

What's Working in Email Marketing Today

Today's Presenter:

Bob Bly, Featured Guest

Copywriter, Internet Marketing Strategist

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Before We Start

Questions

- Please ask questions in question panel
- We will work questions into presentation
- Post questions on Twitter with **tag #emailmarketing**

Additional Information

- Webinar is being recorded
- Email to On-demand webinar, slides in 3-4 days

Please share! Tweet this, like us on FB, LinkedIn

For Today's Attendees

- **Pinpointe:**

- Free - 1 month Pinpointe Service
- (Monthly subscription 5k/mo – 100k/mo)
- \$49 ~ \$550 value
- <http://www.pinpointe.com/get-started>
- Use Coupon code: **PPTWEBNR** in shopping cart

- **Bob Bly:**

- 4 free marketing reports worth over \$100
- Download at <http://www.bly.com/reports>

About Pinpointe

- “Business Class” Email Marketing
- 6,000+ companies using Pinpointe platform
- Mostly Mid-Sized businesses – “B2B” and “B2C”

Products

- Feature-rich interface: spam checker, split tests, drip marketing
- Agency / Enterprise versions:
 - Dedicated, cloud-based instance (software, email servers, IPs)
 - 5-250+ users, 250k – 5 million emails /mo
 - Your branding
- “Pinpointe is like Constant Contact on steroids!”
– *Pinpointe customer*

About Bob Bly

- Internet Strategist, Copywriter
- Author of 75+ books
- Has appeared on TV, and radio
- Clients include IBM, Medical Economics, AT&T, BOC Gasses, and others
- Helps a wide range of clients with email marketing, copy, direct marketing & more.



The Agora (“Organic”) Model

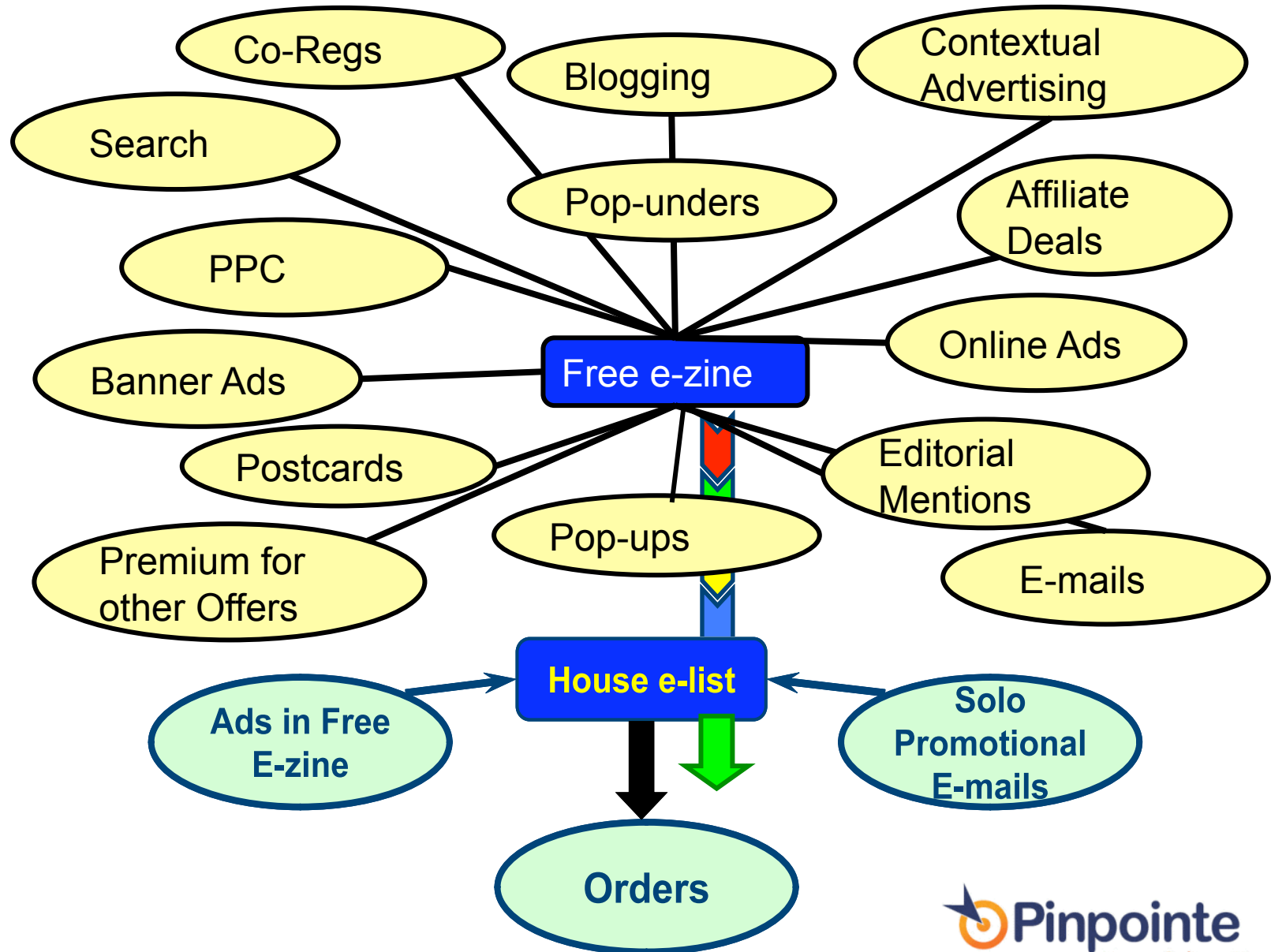
- “Marketers need to enter the emerging inner circle of trusted companies from whom people are willing to keep reading e-mails.”

