

# 7 simple tips to create an effective email marketing campaign

By Rhonda Rosser

7 simple tips to create an effective email marketing campaign

Rhonda Rosser  
rhondarosser@home.com

makingnetmoney.com <http://makingnetmoney.com>

1. Don't contact customers only when you want to sell them something. If you are too pushy you will find yourself without customers. Nobody wants to see the same sales pitch from you whenever they open their email program.

2. Don't send out long email messages. Get to the point as quickly as possible. No one wants to read 4-5 pages of repetitive ad copy before you get to your sales pitch.

3. Give your customers value. When your site is updated, send them a email, IF the updates are of interest to them. Don't annoy them with offers you know they are not interested in. Try to give them a 'freebie' that's relate to your product once in awhile. They will love you for it.

4. Respond to your customers email promptly. The quickest way to go out of business is by ignoring your customers wants or needs. If you can't answer them immediately, send them an 'acknowledgement' autoresponder message and get back with them within 48 hours at the most.

5. Make your message urgent; something that needs to be opened and acted upon immediately. Deadlines are highly effective when used properly. However, don't give price breaks and deadlines unless you really mean it. Your reputation as a honest business person will spread and you'll be in business long after the con artists and scammers are gone.

6. Ask your customers to forward your messages to friends who may be interested. Viral marketing is one of the best FREE promotions out here. Many

sales have come from unexpected word-of-mouth from satisfied customers.

7. A 'satisfaction guaranteed or your money back no questions asked' policy will give you a reputation as a credible person to do business with. Customers want to know that you believe in your product(s) enough to give them a satisfaction guaranteed policy instead of the runaround.

Remember, your customers are a constant source of profits for you. Neglect them and they will jump ship on you just as fast as they jumped on board. Treat them like you want to be treated and you will have a customer for life.

=====

Permission to reprint is granted as long as the authoress' resource box is kept intact.

=====

Rhonda Rosser is the owner of MakingNetMoney <http://makingnetmoney.com> ,which focuses on newbies as well as veterans to online marketing and affiliate programs. She is also the author of MakingNetMoney Journal. New readers are welcome! <mailto:makingnetmoney-subscribe@yahoogroups.com>

=====

[Get-Articles.com](http://Get-Articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)