

Assignments 5th of Web-Marketing

1. Web marketing strategies: e-mail campaigns

We know how to optimize organic referencing through SEO. But this alone won't make a web site popular. Different strategies and approaches can be used in order to generate a higher volume of quality traffic in order to generate more leads and more sales.

An e-mail campaign consist into sending a web mail promotional message to a list of prospects (targeted customers) in order to increase traffic and potentially generate leads and sales.

Although e-mail campaigns are a cost-effective way for you to connect with your segments to promote your brand and to generate more quality traffic, they can easily seem like spam. So, it is important to make it the right way.

Unsolicited e-mails (spam) are very annoying and can lead to many problems. You should never choose such an option. There are many ways to generate an e-mail marketing list.

2. Coding an HTML e-mail

Coding an HTML e-mail isn't very different than coding a web pages. Although, because of the multiple e-mail clients available, coding must be simplified to avoid problems. But before starting designing and coding a message, it is important to understand how it works.

Multipart/Alternative MIME Format..

It is unfortunately impossible to simply attach an HTML file along with all the images to an e-mail and send it or to type HTML in the message with links to the needed elements. This won't work.

The e-mail needs to be sent from your server using Multipart/Alternative MIME format which sends a plain-text format and the HTML codes in a bundle. If a users can't see the HTML version of the message, the plain-text format will be used instead.

3. Create your message

If you send communications that are useless, your subscribers will soon stop reading them, unsubscribe or define the sender as spam.

Write an efficient subject line. People scan their inbox and decide which emails they delete, which ones they will read later and, most importantly, which ones they read immediately. Anything too catchy or reminding of advertisement sure won't be prioritized. A descriptive subject line is almost always the best, or one making an attractive promise. But then, the content needs to reach the subscribers expectations.

Don't write a very long communication. Make it clear and right to the point using content hierarchy and inverted pyramid's method. If needed, use a link subscribers can follow to get detailed informations.