-- Quris Inc. Survey, reported in DM News

- The Inner Circle and the “Rule of 16”
- “Stop using e-mail to acquire new customers”

-- Rob Cosinuke and Chuck DeSynder, DM News

The Agora ("Organic") Model



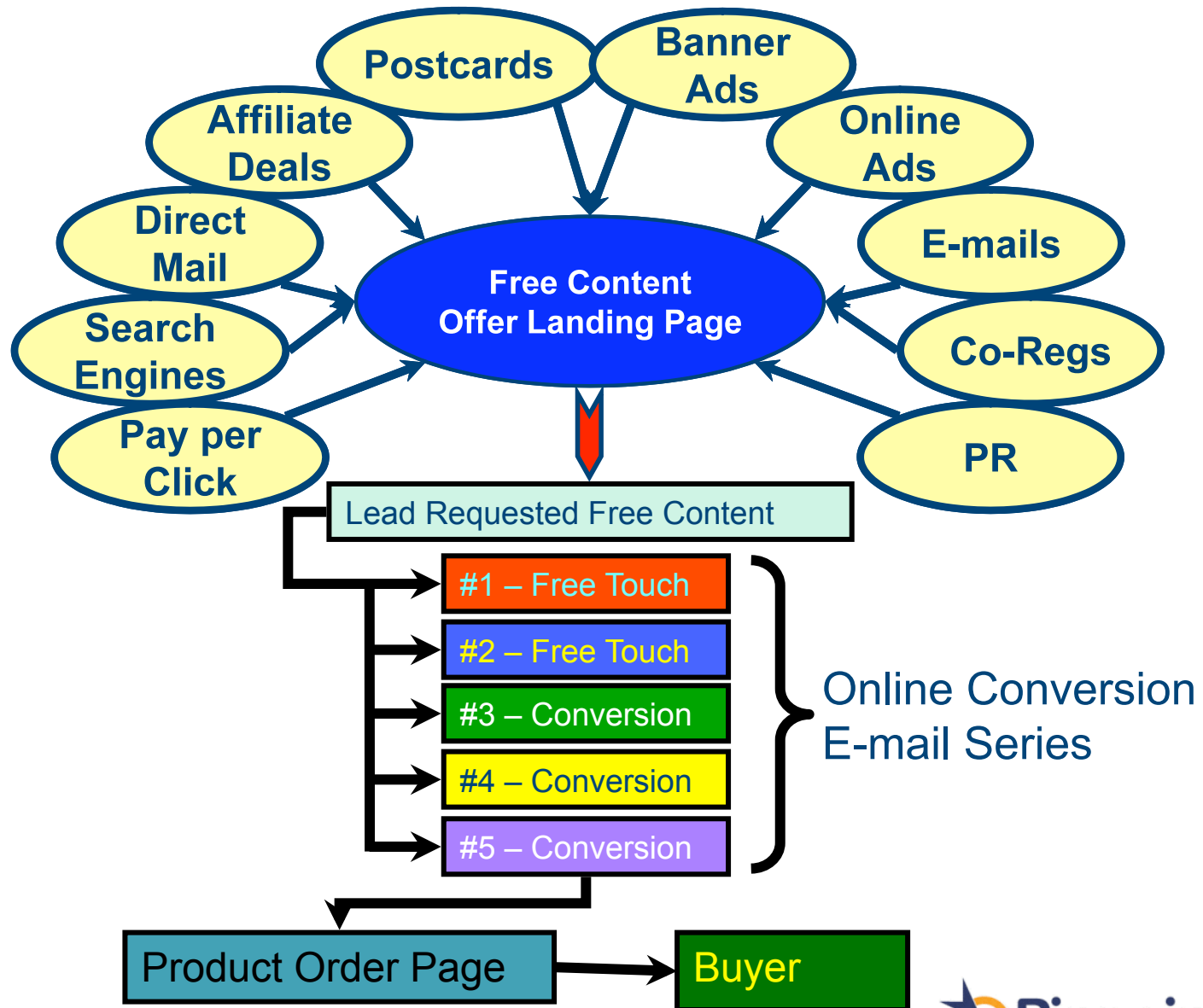
E-Zines at H-P



- 4.5 million opt-in subscribers
- 5X higher CTR than solo e-mails
- Spend \$60 million a month at www.hp.com
- Tripled average revenue per subscriber
- Subscriber churn 30% a year

Source: B to B

Online Conversion Model



6 Tips for Writing an email that People Might Actually Open and Read

1. Write for surfers and scanners.
2. Provide information quickly and easily.
3. Think both verbally and visually.
4. Use lots of lists and bullets.
5. Write in chunks.
6. Use hyperlinks.

Source: Don Ranly, www.ranly.com, presented at NEPA

Motivating Sequence

1.Attention

2.Problem

3.Solution

4.Proof

5.Action

Motivating Sequence

1. Attention →



2. Problem →

Do you need a hand-held computer that operates at the same temperature as Cherry Berry Fudge Chunk ice cream, -22°F?

Bringing ice cream and frozen desserts to consumers is a tough undertaking. It requires tough equipment for tough environments like the cold storage facilities you rely on.

We're good at tough. We build wireless-computing solutions for the ice cream industry. Never again experience operational freeze-ups due to poorly functioning wireless-computing equipment. We have the [case studies](#) (and the frozen backsides) to prove it.

3. Solution →

[Introducing the 7530 hand-held computer.](#)

Our new 7530 wireless hand-held computer functions smoothly where most mobile computers fail. Your employees gather, enter and share data at the point of work - whether it's an indoor freezer or a refrigerated truck. A tough device for a tough environment:

4. Proof →

- Frost-free scanning capability. [Learn More](#)
- Frost-free condensing environment capability. [Learn More](#)
- IP rating of 67. [Learn More](#)
- Drop rating of 6.5 feet to concrete. [Learn More](#)
