

# CAUTIONARY

## E-MAIL MARKETING



*Hybrid Cheat Sheet*

## Check List

Mark every step of the process as you consider / complete them. That will help you to keep track of things you need to do. Include additional steps if necessary.

### **Methods of List Building (Good And Bad)**

- Newsletters, announcements, and promotions
- Renting lists (form of spam) \*bad
- Sending traffic to a squeeze page, landing page, etc. to get their email
- Give away a free report, e-book, service, video, etc.
- Linking your promotion in a forum signature or other board signature
- JV Giveaway events (all send traffic to a main giveaway page)
- Link exchanges (ad swaps, etc)
- Pop up windows, registrations, exit popups, memberships, etc. on a website
- Article marketing and Video marketing
- Solo ads (find reliable vendors in your niche)

### **Essential Rules / Tips For Email Marketing**

- Keep the lines width up to 65 characters (short and simple sentences)
- Avoid writing in ALL CAPS (it can be seen as yelling, and offputting)
- Always double-check your spelling and grammar (read it out loud if possible)
- Use a variety of keywords to prevent keyword stuffing (spam filters catch this)
- Do not include too many links, and jump around topics too much
- Keep your call to action based emails between 150-250 words in length
- Make sure you have a clear unsubscribe link at the bottom (respect this!)

## Resources List

### **Auto-responder Services**

- Aweber
- GetResponse
- SendLane
- MailChimp
- iContact
- Constant Contact
- InfusionSoft

### **Landing Page Builders**

- Profit Builder
- Thrive Content Builder
- Optimize Press 2.0
- InstaPage