

Building A Relationship With Email Marketing!

In this report you'll learn all about one of the best ways to build your business - that is - through email or "relationship" marketing.

But before we dive in, let's take a look why email marketing is so effective.

- **Email marketing is one of the fastest ways to leverage sales using the Internet.** Because all you do is compose an email, customize it to suit the reader (their first name or last name), and click the broadcast button to reach thousands of people instantly!
- **Email marketing is highly scalable.** Unlike 'offline' advertising where the more customers you need to reach, the more expensive it is, in email marketing, it is much more targeted and cost effective because regardless of the size of your mailing list, whether it is 100 or 10,000, all you need to do is click broadcast and everyone on the list gets notified - all for the same effort!
- **Email marketing is highly targeted.** You know that people you are emailing have opted in to receive your emails. Either because you asked for their email in your place of business, or because they signed up on a web page that offered them something they were really interested in. Not only will you grab their attention when you email them, but they will tend to respond with the right buyers mindset because they are marketed to directly (unlike other advertising such as mailbox flier delivery where the buyer might not be in the frame of mind to even look but will instantly bin it!).
- **Email marketing is personal.** One of the reasons why email marketing is highly effective at getting sales is because the recipient of the email gets an immediate kind of '*in your face*' promotion. You are marketing directly to the customer through their PERSONAL mailbox. Autoresponders allow you to customize the email with the persons name and that allows you to connect with the subscriber individually. The more personalized your email, the better the result (write your emails as though you are writing to your best friend).
- **You can automate many tasks with your autoresponder.** For every new opt-in subscriber, you can time your initial E-mails to build a relationship. You can then broadcast new messages when you choose. You can automate what to send to them, when to send it to them and the number of days between each email. You can also link your email list to a blog where you write articles. You can set it to automatically send a summary of new articles and what they are about.

- **Email marketing acts as a good pre-sell.** You might not be able to cram a sales letter into your every email, but at least you can pre-sell your subscriber and lead them to your blog, sales letter or website to check out what you have to offer and set them in the right frame of mind before they evaluate what you have to offer.

Continue reading and you will learn the techniques of how to build stronger bonds, instil stronger credibility and increase your opt-in list response with relative ease... all with Email marketing!

Building Relationships

Developing The Competitive Edge



One of the most important things you must do to achieve success with relationship marketing is to build a solid relationship with your subscriber.

Building a relationship is important because it can make the difference between making a sale and losing it to your competitor.

You see, just like in real life, if I had to choose between a friend who provides a service like car repair and a stranger who offered the same service at the same price, I'd choose my friend in less than a heartbeat.

Why? Because I'd rather give HIM my business compared to a stranger.

Any marketing can be highly competitive at times. Therefore when two marketers are promoting the same product, having a strong rapport with your subscribers will give you a competitive edge.

Take for example:

During the launch period when a new release has its highest sales, tons of retailers everywhere are offering a special offer. By sending emails to their subscribers, relationship marketers can not only alert people to the new release but can be offering bonuses to 'bribe' their customers to buy their offer.

When 3 or more major companies might be pitching the same offer with similar value, the question you should be answering in your email is - if you were in the shoes of your subscriber, why should your subscriber buy from YOU instead of other marketers?

Once again, if you have built a strong relationship with your subscriber, they will already be on your side - especially if you are keeping them informed and offering them a little something extra.

Tips On Building Rapport With Your Subscriber

One of the best ways to build relationships with your subscriber is to strengthen the rapport between you and your customer. When you send emails to them this is reasonably easy to establish.

Here are a few ways to achieve that:

- **Keep in touch with your mailing list often.** Don't mail them only when you need to promote a product.
- **Ask about their needs and concerns.** Use questionnaires and get them involved. Ask them what they want you to provide for them to help them with their interests.
- **Send them gifts sometimes.** It could be in the form of free reports, discount vouchers, a bonus for a visit, whatever fits your business!
- **Be personal.** Allow them to see your human side or your personal life. It sure beats dry, stale E-mails that talk about product launches all day.

- **Be educational.** When you impart something of value to your subscribers, they will see you as a teacher and listen to what you say. This will come in handy when you want them to 'listen' to you and buy whatever you are selling.
- **Give them Case Histories.** When you can show people that other people have benefited in some way from your service, this is proof to them that you are worth investing with.

Strong Credibility

Establish Yourself As An Authority



When you take a look at the average Joe on the street, you may think that there is nothing special about them - until they step up on a podium and start talking about a subject with an air of authority surrounding them.

