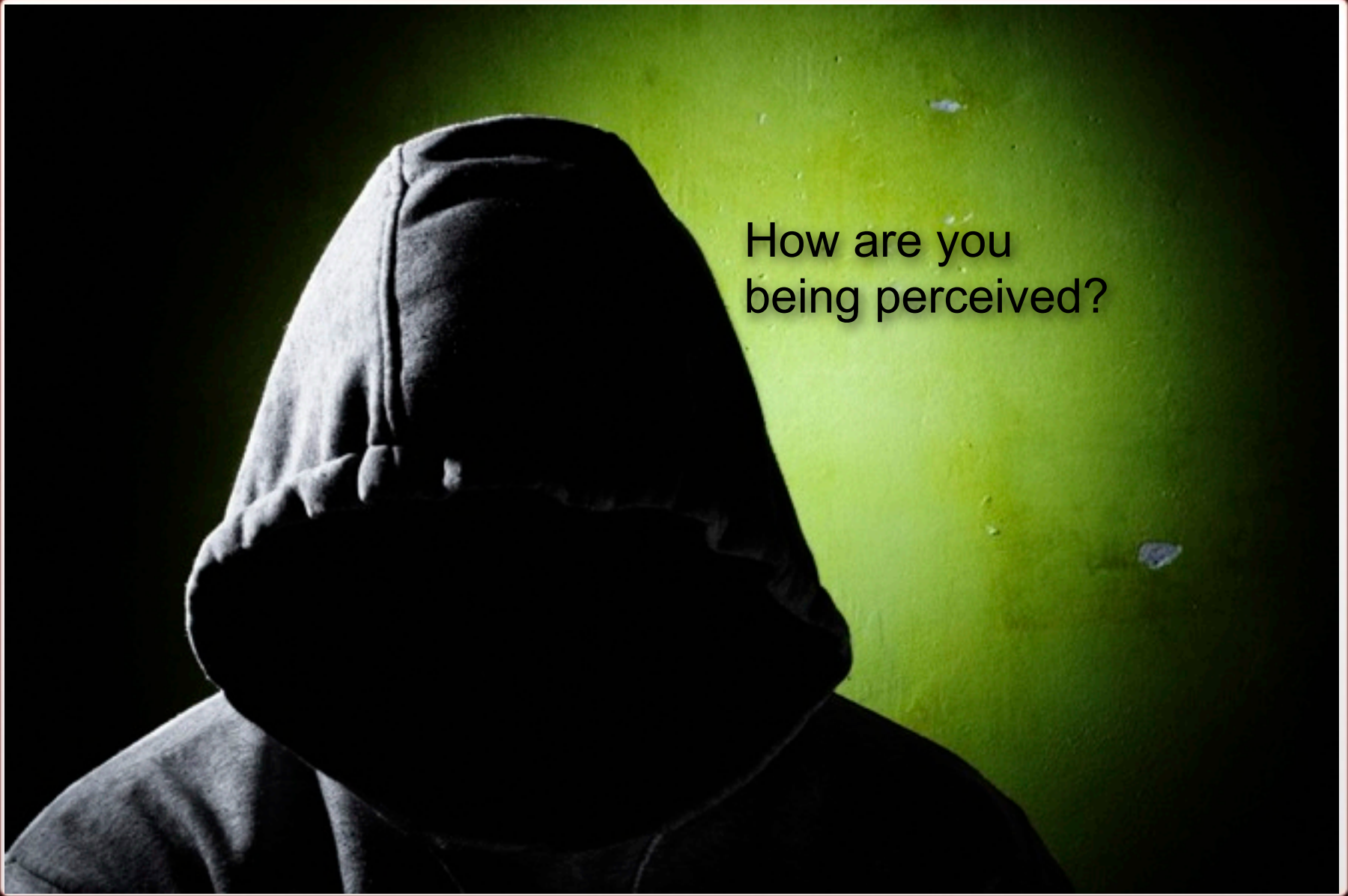


The Email Deliverability Flow



The Email Deliverability Flow



A person wearing a dark hoodie is shown from the chest up. Their right hand is pressed against their mouth, completely obscuring their facial features. The background is a solid, vibrant green. The lighting is dramatic, with the person's face and hand in deep shadow.

How are you
being perceived?

Your Reputation is affected by...

Your Reputation is affected by...

- Number of Spam Complaints

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- Consistency of sending

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- Number of Spam Complaints
- Consistency of sending
- User Engagement (opens/clicks)

Your Reputation is affected by...

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- Consistency of sending
- User Engagement (opens/clicks)
- Fulfillment of expectations

Your Reputation is affected by...

- Number of Spam Complaints
- Consistency of sending
- User Engagement (opens/clicks)
- Fulfillment of expectations
- Objectionable Content

Some Spam Facts



*Message Labs (Symantec)

Some Spam Facts



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Some Spam Facts

- 86.4% of all email is considered SPAM*



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- Certain words are considered SPAM words



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- Certain words are considered SPAM words
- SPAM filters look at the subject line AND the body of the email



*Message Labs (Symantec)

SPAM Words to Avoid

**Act Now
Credit
Opportunity
Cash
Bankruptcy
Earn**

**Money Back
Limited Time
Guarantee
Offers
Order Now
No Fees**

**Sign Up
Save
\$
Risk Free
Stop
Unlimited**

Ironically, SPAM is a SPAM word:

Let us help you *launch your first campaign* today.

We value your privacy, we really hate spammers, and we're not going to sell your info to spammers (or to anyone else). If you really want to read the boring details of the privacy policy, you can read them here. To unsubscribe or change subscriber options [click here](#)

Spam Themes

Spam Themes

- Talks about lots of money (.193 points)

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- Describes some sort of breakthrough (.232 points)

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Spam Themes

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- Contains urgent matter (.288 points)
- Money back guarantee (2.051 points)
- Why Pay More? (1.249 points)

Free Daily SparkPeople Emails

- ☒ **Best of SparkPeople Daily** (Sample)
- ☐ **Exercise Tip of the Day** (Sample)
- ☐ **Family Health and Wellness** (Sample)
- ☐ **Healthy Reflections** (Sample)
- ☐ **Recipe of the Day** (Sample)
- ☐ **Food Showdown** (Sample)
- ☐ **DailySpark Digest** (Sample)
- ☒ **Special Offers**

[Select All](#) | [Remove All](#)

* You can expect to receive one email per day for each checkbox above, except for Special Offers which sends rarely.

Free Daily SparkPeople Emails

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My Home Resource Center Community SparkPoints SparkPages [Join Now For Free! / Login](#) →

Best of SparkPeople Daily

- April 18

Get a Handle on Emotional Eating

The Secret Sabotage of Your Weight Loss Program

Ever been angry or upset one minute and then on your couch eating the next, unable to remember why you started eating or how long you had spent munching? If so, then you have entered the world of emotional eating. It's something that can happen to anyone, and one of the most common dieting obstacles out there.

