

Published based on [What Makes Email Marketing Effective Or Ineffective?](#)

# **What Makes Email Marketing Effective Or Ineffective?**

Electronic mail is one of those communications features that most entrepreneurs take for granted. Email is one of those user friendly, affordable (how about free) and used worldwide and that is a very powerful advertising tool. You can perform a very fast and repeated communications to broadcast your website, products or services the way you want it and as many times you want. A very detailed campaign can jump start your business with very little cash or maybe just for free.

So, what are the elements of an effective email campaign? Send emails to targeted prospects. You will be wasting your marketing dollars if you don't. Not everyone is going to be interested in your product or service. Don't waste your time with those who aren't! Personalize all your emails. This can increase your response ratio by over 50%! People are overwhelmed with email these days. One that has their name in the headline is much more likely to catch your prospects eye. Also, inserting their name in the copy of the letter tends to keep them reading your message.

The headline must be eye catching! Just know that this is the MOST important part of your email message. It doesn't matter if you have the best written message in the world if no one opens your email to read it, you will have wasted your time.

Your first paragraph should be a summary of what you want to tell them about your service or product. Make your message an informative or educational one, don't try to hook them with a sales pitch because they will be gone in seconds. Refer to your headline and expand on the information you want to get across. Need to take care of them first by focusing on what are the benefits to your customers. Create excitement by defining what would the product do for them. You need to tell them in a few words what's in it for them.

Make it simple and easy for people to read your message. Easy enough for a fifth grader to understand what is your message all about. Test, test and do more testing on your headline, first paragraph but make sure to test one at a time and record your findings. Prepare an effective signature file with your email address, website link, phone number, company name etc, and make it no more than 3 to 4 lines. Humans like to work with humans, don't get too fancy with voice mails, recording messages, technology is good but nothing better than talking to someone or a face to face conversation. Benefits, benefits, benefits to your customer is what you're after.

Email gives you the opportunity to contact thousands of prospective members very easily. Unfortunately, it also gives that opportunity to many others. Take the time to design effective email messages and you will stand out from the crowd!

Learn more about [Email Marketing Tools](#). Stop by Eugenio Rivera's site where you can find out all about [Best Mailing Software Package](#) and what it can do for you.

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