

Practicing e-Marketing in 3 steps



No matter where

You are...

GLOBAL EMAIL LISTS

Innovate and create new business opportunities...

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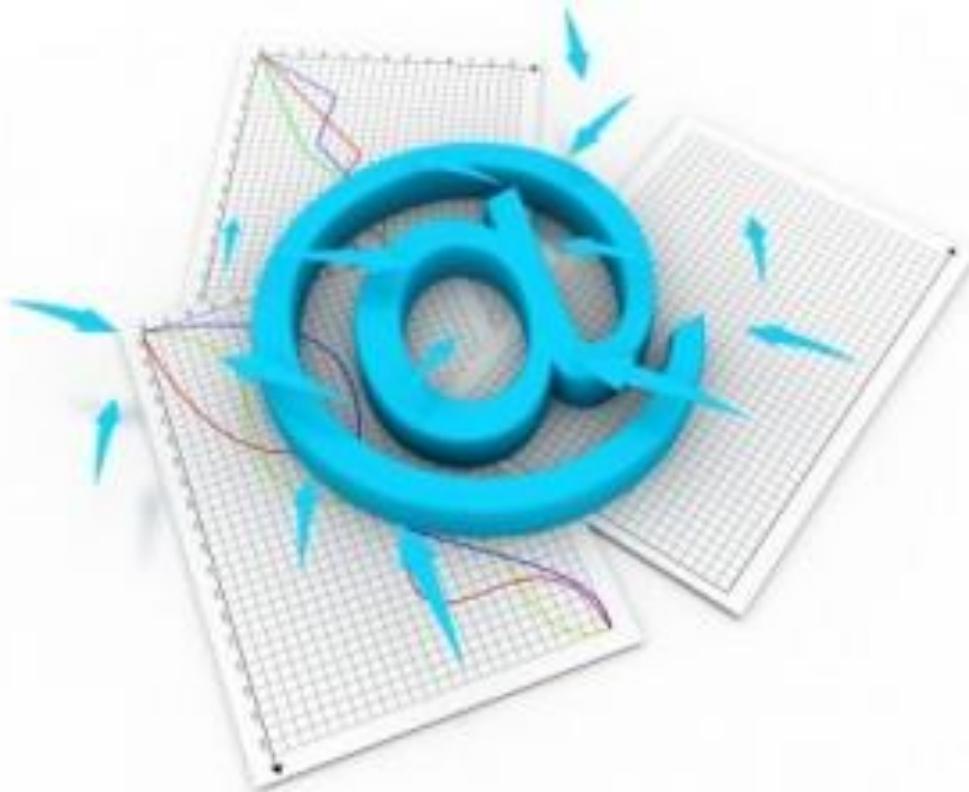
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1. Introduction

E-marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms E-marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. E-marketing is the process of marketing and promoting a brand using the Internet. It includes both direct marketing response and indirect marketing elements and uses a range of technological features to help connect businesses to their customers.

E-marketing encompasses all the activities a business conducts via the worldwide web with the goal of attracting new business, retaining current business and developing its brand identity. It is a proven, cost effective and a rewarding way to reach out likeminded customers and prospects at one shot. Building permission-based list of recipients, managing lists, defining relevant content in the right format, delivering the message and evaluating the results are all effective email marketing communication platforms with which companies will experience robust return on investment.

The goal of this whitepaper is to aid people who are looking to deploy e-marketing in their businesses which ultimately increases their revenue. Hope this whitepaper inspires you to launch your e-campaign successfully.



2. Defining objectives and strategies

As the days pass by, the count of people who use E-marketing is growing high. When executed correctly with the right objective and strategies, email marketing is a proven medium that works spending less time marketing and more time growing your business and has a high ROI value.



Like any new business, email marketing campaign needs a plan with a strategy that identifies measurable client's business goals and objectives, a defined target audience and an execution plan that includes tactics, cost, timelines and milestones.

Every email campaign strategy has to fit the needs and situation of the business. However, there are components you just can't do without. With the best delivery in the business, you should at least have the suitable objectives, situation analysis, target audience, an implementation plan and cost analysis. The better you define strategies and objectives, the better you will be able to focus on your email marketing efforts.



3. Defining target audience

Defining target audience is the first and the most important stage of an E- campaign. By choosing the right set of audience wisely you can please the right people all the time.

To have a successful marketing campaign, you must know exactly who you are targeting, and why. Therefore, prepare a list of parameters analyzing yourself, your company strengths and abilities.

Think on the important questions like;

- What is the nature and purpose of your product?
- Who are all in the list of main audience and related audience you can target?
- Types of current customer base buy from you?
- What makes your product or service unique? And how it is an advantage?
- What's the reach of your product?
- Shortlist the achievements and credits you gained out of the product?
- Does your product or services appeal to other businesses rather than consumers?
- What does my network think?
- Write down your product's distin





4. Building contact list

Building a highly responsive list is the most important thing a new online marketer should focus on. E-lists are the only source that helps you reach prospective leads and will bring in enormous revenue. Chances of reaching desired audience is very much high when a customized list is used for sending out promotion mails.

