

ASSINGNMENT 5

Que:1 Web marketing strategies : e-mail campaigns

Ans: 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.

Que:2 How to create an effective e-mail campaign

Ans: Just as any marketing efforts, an email campaign must first be prepared. It must then be well produced and conducted and, finally, results must be evaluated in order to optimize further campaigns.

Know your product Web marketing is normal marketing done with the help of Internet related technologies. So, this means general marketing rules and methods very generally apply. Knowing your product means being able to focus on the benefits

for the consumers and how it should be positioned accordingly to competition.

Target your markets Communications need to be adapted for specific publics. Dividing the global market into segments will allow you to adapt your communications to your chosen segments characteristics. As opposed to traditional medias advertising, it is easy and cheap to produce multiple well adapted communications targeting several segments.

Goals, expectations and frequency All of your subscribers won't necessarily have the same expectations. You may want to have a special automatic e-mails sent to new subscribers, one to exiting customers and another one to general prospects, for instance. Sign-up forms make it possible to gather important informations about your subscribers in order for you to group them strategically so messages sent can be correctly adapted. It is also important to identify a goal for each specific communication. One can be a one-time welcome word explaining what subscribers may expect, another one may be occasional tips and tricks for existing customers, some others may be regular communications announcing new articles for a blog, etc. Finally, don't forget to use a call to action. Frequency is major factor in the efficiency of an e-mail strategy. If communications are sent too often and for no good reasons, subscribers won't feel like reading them.

Content management Especially if you are sending regular messages to your subscribers, it can become difficult to decide what to communicate to them. After they know about your

products and services, there's a lot you can tell them : • New products and services • Tips and tricks • Upcoming events • Coverage from previous events • Press coverages • Links to popular posts from social medias • Surveys • Positive reviews or anecdotes from customers

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. Don't be too formal. The brand personality must be used and design rules correctly applied using a header and a footer, nice headings, photographs, negative space, etc. Treat your subscribers like VIPs. Let them know first about news and promotions and do not hesitate to offer them special privileges.

Que 3: Coding an HTML e-mail

Ans: 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.