Emotional eating at its best passes after a few minutes. At its worst, it can take over your life and cause you to eat uncontrollably for extended periods of time. And according to nutritional experts, 75% of overeating is caused by emotions. So don't worry, if you suffer from emotional eating, you are not alone.

 Free Samples	 Grocery Coupons	 Baby Coupons	 Pet Coupons
 Beauty Coupons	 Movies & Music	 Free Stuff	 View All

CoolSavings

Featured Exercise

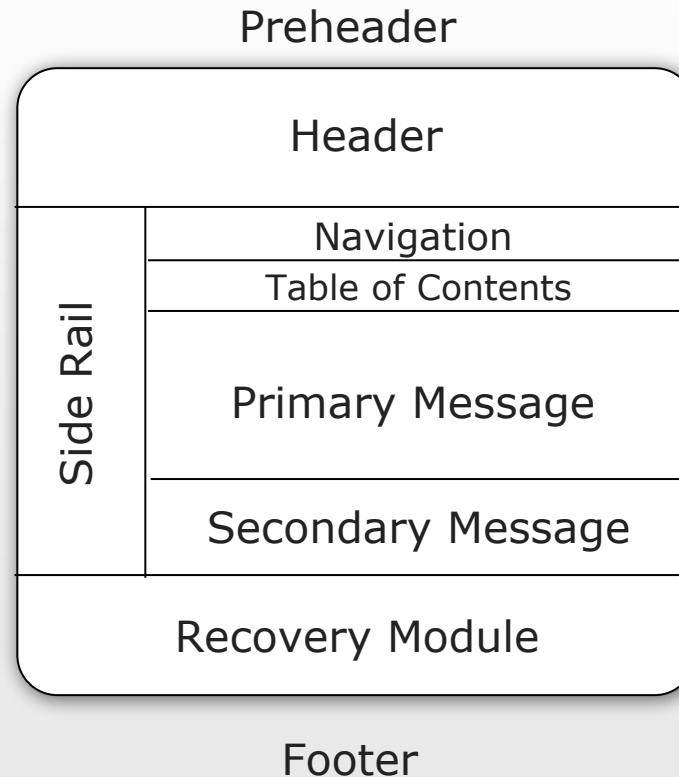
Modified Lunges

Great for beginners!

[See Exercise Demo](#)