- RFID ready. [Learn More](#)

5. Action →

[Get the cold, hard facts here.](#)

Watch video case studies and read white papers that prove how the new Psion Teklogix 7530 hand-held computer empowers your cold chain environment. Review product specs. Even view an online demo of the 7530 in action. No commitment or mittens necessary. Visit the [Cold Storage Microsite](#).

[Download a FREE Cold Storage Kit!](#)

If you would like to unsubscribe from ALL future emails, send an email to subscriptions@psionteklogix.com with

Anatomy of an Email Message

From Line

From: Carol Smithfield, IBM, Director of Executive Education
Subject: "Redesigning your company for e-business"

*

Subject Line
(maximum 40 characters)

In a secluded wooded enclave just minutes from Manhattan, a private group of top-level executives and renowned e-business consultants will be having — on March 6-9 — what could be the most important meeting of their lives.

And if you [click on \[LINK\] now](#), you may be able to get in on these sessions while there are still a few seats available.

Link in First 2 Paragraphs

And when you join them, you too will learn — from some of the nation's top e-business experts and consultants — what it takes to compete and prosper in the new Internet era. Including:

- A framework for building your company's e-business strategy.
- The key components of e-business redesign.
- Adapting your corporate culture to satisfy today's Internet customer.
- How to gain a competitive edge with customer-valued Web solutions and services.

Bullets

Close with link and offer

If you agree that the Internet has irreversibly changed how business is done, and you want to successfully lead your company, [I urge you to click on \[LINK\]](#) to sign up now. Registration will close out shortly, and once that happens, no further attendees can be accepted.

If you prefer not to receive further e-mails from us of this type, please click here or reply to this e-mail with "Remove" in the subject line.

