Marketing

Assignment No. 6

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.

Sign-up form

The best way to create a prospects list is to create a signup form on your website. Make the form very visible and consider creating a pop-up for first-time visitors. The prospects gathered this way obviously are interested in your website and what you offer.

Sign-up sheets

Just for like any communications, you can use any social events such as business meetings or a congress to give or leave sign-up sheets for people to fill. Especially if the prospects have talked to you, are already informed about what you have to offer, these subscribers can be very valuable. It is also a very good idea to make your business cards available as well, making sure they include your website's URL.

Social medias

If you use social networks such as a Facebook page, you should definitely use it! Create a link to your sign-up form so your followers can subscribe to your mailing list. Different strategies such as a special offer to your social networks subscribers may convince them to do so even more efficiently.

Landing pages

Effective and well-made landing pages can be very efficient in order for visitors to subscribe to mailing lists.

Contest and promotions

Organizing a contest or offering mailing lists subscribers special advantages can convince your visitors to subscribe to mailing lists.

Commercial lists

Some enterprises sale prospects lists quite well targeted. Although this can seem interesting, this still generates spam. It is not recommended and even illegal in some countries, and some e-mail campaign services strictly forbid it.

E-mails retrieval

One of the most acceptable unsolicited e-mail you may want to consider (but again, we wouldn't recommend it) are those that can be sent to users whom visited your website. With relatively simple programs, it is possible to retrieve visitors informations such as their e-mail addresses so you can send a message to them (e.g.: promotion or special rebate). In such circumstances, make it clear this is the only message they will receive from you. You may also offer them to subscribe to your mailing list for regular updates and promotions.

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.
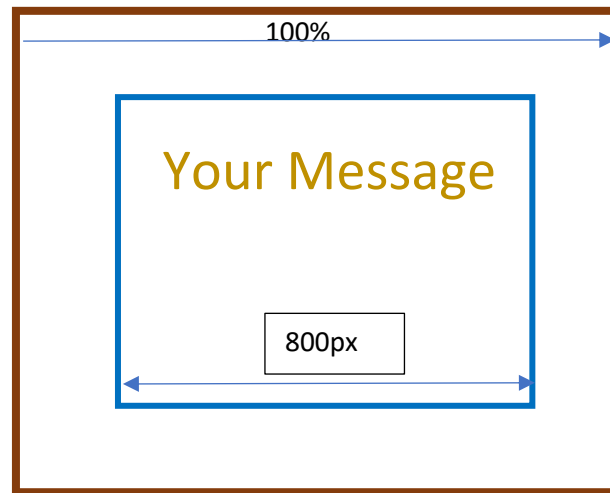
Multipart/Alternative MIME Format

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. In order to do so, you need a program making it possible to send emails in Multipart/Alternative MIME format or use a third party service such as mailchimp.com that will send the message for you. Then, if you would choose to send plain-text messages to avoid using a third party service, you would need to use a special software in order for the message to be sent once to each e-mail addresses independently. It would also be a very bad idea to use CC or ICC to send bulk e-mails. And even using a special software, chances are your mail server would block your sending suspecting spamming.

Positioning

One major difference between e-mail and usual HTML coding is positioning. You can forget about CSS positioning right away and do just like we were doing in the 90's and use nested tables with <table> tags and attributes. At least two tables should be used: one for general positioning, and one containing you message. The first one consists into a 100% wide table which will be used to center the one containing the message. The nested table should have a maximum width of between 600 and 800 pixels.

```
<table border="0" width="100%">

<tr>

<td align="center">

<table border="0" width="800">

<tr>

<td align="left">

Your<br />message

</td>

</tr>

</table>

</td>

</tr>

</table>
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