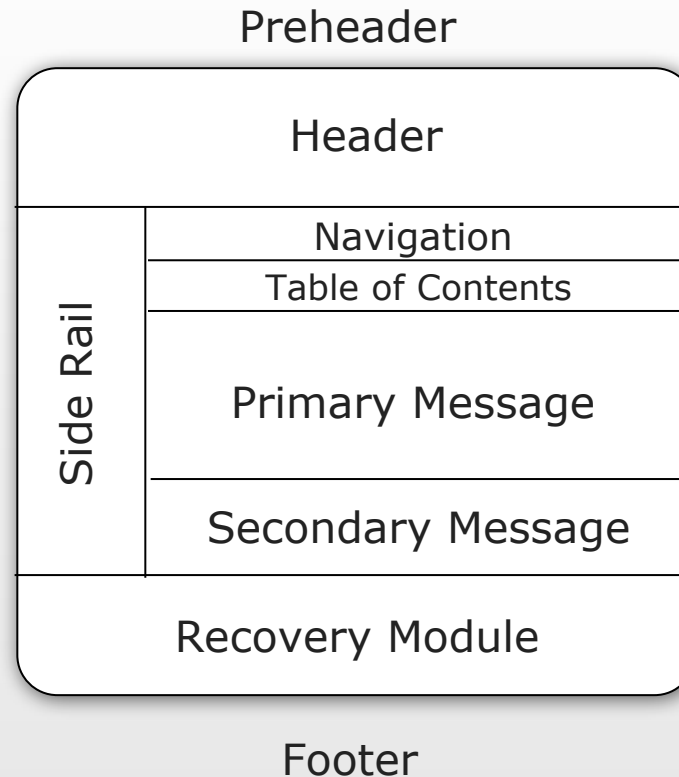


Advance Email Structure



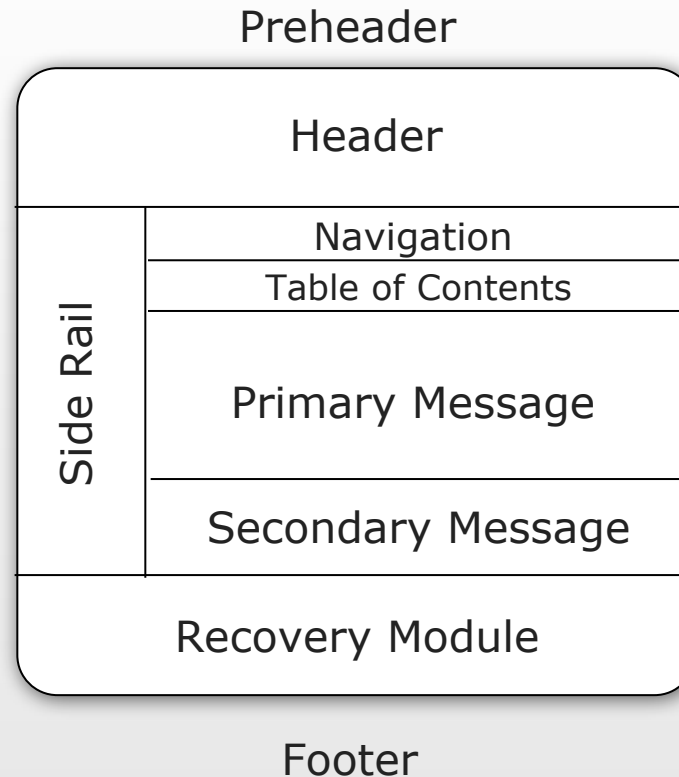
Advance Email Structure

- Pre-header



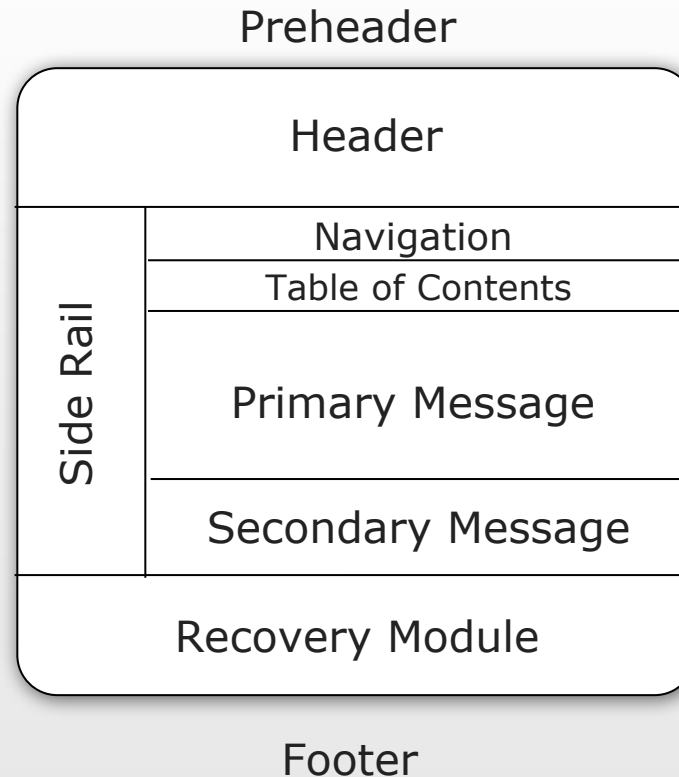
Advance Email Structure

- Pre-header
- Header



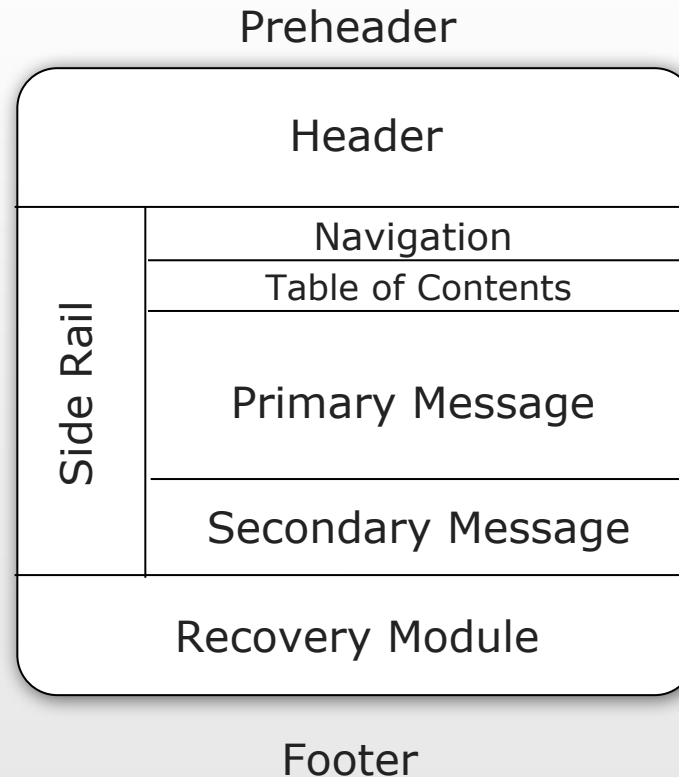
Advance Email Structure

- Pre-header
- Header
- Navigation



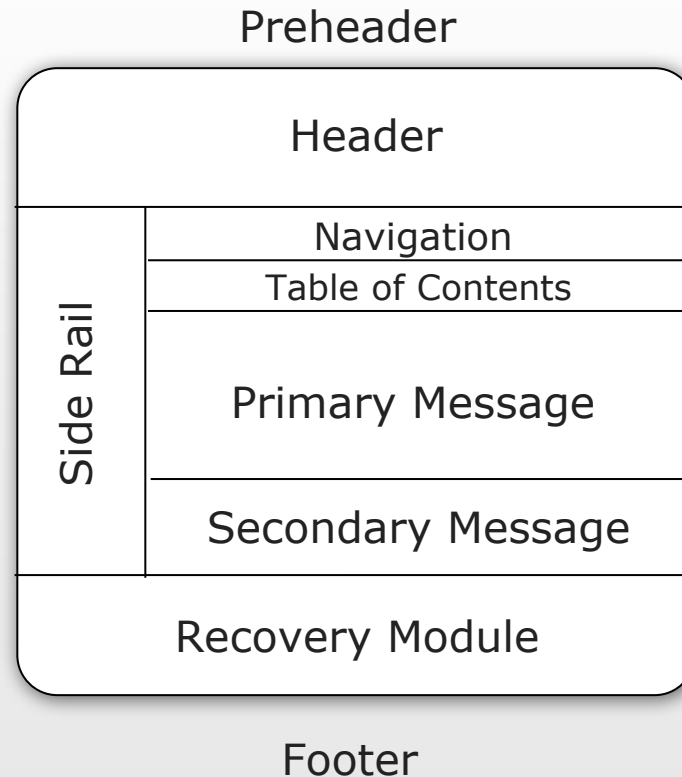
Advance Email Structure

- Pre-header
- Header
- Navigation
- Table of Contents



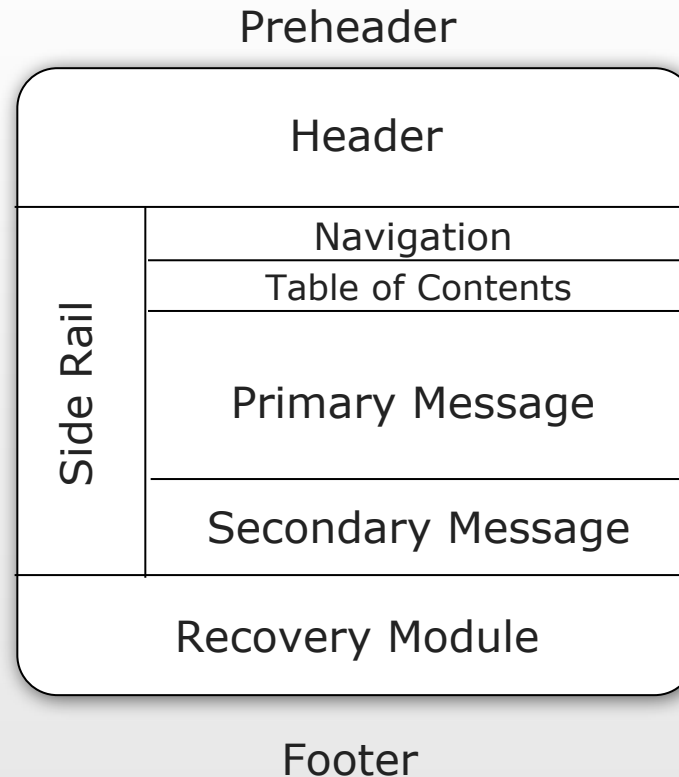
Advance Email Structure

- Pre-header
- Header
- Navigation
- Table of Contents
- Primary Message



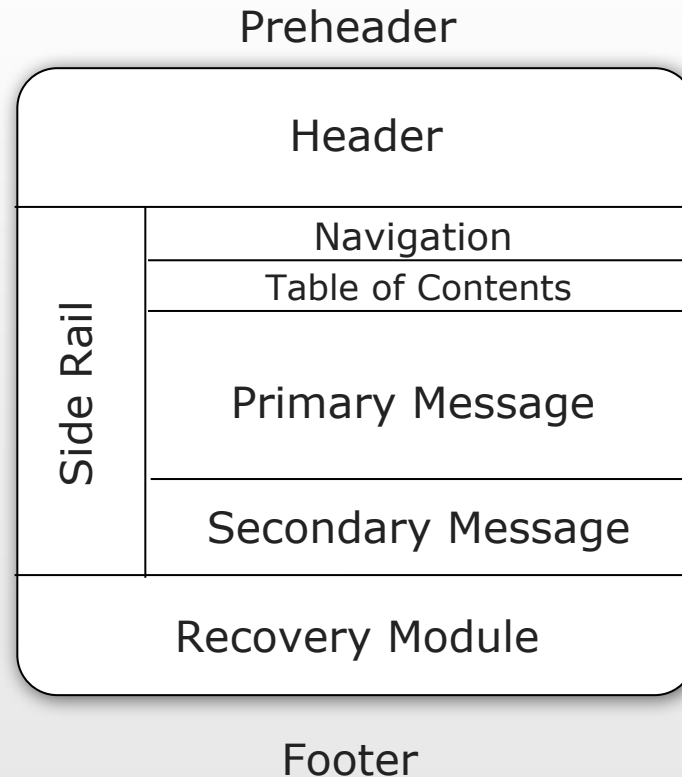
Advance Email Structure

- Pre-header
- Header
- Navigation
- Table of Contents
- Primary Message
- Sub-message



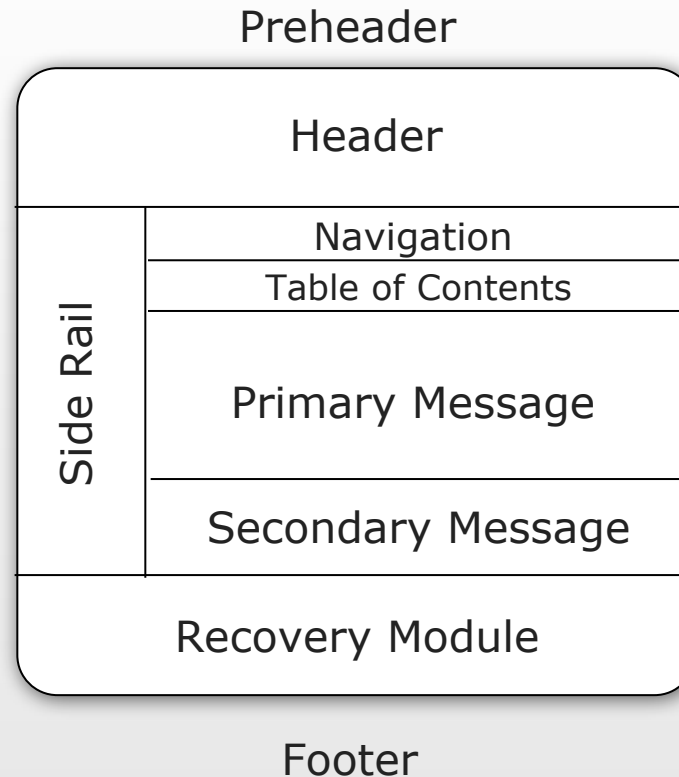
Advance Email Structure

- Pre-header
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- Sub-message