If you want to succeed with relationship marketing, you must be able to instil strong credibility to your subscribers by establishing yourself as an authority on your niche market.

Here are a few tips on establishing your credibility:

- **Talk about your experiences online and offline.** If you've run an offline business before, use it to establish your credibility as a business owner. If you've been in sales and marketing for example, use it to establish your credibility as a copywriter.
- **Let others tell the story.** It is better to let others sing your praises - especially in the form of case histories and testimonials. Show them letters from happy clients. These are hard to get, but you certainly

can ask! If you can display a picture or audio even better, they go far to establish trust. If you don't have any of these, use photos of well-known people in your business that you've had your picture taken with (e.g. look, here is my picture taken with local politician XXX)

Use Information To Build Credibility Over Time

People may not be impressed at the first glance. Sometimes, it takes a few E-mails for people to recognize your capabilities. One of the ways you can build your credibility over time is to write an ecourse or a newsletter that will be sent to your subscriber's email over a period of days or weeks.

It must be something educational - something that will establish you as an expert on the subject. You can configure your autoresponder to send an E-course once every day, every two days or a weekly newsletter. So long as the subscriber reads your educational material over a staggered period of time, you can slowly work your way into the heart of your subscriber and stamp a firm impression in their minds.

Increase Your Opt-in rates

Below is an example of what marketing designers call a squeeze page that will persuade opt-in subscribers to join your mailing list.

The squeeze page varies according to the type of business but they should be kept simple and have one clear action on them - sign up.

If you want to increase your opt-in rates, here are a few principles you must apply to your squeeze page:

- Use compelling arrows to inspire visitors to take action. Believe me - graphics and aesthetics make all the difference!
- Craft a compelling cover for the special report or E-book you are giving away. If you are giving away an audio Interview, you can show a picture that displays an audio CD or DVD to increase the perceived value of the product people are downloading in exchange for their email address.
- Use a powerful headline to grab people's attention.
- Use checkboxes to inspire people to get involved with the benefits of your free product.
- Remember to add a disclaimer below the opt-in box to assure people that they are not going to be spammed or that their E-mail address will not be used for unscrupulous purposes.

You can also use a tell a friend script to aid your opt in rates. This script is added to the page and enables visitors to send a copy of the page to their friends if they think that it may interest them.

This is a simple opt-in or squeeze page.

Crafting An Excellent Squeeze Page



"Get Your FREE Copy Now!"



To download your copy of The Khai Factor for free, please fill in the form below with your First Name, Last Name and email address.

eMail address:

First Name:

Please add @aboutkhai.com to your white list. As soon as you fill in your details, you will receive a confirmation mail from me and you are required to verify your subscription before downloading the report. Your details will never be rented, distributed or sold to any third parties. You may choose to un-subscribe at any time.

Start Building Your List With Your Clients

The best way to start building a list in an offline business is to simply collect email addresses from your clients as they come to the cash register to pay for goods.

All you need to do is ask if they'd like to receive your newsletter via email. Explain what it will offer them and concentrate on how it will benefit them.

For example "Would you like to receive our email newsletter?" and then...

- ❖ We let you know when we have special offers
- ❖ We let you know about new releases
- ❖ We have vouchers to give away each month
- ❖ We send out articles on health care
- ❖ We send out tips on using our products

Most people will happily give you their email and instantly! Then you have the means to invite them back into your place of business at no further cost for advertising.

- ❖ You can email them when you have a half yearly sale.
- ❖ You can email them in quiet periods
- ❖ You can email them whenever you want to with their permission.

You only need to write an email and send it and you have the means to bring back your customers with next to no outlay on advertising.

**This is Truly Targeted
Advertising –
People you KNOW are
interested in what your
business is offering.**

Common Mistakes People Make

What You Must Avoid At All Costs



If you want to build a solid relationship through E-mails, you must be very careful NOT to commit these E-mail marketing 'sins':

- **Spamming!** Never, ever 'spam' your mailing list. Even though they have given you permission to email them, that doesn't mean you can send them emails and sales pitches on a daily basis. Learn to send a sales email at strategic intervals.
- **Not using a professional service.** It is certainly possible to use list management software installed on your own sites, you can even use outlook express as a simple autoresponder, but if you want a list of thousands of clients, then for your own safety, you should use a professional autoresponder service such as Aweber.