Having a self-built email list allows you reach out to your target market on a one-on-one level. In order to succeed in a business it has to be aimed at the right people – but many of them makes major mistake of assuming they already know their target market and employing a ‘one size fits all’ approach to their marketing strategy.

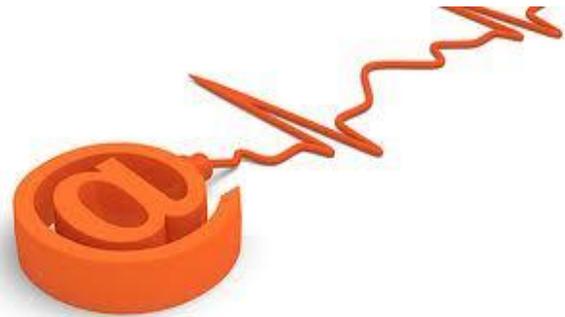
Read these effective below said points before you go ahead to grab your prospective leads:

- Create an impressive content.
- Keep your subscribers happy with grand discounts
- Install social sharing plugging.
- Optimize your website to become a lead capturing machine.
- Install a Sign up Form into Your Facebook page
- Use all forms of social media effectively.
- Use an Email Marketing Service Provider to put forth your needs.
- Keep your message short and strong.
- Keep a compelling subscription form visible on every page of your website
- Use PPC campaigns to understand about your prospective audience.
- Keep an eye on you rivals.
- Be competent with your every move.
- Build a better rapport with your existing customers.
- Prominently place your opt-in form.
- Add your newsletter sign-up link to your email signature.
- Create pop over on every page of your website with attractive message.
- Collect email address at each point of contact with customers and/or prospects.
- Conduct referral programs to bring in new leads through your old ones.
- Integrate list building component general notes, latest offers in every page.



5. Reason why E-marketing is widely chosen

Though e-marketing poses several advantages, the ultimate idea is to empower and improve relationships with your customer by providing what exactly they want. Therefore, find the answers below for the question “**why E-marketing is widely chosen**”?



Email is time and cost effective

E-marketing is highly cost-effective and affordable comparing to any other conventional marketing methods like banner ads, print advertising, and telemarketing which can be adopted by owners of any business sizes. Also, it doesn't consume much time to deliver the message.

Drives traffic and revenue

No other marketing method can drive as much as prospects and pipelines other than E-marketing. It brings in leads that turn into potential customers who are interested in your product; consequently it saves time that is being spent on the elimination of irrelevant details from your contact lists.

Easy implementation

To set up an E-marketing campaign you just need minimal software, hardware and personnel investments and a set of expert team to handle the above said.

E- Marketing is eco-friendly

Nature is something we need to preserve for ourselves and for our future generation, the inception of e-marketing has drastically reduced the usage of paper which is being made out of trees. And truly, e-marketing is a blessing to save nature.

Speedy process

We live in the age of technology, where everyone wants everything to happen at a lightning speed. To meet this expectation e-marketing activities are designed to happen with just an action of click.

Easy customization

Construction of e-mail content and making changes effectively is easy for people who use E-mail marketing to send out campaign mails. It hardly takes few minutes to make changes in your E-message as and when you want.

Increases brand value

Email is the most widely used facet of the Internet to increase brand value, it is an ideal communication medium to reach global audience for the purpose of branding and selling.



6. Conclusion

True integrated, multichannel E- marketing programs are sequence-optimized, brand consistent, and programmatically measured. To succeed in every mail you send out, practice these 3 steps consistently, doing so ensures a high level of success for you and your company, lowers overall costs and resource requirements, and helps increase engagement results. Smart email marketers know that this goal requires a commitment to use best practices combined with the industry's best solutions and expertise. To create more engaging campaigns that produce higher ROI, these methods are practiced by experts that would even work best for your business to extend your E-marketing efforts beyond boundaries.



7. About Us



Business success comes from the partner you trust who has the potential to provide the insight, support and expertise that drives your business forward. Global Email Lists is committed to provide quality e-mail marketing services to clients worldwide. With increase in demand we have inculcated a bunch of new services to our array. Our business model is designed by experts from various marketing firms that can transform any fundamental shape of a business to bring prosperity.

Our motto is to provide the most excellent marketing services and to bring awareness about quality marketing. We have a global footprint with offices at Asian, Middle East, European and American Nations. Beyond transformation and innovation, we keep abreast of the latest technology and infuse that to fix various issues. Surpassing client's expectation consistently we have gained reputation among our rivals. Associate with us to give your organization greater flexibility, higher efficiency and lower costs. Position your business to thrive now and in the future.



8. Contact Us

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