- Siderail



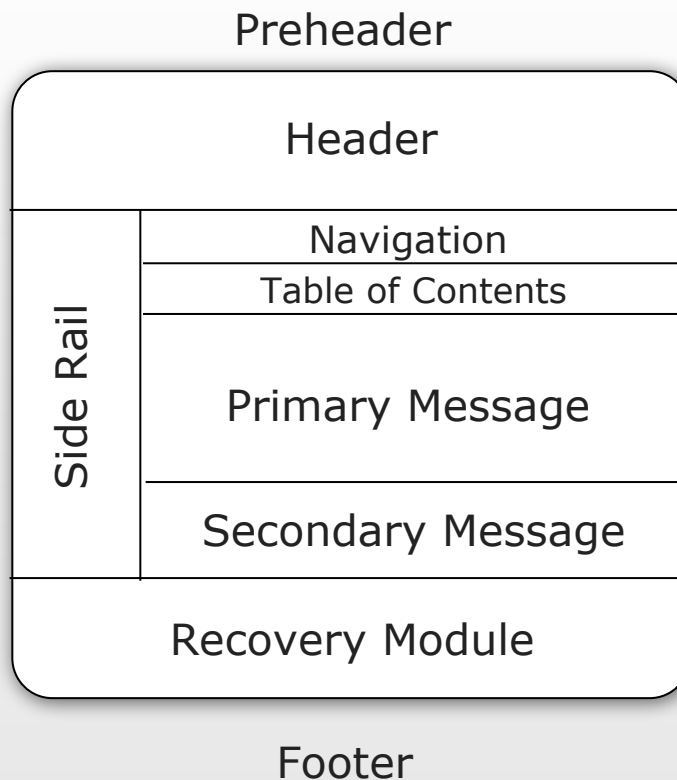
Advance Email Structure

- Pre-header
- Header
- Navigation
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- Primary Message
- Sub-message
- Siderail
- Recover Module



Advance Email Structure

- Pre-header
- Header
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- Primary Message
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- Recover Module
- Footer



Pre-Header

Pre-Header

- Use them

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- Use them
- Shows up in Gmail, Outlook, iPhone

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- Use them
- Shows up in Gmail, Outlook, iPhone
- In Gmail your subject line eats into your preheader

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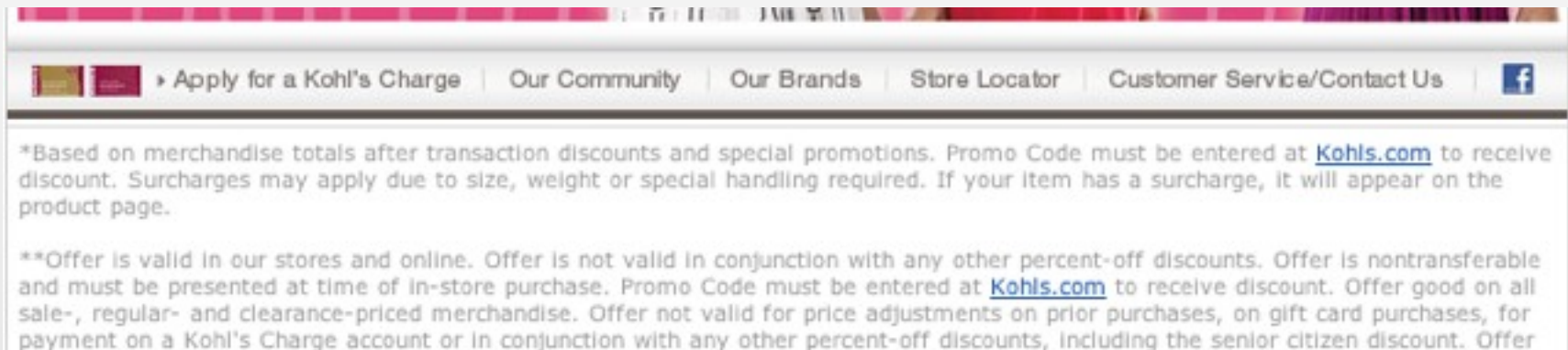
Test - Announcing Super-Awesome Stuff We've just released a slew of awesome new pr