Opt-out language

Put the Link “Above the Fold?”

Forbes
NEWSLETTERS

GILDER
TECHNOLOGY REPORT



Dear Investor:

Love him or hate him, stock analysts know that George Gilder -- in both the short-term and the long run -- has made a small fortune for his Gilder Technology Report subscribers.

How? By investing in a tiny group of innovative and (for the most part) little-known companies that are building tomorrow's key technologies 2 to 5 years ahead of their competitors.

And now you can find out the 6 stocks George Gilder is recommending today, absolutely risk-FREE, when you click here now: [Click Here Now for George's 6 stocks now](#)

\$100,000 becomes \$223,500 in just 12 months



Despite the tech-stock meltdown of April 2000, and the subsequent 3-year bear market in high

Place the “Call-to-Action” Above the Fold

E-mail:	One Link Placed Deep in Body	Many Throughout
Open Rate	55%	43%
Click-Through Rate	2%	37%

Proactive Viral Marketing

Next time you need hosiery, buy it online at gazelle.com – the world’s largest Web hosiery store – and get something you’ll really love owning: Our new FREE designer Sport Bags.

The Sports Bag (retail value: \$29.99) is yours FREE ... our gift to you ... with your first order of hosiery, tights, or socks from gazelle.com. Just click on [link] to choose from our wide selection of Donna Karan, DKNY, Hanes, Danskin, Givenchy, Oroblu, Berkshire, Falke, and other top-brand hosiery.

This smart designer bag will make heads turn! And so will your legs, when you’re wearing the hosiery you get from gazelle.com. But hurry. This is a one-time special offer. To get your FREE Sports Bag simply click on [link] now.

You don’t have to see hosiery before you buy it. And don’t try it on before purchasing, either. So why drive to the store, when you can simply order your favorite hosiery online at gazelle.com? You can even sign up for our Automatic Replenishment Program at [link] – and never run out of hosiery again. Just click on [link] today, before our limited inventory of FREE designer Sports Bags disappear.

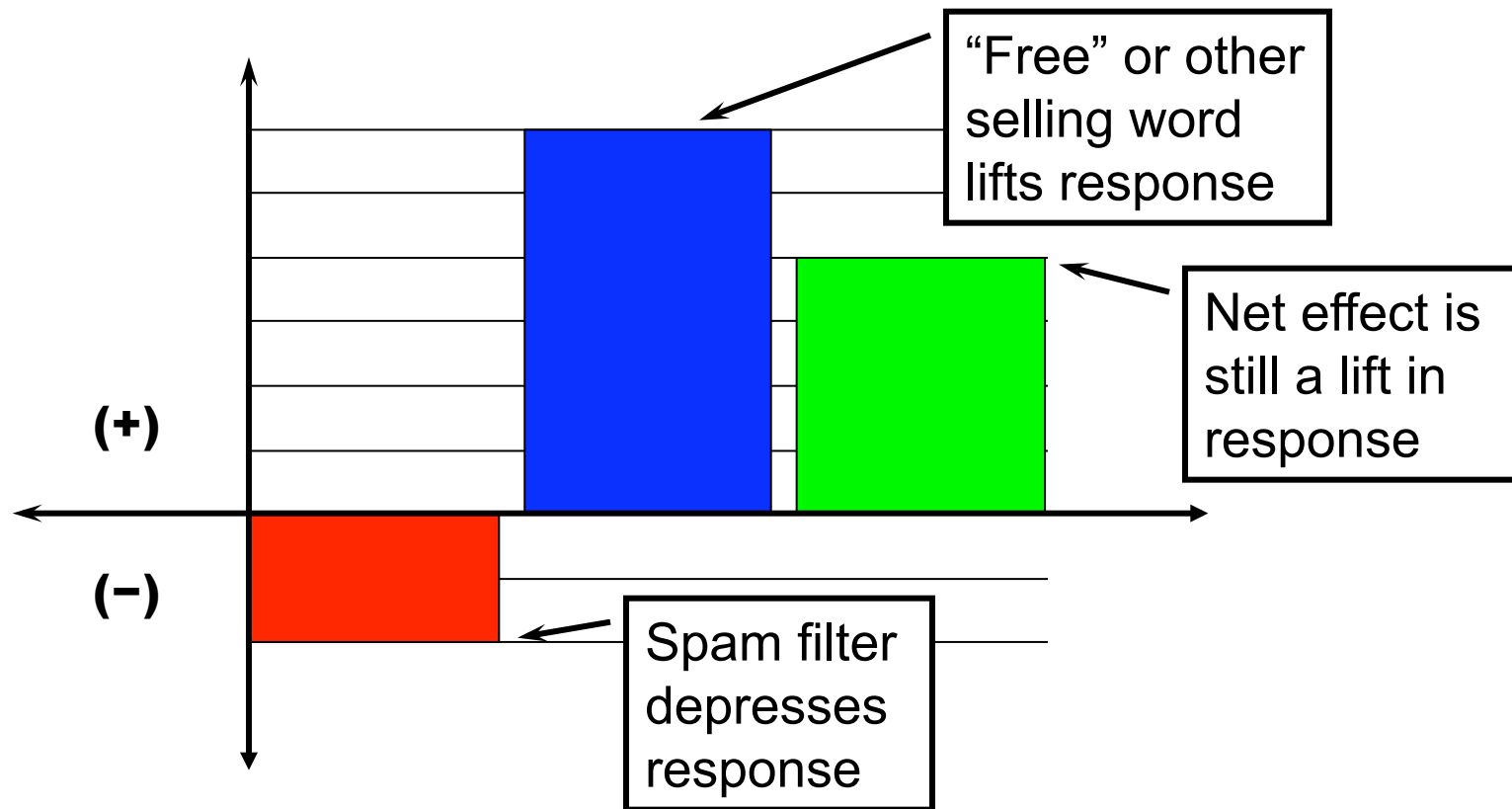
P.S. Give this special gift offer to your friends by forwarding this e-mail now. They’ll be glad you did!

