

Three Bonus Tips in Email Marketing

Before hitting that button and blasting off towards your marketing campaign let me first give you three quick tips to help you gain some winning edge.

Generating Content Ideas

Looking for content ideas? Struggling to find one? Try putting yourself in your users' shoes and ask yourself a few questions regarding, say for example, your company, the services you offer, or the products you sell. You'd be surprised at how many you can come up with. That's because questions from users are great ideas for newsletter content. They are straight to the point, they generate interest, and they are very relevant. The resulting article will certainly be very useful. But what if you run out of user questions? Usually, questions coming from your users take the form of something like the following:

- a. "How can I achieve this?"
- b. "Should I do this or that?"
- c. "Which product is right for me?"

Now ask yourself these questions then go write that article!

Emphasize Points With Words Instead of Exclamation Marks

Say you are writing the newsletter's content and then you came across a point that you want to emphasize something or you want to express a certain urgency to a line of thought. Instinctively, you add an exclamation mark right at the end of the sentence to achieve this. Exclamation marks, however, are simply overlooked by modern readers nowadays – they don't have the same intensity that they used to have anymore. To overcome this you might want to consider rewording the whole line or use bold formatting (strong tags if you're into HTML) to make the thought stand out. Moreover, exclamation marks do not metaphysically put importance in the words preceeding them and excessive use of it only makes you sound like a wholly desperate person. It's best to leave this punctuation mark out unless you want to accent some parts of your content to liven it up a bit, in which case you may use it, though only sparingly.

Give Your Landing Pages a Second Look

Did it ever happen to you? You dress up hurriedly for a certain gathering of sorts then someone walks in and tells you outright that you need to change your apparel because your shirt's color doesn't match well with your pants' and your neon socks are plain obnoxious next to your polished leather shoes. You have two options here: either you change clothes, or you do not go to that gathering at all (because you'll likely end up being ridiculed if you do). The same thing goes with the relationship of your landing pages and your newsletter's design: the former should retain similar elements that make up the latter to preserve that same look and feel that reflects your corporate design thus, creating a pleasantly harmonious blend. Ask yourself, "Do they have the same color scheme?", "Do both have the same choice of fonts?",

"Do they have a similar writing style?" You don't want to leave your subscribers wondering if they are still tracking the same campaign when from a lightly colored, professionally-written newsletter, it suddenly jumps off to a wildly colored landing page riddled with urban-style writing with a different tone - that's going to be a total disaster for you. Make sure that your landing pages will leave a good impression to your subscribers.