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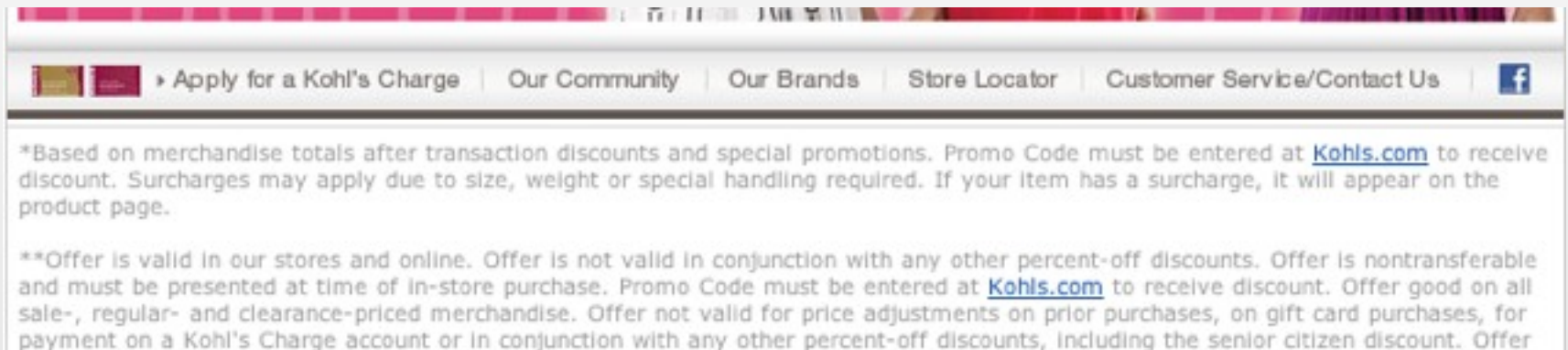
Test - Announcing Super-Awesome Stuff We've just released a slew of awesome new pr
Save up to 66% off! 3-Day Pre-Black Friday Deals going on now at 6ave.com - Having d