Up to 81% of recipients will pass it on!

Guess Which Subject Line Did Best?

- 1. Boost Sales, Increase Profits, and Expand Market Awareness**
- 2. FREE Direct Mail Encyclopedia**

Filter Trigger Words vs. Response



Guess Which Subject Line Did Best?

- 1. Business travel got you down?
- 2. Traveling well is the best revenge.
- 3. Travel tips for road warriors.

The 4 U's

- 1. Urgent**
- 2. Unique**
- 3. Ultra-Specific**
- 4. Useful**

Rate This Headline (1=weakest; 4=strongest)

“Free White Paper”

- | | |
|----------------------|---|
| Urgent | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Unique | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Ultra-Specific | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Useful | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |

Getting Past Spam Filters

Outlook Express filters email if:

- “From” is blank or contains:
 - sales@, success, success@
 - mail@, profits@, hello@
 - @public, @savvy,
- “To” contains:
 - friend@, public@
 - success@
- Subject contains:
 - \$\$
 - advertisement, free
- Body contains:
 - money back, extra income
 - cards accepted, for free?
 - for free!, guarantee
 - Satisfaction, one-time mail
 - Special Promotion, absolute
 - \$\$, \$\$\$, order today
 - order now, 100% satisfied
 - money-back guarantee
 - mlm, @mlm, //////////////
 - check or money order

Who Should the Email be From?

From:	When:
List Owner	<ul style="list-style-type: none">• List Owner Requires It• Community of Interest• e-zine• Popular Quality Site• Frequent Visitors
Your Company	<ul style="list-style-type: none">• Well Known Company or Brand• Market Leader• Recipient May Think They are Your Customer (e.g. Microsoft)
You	<ul style="list-style-type: none">• Personal Message• You are a Guru or Celebrity• Your Company is Not Well Known to Recipients
Team (e.g. The Adobe Team)	<ul style="list-style-type: none">• Collaborative Effort

More Email Copywriting Tips

- Begin with a killer headline & lead-in sentence. Get in a terrific benefit right up front.
- Paragraph #1: deliver mini-version of your complete message. State the offer, provide an immediate response mechanism (Call-to-action)
- Next, present expanded copy that covers features, benefits, proof, and other information.
- Repeat the offer and response in the close of the e-mail, as in a traditional direct mail letter.

More Email Copywriting Tips

- Use wide margins. Limit to 55~60 characters per line.
- Avoid all-caps. WORDS IN ALL CAPS give the impression that you're shouting.
- Be concise. Readers skim a bunch of messages quickly.
- Get the important points across quickly.
- The tone should be helpful, friendly, informative, and educational, not promotional or hard-sell.
- Information is gold in email.

When Text is Better than HTML

- Audience used to text
- Information seekers
- Image not important
- Product not “visual”
- Message is person-to-person

What should a click cost?

