

Learning Email Marketing Tips From Other Sources

Learning the ropes on Email Marketing involves several sources of information. Here, I will be discussing two of the often overlooked sources of marketing strategy.

Take a Good Look at Other Newsletters

Cool you got your own newsletter but how does it fare up with the other camp's contender? Does your newsletter have something that stands out from your competitors? Do yourself a favor and take time to subscribe to other competing newsletters. You will learn a lot of new things from it. You get to see what yours have, what the others don't, and vice versa. Some may consider it as a "dirty tactic." Don't fall for these people. This is how things work in the marketing realm. Heck, even big companies that you might have heard of do it too, in secrecy. So don't try reinventing the wheel all by yourself if you can get some aid from several "friends."

Learn a Few Things From Spam

Yes that's right: learn a few things from this unlikely source. Silly as it may sound, you can actually learn a lot from spammers - those bad and nasty things that you should avoid at all costs. Take a look at the spam's structure. Write down those annoying things about it. Then ask yourself "does my newsletter house one of these characteristics?," "Does it make my recipients abhor it?," and ultimately "Does my newsletter look like spam?" Learning from spam, however, doesn't only mean studying its negative parts; don't leave out its good parts. You may ask "Why? Does it have any?" If spam were that bad then why do some people still fall for it? I'm talking hundreds of people here. There's something amazing about spam that still create interest to some. This is something that's worth finding out.

So if you want to get some free teaching material, get an account at Yahoo or any other free email service and post that email address somewhere on the net then prepare to receive a boatload of it. Cheers!