Recovery Module



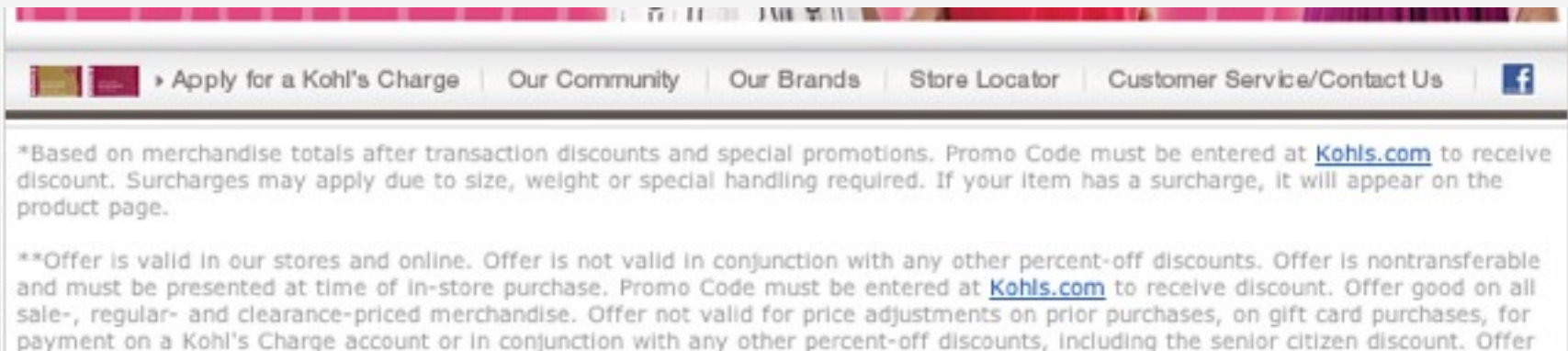
Recovery Module

- Last chance for a click



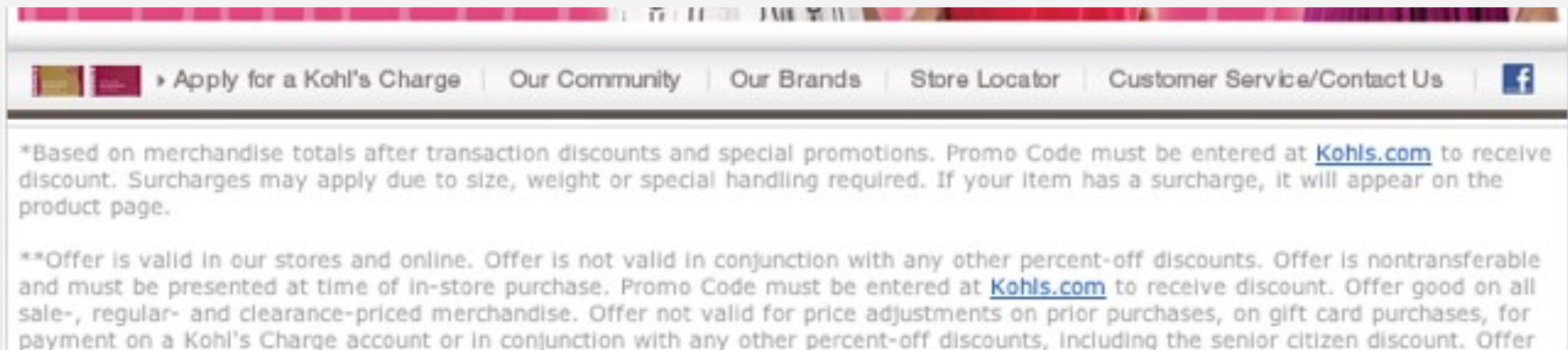
Recovery Module

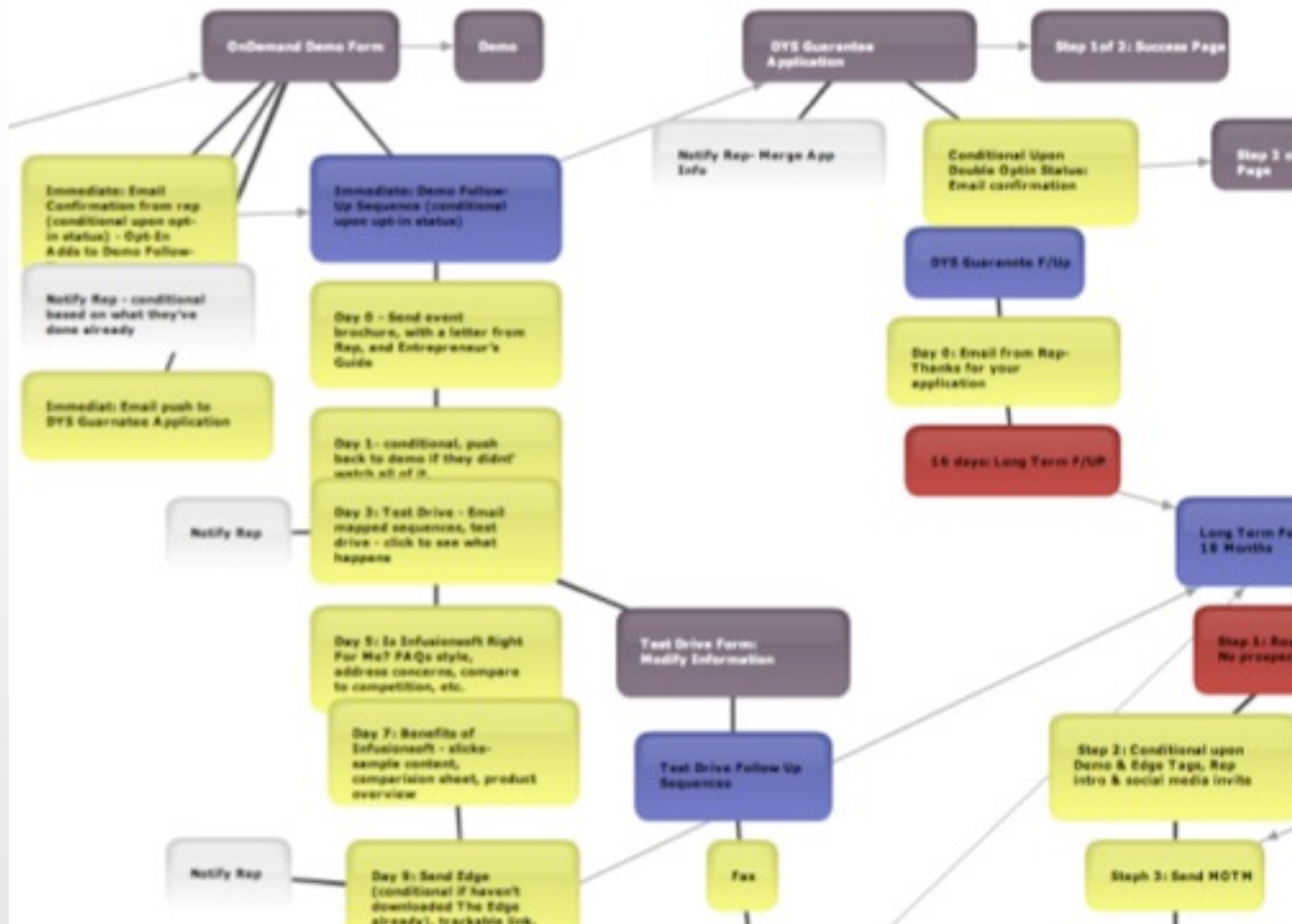
- Last chance for a click
- Provide easy access to info a customer may want



Recovery Module

- Last chance for a click
- Provide easy access to info a customer may want
- Opportunity for customer to take other actions off email





Example: An Infusionsoft Sequence Map

Tips For Effectively Mapping Campaigns

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- Start mapping your sequences right now one person in charge of tying it all together

Tips For Effectively Mapping Campaigns

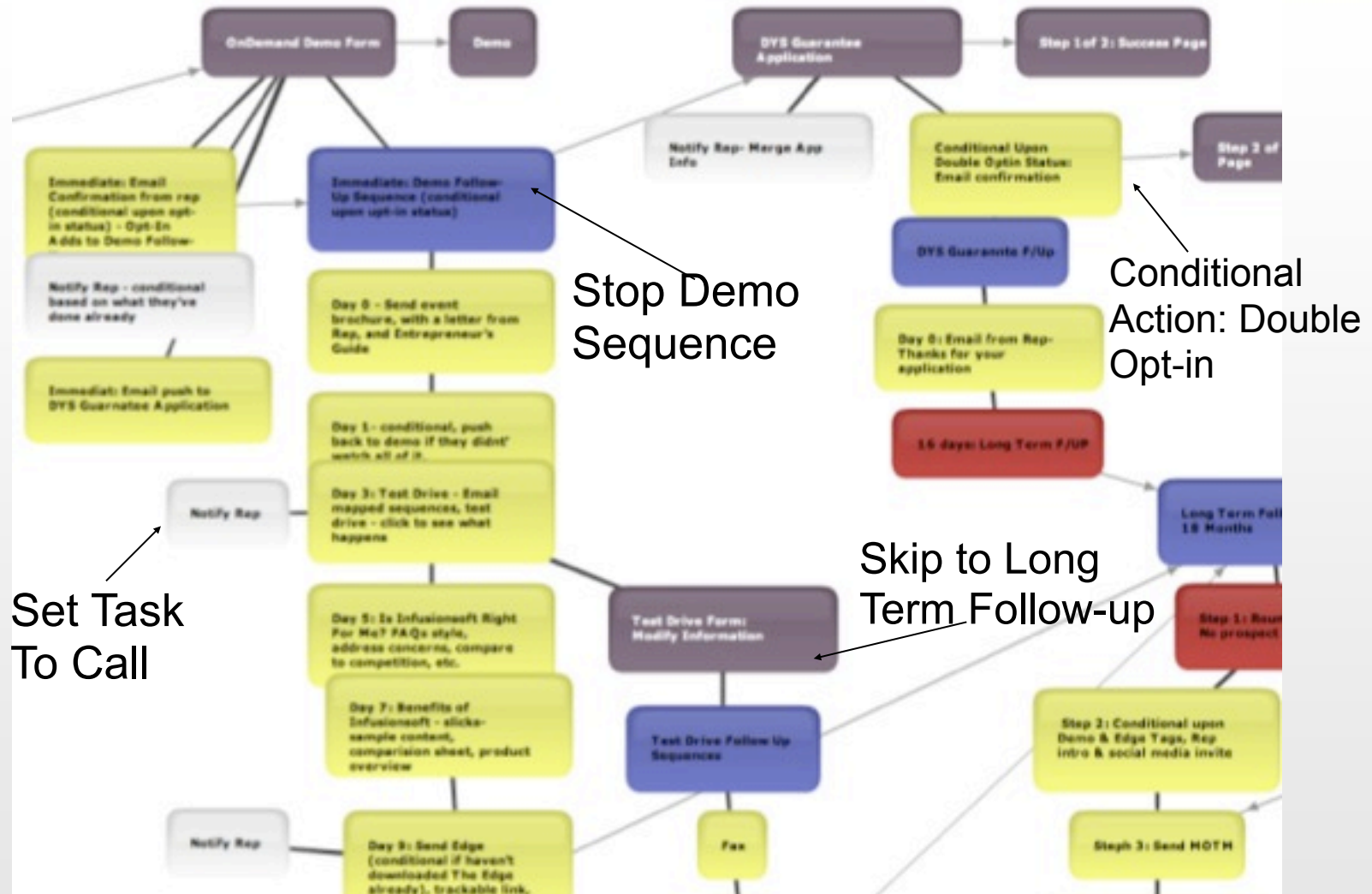
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- Find every point of entry with your contacts and make a plan

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- Remember to start and STOP sequences as necessary

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- Start mapping your sequences right now one person in charge of tying it all together
- Find every point of entry with your contacts and make a plan
- Remember to start and STOP sequences as necessary
- Create a mind map for every segmented list you have



Get Into the Minds of Your Contacts, and Be One Step Ahead of Them

How Many Ways Should You Segment Your Lists?