Bob Bly's Direct Response Letter:
Resources, ideas, and tips for improving response to business-to-business, high-tech, and direct marketing.

August 4, 2011

You are getting this e-mail because you subscribed to it on www.bly.com or because you are one of Bob's clients, prospects, seminar attendees, or book buyers. If you would prefer not to receive further e-mails of this type, go to the bottom of this message and click on "SafeUnsubscribe."

Your subscription brings you one regular monthly issue, usually at the beginning of the month, plus one or two supplementary messages each week. These are typically either free tips or personal recommendations for information products on marketing or related topics. I review products before recommending them and in many cases know the authors.

We do not rent or share your name with anybody. Feel free to forward this issue to any peers, friends and associates you think would benefit from its contents. They will thank you. So will I.

Calculating cost per click

Dana Todd, executive VP of SiteLabs, uses this formula:

Break-even cost-per-click = average gross profit X average conversion ratio


If your gross profit is \$50 and your average conversion rate is

When Text is NOT Better than HTML

- Audience used to HTML
- Image is important
- Product is “visual”
- Branding is key

- Message can be “B2C” or “B2B”

From: [The Motley Fool](#)
To: rwby@bly.com
Sent: Wednesday, February 18, 2004 11:05 AM
Subject: Money SOS

 The Motley Fool
Personal Finance


IN THIS ISSUE:

- ▶ **Daily Q&A:** [I Don't Get 401\(k\)s](#)
- ▶ **Your Money:** [Money SOS](#)
- ▶ **Spotlight:** [10 Tips for Covering Your Assets](#)
- ▶ **Community Tips:** [A Case for Our Community](#)

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 **Daily Q & A**

Q. I know 401(k)s are important, but is there any way to simplify all the information I need to know?

A. Ah, your company's 401(k) plan makes your eyes glaze over. Never fear. Here are a few tips:

Text in an HTML “Shell”

- Looks like text
- Allows graphics & fonts
- Track like HTML
- Ideal for “B2B”

From: [The Investment U E-Letter](#)
To: RWBLY@bly.com
Sent: Thursday, February 12, 2004 5:32 PM
Subject: #312 - Returning 522%, Some Wines Are Outpacing Stocks

#312 - Returning 522%, Some Wines Are Outpacing Stocks
The Investment U E-Letter
Thursday, February 12, 2004

Returning 522%, Some Wines Are Outpacing Stocks
By Dr. Steve Sjuggerud
President, Investment U

"Let's face it, in a worst-case scenario, you can literally drink your investment into oblivion..." ~ Eric Roseman

Up 522% in the last 10 years...

In the latest issue of *Global Mutual Fund Investor*, my friend **Eric Roseman** points out that First Growth Bordeaux wine (1990 vintage) has risen by 522% over the last 10 years, beating stocks.

Roseman says, *"Some of the world's finer vintages have severely outpaced the S&P 500 Index - especially from 2000 to 2002 when the American broader market crashed 40%. Wine truly has no correlation whatsoever to the S&P 500 Index and offers key asset allocation diversification as an investment..."*

According to Forbes.com: *"The world's most expensive bottle of wine that could actually be drunk today is also the most expensive wine ever sold in America, a Montrachet 1978 from Domaine de la Romanée-Conti that was hammered down at Sotheby's in New York in 2001. The lot of seven bottles fetched \$167,500, or \$23,929 per bottle."*

When Do You Use A Picture?

From: The Vermont Country Store
Subject: Get cool without AC

Order Now!

**Cool any room in your house fast -
without air conditioning!**

Dear Friend:


Why swelter through another hot summer? Now you can cool off any room in your house, without air conditioning. Simply [click here now](#).

The Vermont Country Store's unique Portable Vertical Fan can cool even big rooms more quietly and efficiently than an ordinary fan—and you don't even need a window.

Our Vertical Fan comes with a built-in stand—and, as you can see in the picture, takes hardly any floor space at all.

And just look at the performance and features packed into this little workhorse:

- Oscillating high-speed centrifugal blade.
- Whisper-quiet 3-speed motor.
- 120-minute shutoff timer.
- Space-saving tower design—12"W x 12"L x 40"H.