Some software has caps on how many emails you can send at one time, such as 50! And if your IP address gets banned as a spammer, it's hard to regain a good reputation once it's lost.

Professional services pay to have their IP white listed, which costs in the region of \$300 per year per search engine. This means their emails are never relegated to the junk file - they are delivered into the inbox. Aweber claim 98% deliverability.

- **Mailing subscribers only when you are selling something.** No one wants to be on your list if all you ever do is sell, sell, sell! Although shopping sites that provide new releases via news letter are a possible exception. Subscribers will still expect a special offer sometimes and will stop reading if the format never changes.

The main reason people join your mailing list is because they want something of value for being on your list. If they fail to see your value, they will unsubscribe even faster than you can say, “opt-out”!

- **Rushing your Emails.** When you are doing a promotion, one of the biggest mistakes you can make is that you rush your emails to the point that the mistakes are spotted by most of your subscribers. Having too many mistakes in your email will make you look unprofessional. It is quite embarrassing when you spell a person’s name wrongly (the word {first_name} appears instead of the subscriber’s real name) or worse... fail to use the spell checker!
- **Not mailing your list for a long time.** The opposite of spamming. If you don’t keep in touch with your subscribers for a long time, they will tend to forget who you are. And that will severely damage the relationship between you and your subscriber.
- **Not relating to your subscribers.** Whenever a new product launches, there is a tendency to mail all your subscribers while forgetting that the product doesn’t relate to all the subscribers at all. You don’t want to sell cat food to people who don’t own a pet! Planning out separate lists in advance of collecting email addresses can help.

Summary

The Value Of Trust



In a nutshell, building relationships through email marketing is all about trust. The more a person trusts you, the easier it is to ask them to do what you want them to do.

It may take a long time to build trust but remember that trust can also be shattered overnight.

Always put yourself in the shoes of your subscriber and give them as much value as you possibly can and you can be sure you will email your way to better business results!

To your email marketing success!

15th September 2009
From:Julie Francis.

Hey thanks for downloading this special report on email and relationship marketing. I hope it has helped you to see why email marketing can be a great strategy for some businesses.

Email Marketing is not perfect for everyone but for anyone who has a business that can achieve repeat custom, there is nothing better.

If you downloaded this free report straight from the link on the site then you may not have signed up to get the free E-course. I use this E-course to show you how email marketing works. **Your training starts when you go here -**

<http://www.imarketable.com/get-your-free-e-course>

Click on the link and visit that page which looks something like this

Get Your Free E-Course "Profitable Autoresponder Campaigns"

To introduce you to the possibilities of autoresponders and show you how it all works, I'd like YOU to actually DO what you'll be asking YOUR web visitors to do if you use email marketing. You can subscribe to MY list by **entering your name and email below.**

Fill out the form when you visit this page

<http://www.imarketable.com/get-your-free-e-course>

- I'll be sending you an E-course about autoresponders. How they work and how to choose the right one for you.
- I'll also be sharing some secrets about WHAT you can do with an autoresponder to make profitable campaigns.
- I have some exceptional free gifts for you on social media and relationship marketing if you stay with the course to Day Three.
- If you are interested in a \$4,000 free gift, then day 5 will be the email you'll want to read.
- By Day 7 you'll be ready to stop the messages and say its not for me, OR you'll be embarking on a new way of marketing your business. In which case, if you stay subscribed, you'll continue to get new tips and tricks Bi-Monthly. (So long as I stay on top it!)

I love hearing from the people who have read Relationship Marketing or have visited the I'm Marketable Site and who use the articles there to increase their knowledge of internet marketing options.

I love talking with my clients. You people always have such great ideas and your enthusiasm really inspires me.

I have so many ideas that I want to share with you, but I don't want to bother you unless I'm sure that you want to hear about them. That's why I've set up this special subscription link. All you have to do is go to <http://www.imarketable.com/get-your-free-e-course> and fill out the simple form.

I'll send you back a validation e-mail. Just click on the permission link in the e-mail and you're subscribed!

Of course, there will be a one-click un-subscribe link in every issue, and I promise that I will never share your information with anyone.

Becoming Market Able promises to be your best choice for learning about email and social marketing, so just click that link to get started.

I hope to see you as my newest subscriber.

Thanks,

Julie Francis

<http://www.imarketable.com>

**P.O.Box 4606
Lake Haven NSW 2263
Australia**

**Ph. 02 4392 3301
admin@imarketable.com**