

Don't Make These 5 Email Marketing Mistakes with Sue Rice

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- ❖ The classic mistakes that people make in Email Marketing
 - Assuming it doesn't work anymore
 - Email is not dead but how you view it might be and how you use it might be. Because when you look at the stats when it comes to email, it absolutely is not dead.
 - Direct Marketing Association has looked at the ROI that you can get in email marketing for every dollar you spend and you can get a return of \$38.
 - Email is where it's all happening.
 - Hard-selling
 - Everyone blast off
 - They don't ask
 - They don't talk about the person's problems
 - They don't talk about the person at all
 - They're just talking about their stuff and wanting to hawk their stuff
 - They're not trying to develop a relationship
 - Writing email in a way too stiff and too formal
 - It needs to feel informal
 - Comfortable like you would be talking to a real person
 - They see email as a separate entity in internet marketing
 - People see email differently compared to Facebook, Twitter and Webinar
 - They see it as a separate entity in the world of internet marketing
 - Email is part of it but it doesn't stand on its own
 - You can actually create custom audiences that you can use in Facebook from people who have reacted in certain ways with your emails
 - They don't segment it
 - The whole concept of segmentation is that we send out emails in response to people's behavior
 - If someone's bought a product don't invite them to buy it a second time
 - If someone has said that they are not interested in a particular type of product, don't send them notices about that again
 - You can segment people out:
 - In terms of age
 - In terms of location
 - In terms of product purchase behavior
 - What they've opened