Modular Layout

----- Original Message -----

From: Business Writing Training

To: rwby@bly.com

Sent: Friday, September 02, 2011 10:49 AM

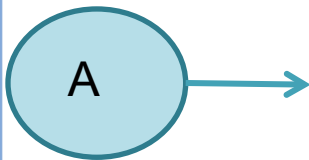
Subject: Business writing doesn't have to be difficult--2-day seminar coming to the DUMONT area

Polish your writing skills and get instant results

Images not loading? [Please click here.](#)

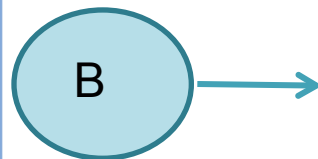
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Dramatically improve your written communication skills in just two days!



Business Writing & Grammar Skills Made Easy & Fun!

SAVE 10% NOW!

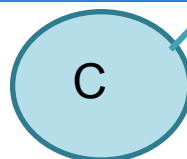


Register for this seminar and focus on the writing principles you can't afford to ignore!

**Regularly \$299
NOW \$269**

Coming to your area ...

SADDLE BROOK, NJ	Nov 01 - Nov 02	REGISTER NOW	MORE INFO
EDISON, NJ	Nov 03 - Nov 04	REGISTER NOW	MORE INFO
NEW YORK, NY	Nov 09 - Nov 10	REGISTER NOW	MORE INFO
NEW YORK, NY	Dec 08 - Dec 09	REGISTER NOW	MORE INFO



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It's Not Too Late

FREE SHIPPING
for
Mother's Day!

Order by 4pm EST on Wed. May 5th for FREE Delivery by Mother's Day!

MOM!

#1

GO MOM

MOM 1

Mom's Biggest Fan Bear

Tie in with Current Events

Advertisement

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Stay One Step Ahead of the Market, Just Like Martha Stewart ... But *Without* Her Legal Liability

We got out of ImClone, GE, Disney, The Gap, EMC, and Verisign in plenty of time to avoid the huge losses that devastated other investors.

But we also *made* profits of:

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**The Rule of
"10/10"**

THE SHARPER IMAGE®

Offer good thru **May 12, 2004**

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[Office & Travel](#)

[Home & Clean Air](#)

FREE \$50 CERTIFICATE

Receive a \$50 Merchandise Certificate FREE with any \$200 purchase. One week only!

Dear Robert,

This week, we're pleased to offer you a \$50 Sharper Image Merchandise Certificate with any purchase of \$200 or more!

This is an unadvertised, limited-time exclusive offer that is good through Wednesday, May 12, 2004 only - less than a week!



[NEW! iJoy Turbo 2 Robotic Massage Chair](#)

To make shopping easy, we've highlighted some of our newest and most popular products below. Be sure to check out our [Gift Guides: Gifts for Mom, Gifts for Dad, Gifts for Grads](#), too - and enjoy your shopping! This is a great time to select your gifts for Father's Day, graduates and shop in our stores for fabulous Mother's Day gifts, and treat yourself to a \$50 free Merchandise Certificate.

Earn your \$50 Merchandise Certificate with any order of \$200 or more placed at www.sharperimage.com (by clicking through this email), or by calling 1-800-344-4444 or by bringing a printout of this email to one of 150 Sharper Image

Here's how it works: After your \$200 order is placed and shipped (or confirmed in a store), we'll email a \$50 Electronic Online Merchandise Certificate to your email address. That's \$50 you can redeem for a future online purchase at www.sharperimage.com.

Richard

Richard Thalheimer
Founder, [The Sharper Image](http://www.sharperimage.com)

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Testimonial

Link to order page

FREE 30-Day Trial!

The New Bull Market in Gold

Buy gold today and double your money!

We guarantee it -- OR YOUR MONEY BACK!



"Gold will be around, gold will be the money when the dollar and the Euro are mere memories."
--Richard Russell, Newsletter Author

Dear Investor,

Whenever people lose faith in institutions -- the government, banks, the Federal Reserve -- there's a flight from paper financial instruments (stocks, bonds, currencies) toward hard assets like gold and other precious metals.

Provide Valuable Information



Response Strategies newsletter

EDITH ROMAN List Brokerage & Management
e-POSTDIRECT database DIRECTIVITY

Roman Alliance Database

How to Generate New Business-to-Business Customers

When using direct mail to generate new business-to-business customers, a quality database is essential to a successful campaign.

Three database benefits that yield results are:

- **Penetration** - Because of their size, databases allow you to penetrate more buying sites and more decision-makers at each site.
- **Selectivity** - The right database can deliver unmatched access to customers by industry, job title, location, size of company, and products purchased than any single source list can deliver.
- **Multi-Buyers** - Because a database combines names from many list sources, many more multi-buyers are available: A prospect who has purchased one item from two or more sources in the database are identified as a multi-buyer. Multi-buyer names almost always perform one-time buyers.

