

# Email Marketing Basics

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Email marketing is one of the best techniques that you can learn. Nothing tops it in its ability to stay in contact with your customer base. It's also remarkable cheap for the results you get if you do it right. Here are the basics of three kinds of email marketing.

## Spam/Unsolicited Email

There really is not much to say except "don't do it." Spam is becoming increasingly looked down on by customers and Internet service providers alike. The response rates are very low and ISP's will shut you down without notice. There are other ways to promote your business, so let's take a look at more effective email marketing techniques.

## Ezine Advertising

Ezine advertising is a very effective and easy to use method of email marketing. First you need to find an ezine to advertise with. An ezine that is related or complimentary to your site and products works best.

Directoryofezines.com offers a large, searchable database of ezines for a small yearly membership fee. You can also use [www.ezinehub.com](http://www.ezinehub.com) for free to find an ezine that relates to your site.

After you have found a promising ezine, you should subscribe to it to see the quality of the newsletter. A great rule to remember: If you like the newsletter, then you probably aren't alone. Newsletters with great content have a more attentive reader base, which is also the type of reader base that you want your ads to be sent to.

You should remember that your ads are just the beginning of

the process. Don't send your click-throughs to the same page regardless of your ad, especially if you have multiple products. If your advertisement is for just one of your products, send the visitors to the product introduction page, not your home page.

## Newsletters

If you already have a website up, you can ask visitors for their email addresses. You can send them content filled newsletters, tips of the week, or even just fill them in on the latest deals on your products. This is easy to implement and doesn't take much time once it is set up.

TIP! You should format your messages in a plain text program such as Notepad. Your lines should all be 65 characters or less with a hard return at the end of the lines. This will make sure that your message is all one block like you intend it to be. Many email programs will not display the word wrap correctly. If you rely on it, it will leave your lines ending at unforeseen places.

More on publishing your own newsletter at:

<http://www.redlionbooks.com/1emailmark/nwsltrpublish21.htm>

Those are just the basics, but be sure to look into email marketing. It can greatly benefit any online business immediately.

Best of luck to you,

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Visit my site or email me if you have any questions about marketing or website promotion.

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