1,001

Segmentation should be an ongoing process

What Information Should You Collect?

The More You Know, the Faster You Grow

What Information Should You Collect?

- Name and Email

The More You Know, the Faster You Grow

What Information Should You Collect?

- Name and Email
- Gender

The More You Know, the Faster You Grow

What Information Should You Collect?

- Name and Email
- Gender
- Demographics

The More You Know, the Faster You Grow

What Information Should You Collect?

- Name and Email
- Gender
- Demographics
- Occupation

The More You Know, the Faster You Grow

What Information Should You Collect?

- Name and Email
- Gender
- Demographics
- Occupation
- Marital and Family Status

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- Interests

The More You Know, the Faster You Grow

What Information Should You Collect?

- Name and Email
- Gender
- Demographics
- Occupation
- Marital and Family Status
- Interests
- Behaviors

The More You Know, the Faster You Grow

Name and Email

In a 12 hour presentation, Tyler will reveal:

- Why traditional email marketing is hurting your list
- How to get better response rates without hiring a copywriter
- Simple ways to blow away your competition with Email Marketing 2.0
- How to get around spam filters (without being shady)
- The science of building a responsive list that buys your stuff
- And so much more!

Tyler will also be taking live calls. So, if you have questions about email marketing that you're dying to get answered, this is your chance.

The Smackdown will be streamed all day, so you can come and go as you need to. Simply fill out the form below, and you'll get all the details about the event!

First Name *

Email *

[Sign Up](#)

Get **something** from them so you can start to market

Gender

STRESS Management *for Women*



This email was sent to Tyler Garns...a **MAN**:

Note: Just Because They're the Wrong Gender
Doesn't Mean You Can't Market to Them.

Gender

STRESS Management *for Women*



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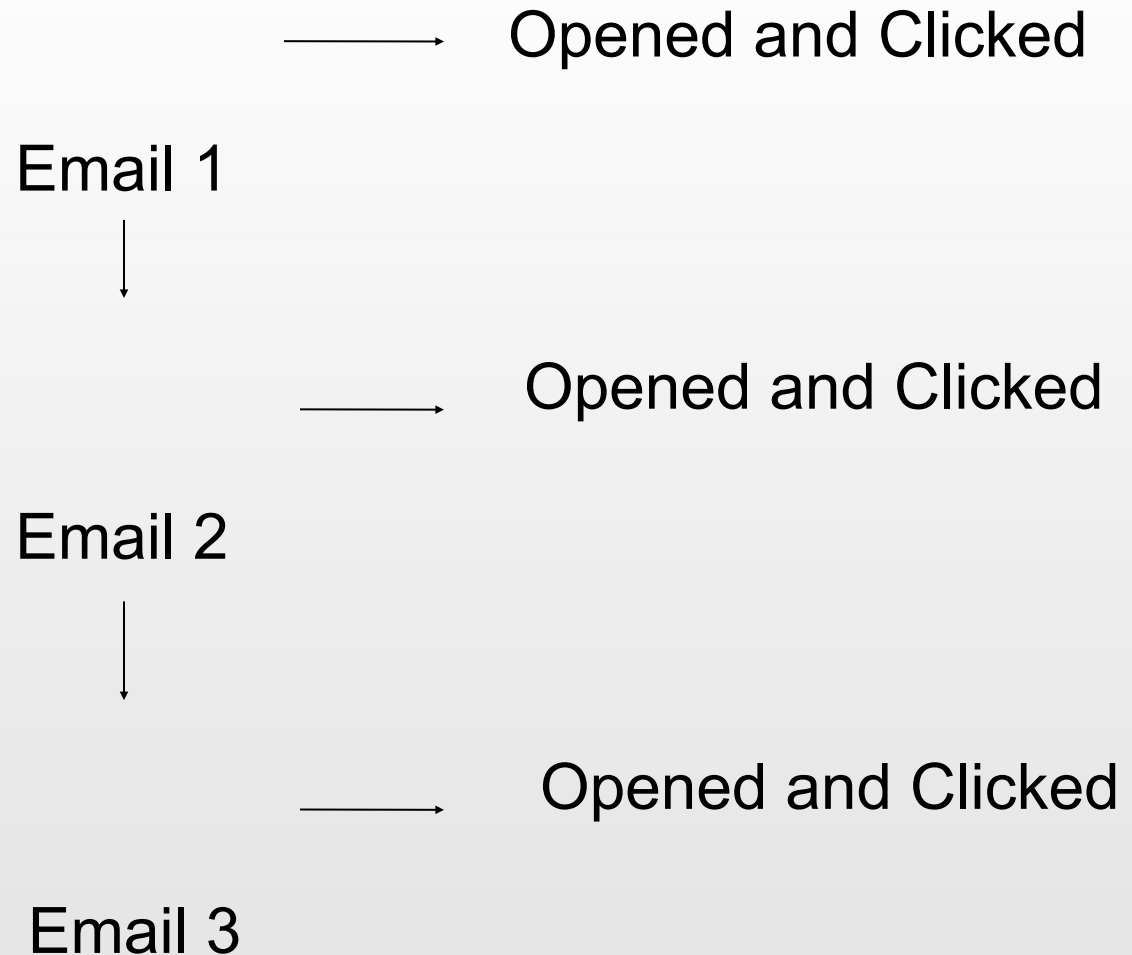
Note: Just Because They're the Wrong Gender
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Marital and Family Status



What Prevents This Mother From Going
In For a Dental Check-up?

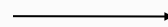
Behaviors



Behaviors



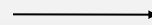
Email 1



Opened and Clicked



Email 2



Opened and Clicked



Email 3



Opened and Clicked

What Do We Know About You?