However, a database is only as good as the sources from which its names were taken. The best list sources for building high-response business-to-business databases are ABC or BPA-audited trade publication subscribers, seminar attendees, catalog buyers, book buyers, and association members.

There are several functions you can target within a

Tips

Direct Mail Formats

- The trend today in business-to-business direct marketing is toward short copy, although exceptions abound.
- Business prospects are busy, and they are inundated with reading materials.
- Tri-fold self-mailers, postcards, double postcards, and one-page sales letters in a #10 envelope with a simple business reply card work well in the b-to-b marketplace for lead generation.
- To sell a product directly from a one-step mailing may require longer copy. But usually a 4-page letter is better than an 8-page letter. But very short formats, such as invitations and vouchers, can also work.

Offers

- In lead generation, it's imperative to offer a free premium, such as a white paper or

Use an Autoresponder Series

From: Carol Tuttle <support@ DressingYourTruth.com>
Date: October 22, 2010 12:29:28 PM EDT
To:
Subject: Myth #3 - You Must Be Skinny To Be Beautiful

Hi John,

Carol Tuttle here with the third of your seven fashion myths...

The media plays a huge part in fueling women's obsession with a negative body image. This is especially true for impressionable teens, which watch an average of 22 hours of TV a week and are fed a constant stream of images of fat-free bodies in the pages of health, fashion and teen magazines.

The women on the covers of magazines represent about .03 percent of the population. The other 99.97% of us don't have a chance to compete, much less measure up. And don't forget that these people make a living at this. They're pros. Many have had major body makeovers and employ full-time personal trainers. Add to that the fact that most ads are easily reproduced, airbrushed or changed by computer to make the women's bodies conform to a marketing stereotype.

Ladies, this "standard" is impossible to achieve! The notion that a female should look like, and have the same dimensions as a "supermodel" strutting her stuff up and down a fashion show runway is absurd.

Make no mistake about it...I'm here to tell you in no uncertain terms that beauty is NOT only reserved for skinny people!

Read that last sentence again. Ingrain it in your mind because it's the basis of what I talk about in the following video...

<<http://click.icptrack.com/icp/relay.php?r=52194167&msgid=431142&act=QWUE&cc>>

Use Video – It Works

RESULTS:

- Opened: 30%
- Watched video: 46%



COMPUTER SYSTEMS

For more information or to order call 604-604-595-1609 or email Lane@Sandermax.com
#201 20189 56 Ave, Langley B.C.

Hi there,

I'm just a wee bit excited about the Last game of the Stanley cup tonight so I thought I'd share this Joke (heard it from Monica of Mommy Maids) and thought I'd share it with you.



Stanley Cup Joke

Happy watching,
Lane and the crew at Sandermax

Get Personal

Subject: {!firstname_fix}, I've got some incredible news for you.

Hi, {!firstname_fix}! It's been a while since I've sent you anything. I've been hard at work on creating some new audio masterpieces.

Speaking of that, in case I forgot to say it before, THANK YOU for giving my ETNA audio a try. The response has been overwhelming from other people like you who gave me some valuable feedback on how ETNA worked for them.

Of course, there were a couple that weren't able to get anything out of it. Guess ya can't win em all, right?

{!firstname_fix}, the reason I'm emailing you today is to let you know about a new audio I've put together. It's called "Magnetic Money Mindset".

www.MagneticMoneyMindset.com

With the economy being what it is now, I wanted to come up with something to help you get a head start on taking better care of your finances.

This audio is designed to be listened to with stereo headphones like you'd use for any standard MP3 player or CD player.

By listening to this audio, you'll be engaged in a process that helps you to uncover and eliminate bad beliefs you may have

Results: Open rate = 29%

To Sum it Up ...

- Tie in with current events – the more timely the better.
- Your best prospects are people who already know you.
- Work the funnel: free → front-end → premium services.
- Selling is the same online or offline.
- There are a few small, important differences between offline and online copywriting

Thank You for Joining Us

Go to www.pinpointe.com/get-started

Use coupon code: **PPTWEBNR** (through 10/2011)

Please join us for future webinars

For questions, or to request a trial account, please contact:

Pinpointe (Email Marketing)

sales@pinpointe.com

(408) 834-7577, Option #2

@pinpointe

www.pinpointe.com/blog

Bob Bly

Copywriter, Internet strategist

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