ASSIGNMENT NO 5

TOPIC 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.

TOPIC 2

How to create an effective e-mail campaign :

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.

TOPIC 3

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

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

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| --- |
| 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. |

Important notes :

You shouldn't just create and slice a full-image design. Use images and text, nest more tables when needed for more complex positioning and only use absolute links for images. CSS may be used, but keep them as simple as possible (don't use shorthands) and write it in the tags or in the section of the HTML document.