Tags

- Bill Glazer Referral Affiliates
- Sent Perry Marshall Emal... Biz Dev
- Sent Strategic Profits E... Biz Dev
- Bill Glazer Client Clients
- InfusionCon 09 Registran... Clients
- Sent BTR Promo - March 0..Clients
- The Vault Email Subscriptions
- FT Form Submitted Free Trial
- 4 City Tour - TMIFGE Res... Prospects - Biz Dev
- Dan Kennedy Book Promo LProspects - Biz Dev
- DYS Tour - Gerber Regsit... Prospects - Biz Dev
- DYS Tour - Orlando Prospects - Biz Dev

- March Madness 09 Invited Prospects - Mktg
- March Madness09 Registra.Prospects - Mktg
- MOTM Downloader Prospects - Mktg
- OnDemand Demo Signup Prospects - Mktg
- Perfect Storm 11am Demo Prospects - Mktg
- Perfect Storm 2pm Demo Prospects - Mktg
- Sales Webinar 5/7 regist... Prospects - Mktg
- sales webinar attendee 5... Prospects - Mktg
- sales webinar registered... Prospects - Mktg
- The Edge Downloaded Prospects - Mktg
- VISITED: Buy Now Prospects - Mktg
- VISITED: Case Studies Prospects - Mktg
- VISITED: Demo Reg Prospects - Mktg

Pulled From an Infusionsoft Prospect Record

A Few of the Segmentations We Used Recently

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- InfusionCon 09 registrants who did not register this year

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- Top prospects for Email Marketing 2.0

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A Few of the Segmentations We Used Recently

- InfusionCon 09 registrants who did not register this year
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- Our “suspect” list for the Email Marketing 2.0 Smackdown

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This does not include our
automated segmentations

You should be “tagging” contacts when:

You should be “tagging” contacts when:

- They fill out a webform

You should be “tagging” contacts when:

- They fill out a webform
- They open an email

You should be “tagging” contacts when:

- They fill out a webform
- They open an email
- They click a link in an email

You should be “tagging” contacts when:

- They fill out a webform
- They open an email
- They click a link in an email
- They make a purchase

You should be “tagging” contacts when:

- They fill out a webform
- They open an email
- They click a link in an email
- They make a purchase
- They attend an event

Other Ways of Getting Info From Contacts:

Other Ways of Getting Info From Contacts:

- Have a contest

Other Ways of Getting Info From Contacts:

- Have a contest
- Give something away for free

Other Ways of Getting Info From Contacts:

- Have a contest
- Give something away for free
- Surveys

Other Ways of Getting Info From Contacts:

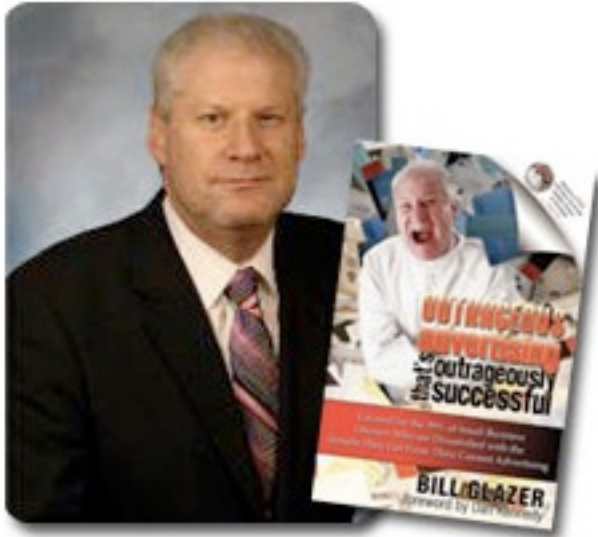
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Other Ways of Getting Info From Contacts:

- Have a contest
- Give something away for free
- Surveys
- Refer-a-friend incentives
- Polls
- Live events



And when you attend the webinar, *you'll get the added bonus of hearing from marketing expert – Bill Glazer* . Bill will be sharing his "Outrageous" marketing ideas and strategies with you. These same strategies have helped businesses (including his menswear retail store) bring in millions of dollars in sales!

We only have space for 1,000 attendees on the webinar, and we fully expect to fill every spot. So be sure to [register now!](#)

Example: Gift for Attending a Webinar
(Registrants had to fill out a form with their address)



We're giving the *Infusionsoft Ultimate Marketer Contest* a new spin. Which means **more winners, more prizes and more chances to show off the incredible things you're doing in your business.** So now the question is...what have you been doing to:

Double Your "X"

And Become Infusionsoft's 2010 Ultimate Marketer

As small business owners, you're incredible! The effort you put into your businesses day in and day out is amazing. And because you're an Infusionsoft customer, you obviously understand the value of marketing.

Example: Infusionsoft Ultimate Marketer (Helped Us Find Our Top Users)

Now, because we know times are tough...because we know optimism must be combined with reality...Infusionsoft has developed an Economic Stimulus Package.

The Infusionsoft Economic Stimulus Package is an exclusive opportunity for 19 small business owners to explode their profits during this challenging economy. We're looking for individuals we can provide with the right tools and coaching to grow their businesses. This package is designed to do the one thing the government failed to do...help out the small business owner.

[Apply for the Case Study Program](#)

Example: Infusionsoft's Economic Stimulus Package Offer

First Name	<input type="text"/>
Last Name	<input type="text"/>
Email	<input type="text"/>
Company	<input type="text"/>
Annual Revenue	<input type="text" value="Please select"/>
Industry	<input type="text" value="Information Marketing/Coaching"/>
Years in Business	<input type="text" value="Please select"/>
List Size (prospects & customers)	<input type="text" value="Please select"/>
Number of Employees	<input type="text" value="Please select"/>
Select Which Systems You're Currently Using	<div>Contact Management Shopping Cart Drip Marketing Email Delivery & Management Affiliate Tracking Fax Broadcast Voice Broadcast Direct Mail or Product Fulfillment Accounting Software Help Desk/Service Ticket</div>

Example: The Information We Gathered

Crafting Your Emails



Battle of the Subject Lines

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Then Cross Our Fingers

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Infusionsoft Subject Lines That Worked

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- Webinar Invite: money making madness
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- Oops

Infusionsoft Subject Lines That Didn't Work

Infusionsoft Subject Lines That Didn't Work

- Witness a Smackdown

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- The Vault: Cracking the Code of Small Business Success

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Infusionsoft Subject Lines That Didn't Work

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- How to make millions in a bad economy
- Over 100 powerful resources for your business
- Back to the marketing basics
- Don't pee in the pool
- Is it time to upgrade your package?

Stylistic Elements of Your Email

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- Bullets

Stylistic Elements of Your Email

- Bullets
- Length

Stylistic Elements of Your Email

- Bullets
- Length
- Font Size

Stylistic Elements of Your Email

- Bullets
- Length
- Font Size
- Font Colors

Stylistic Elements of Your Email

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- Images

How Frequently Should You Send Emails?

As often as your contacts will want
to hear from you



Clayton Makepeace presents

The **Total** Package

Business-Building Secrets for Growth-Obsessed Companies

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*Here's the Latest ... Receive These **FOUR** E-*



Posted by: Daniel Levis
February 24, 2010
Issue #871

6
Comments

Will You Exploit This Perverse Aspect of Human Nature to Attract Attention

Example: Clayton Makepeace sends an email every day

**As long as your emails are
targeted, relevant,
and beneficial to your contacts, you will always
be welcome in the in-box!**

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