

FAQs on Email Marketing

Email marketing is an affordable and easy way to reach lots of people and should be an essential part of any business marketing strategy. But figuring out this marketing tactic can raise lots of questions. These FAQs answer your basic questions and tell you how to get started putting email marketing to work for you.

ANSWERS TO YOUR QUESTIONS ABOUT MAKING EMAIL MARKETING WORK FOR YOUR BUSINESS.

Learn more at
www.wordandbrown.com

Content provided by the Certified Insurance Professional® program from Word & Brown.

Proprietary and confidential:
For Agent Use only. Do not distribute.

How often should you contact clients by email?

Because email is so fast and easy, it's tempting to use it frequently. A good rule of thumb is no more than once a week, unless your customer asks for more frequent contact. And make sure your content is meaningful. If your communications don't offer value, they'll get ignored over time.

What is spam?

Spam is mass-distributed, unsolicited email – a major problem that affects everyone's ability to communicate effectively. Buying a database of email addresses and randomly sending out emails can make people think you aren't a reputable business.

What does opt-in mean?

An opt-in is when someone actively gives you their email address and asks you to send them email.

What does double opt-in mean?

Here the person receives a request from you to subscribe to your emails. They respond to your email in order to verify that it is a legitimate request and is not being set up maliciously by a third party (which is happening more frequently).

How do I get people to subscribe to my emails?

There are several ways you can gain subscribers. Make sure the subscribe button is a prominent feature of your website. Use a conventional direct mail campaign to offer people something when they subscribe (free guides, valuable tips, etc.). And make sure subscribing is fast and easy.

How can I get people to open my emails?

Having a strong subject line is key. Because we're all so busy – and get so much email – people may just hit delete if they don't find your subject line interesting. Put a value proposition right in your subject line – what's in it for them?

Can I purchase an email list?

Email lists are available for purchase, but this is technically considered "spam" since those people did not 'opt-in' to receive email from you. Also, it is very difficult to qualify the leads in a purchased email list.

What is an HTML email?

HTML is like sending a web page in an email – it has much more graphic and color impact. To make it easier for you to design and send an HTML email, several companies make the service available online like ConstantContact, MyEmma, GraphicMail or even your own AutoResponder in your iPro account.