

Relevance:

The New Key to Email Success

Email Marketing:

A brief history and evolution



The Rules Start Changing: Permission Comes Along

 IP blacklists and Spamtraps

 What computer you send from matters

More Permission Comes Along




 Confirmed Opt In appears

 Proving permission / “affirmative consent” matters

 Feedback Loops and “Spam” buttons appear





Who Here Thinks
Spamming Is a
Good Idea?

Spam Is Bad Because...

-  We Don't Know the Sender
-  We Didn't Ask For The Email – It's Unexpected
-  The Content Is Not Useful Or Interesting

...So What Makes an Email “Good?”

In a “Good” Email...

-  We Know and Recognize the Sender
-  We Asked For the Email
-  It Comes at the Right Time For Us
-  The Content Is Useful and Interesting – “Just For Us” – Tailored to Our Specific Needs and Wants

We Call This “Relevant” Email



STOP

Permission Takes
Care of All That
Stuff... Right?

Example: Electronics, Inc.



Electronics Inc.

Name

Email:

Sign Me Up!



That Email Isn't Relevant!

- ▶ Most Of It Is Not Useful or Interesting To Me
- ▶ It's Not Timely – I May Want That Stuff Later, But Not Now
- ▶ It's Not “Just For Me” (Tailored To What I Want or Need)

So, We Have To Ask...

**Are These Emails
Spam?**

“It is really about what the consumer wants. Even if they asked to receive the e-mail, if they do not find value in it, then it is not a good e-mail. We want to make sure that our customers are happy.”

“Operationally, we define spam as whatever consumers don’t want in their inbox.”

**It's Not Just About
Spam...**

**...It's About Results,
Too!**



Name

Email:

Sign Me Up!



Now THAT'S Relevant!



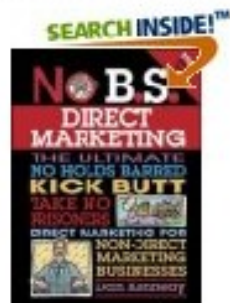
These Might Be
Relevant Next...

Who Creates Relevant Emails Now?

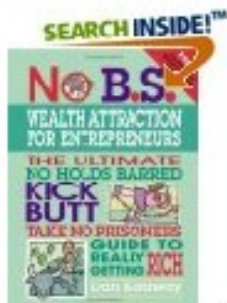


Recommended for You

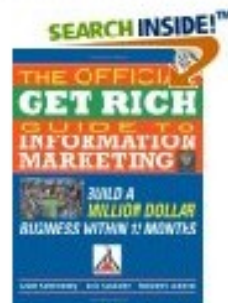
Amazon.com has new recommendations for you based on [items](#) you purchased or told us you own.



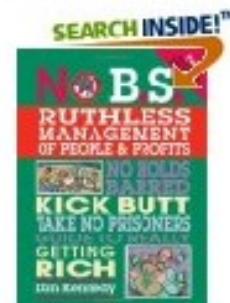
[No B.S. Direct Marketing: The Ultimate, No Holds Barred, Kick Butt, Take No Prisoners Direct Marketing for Non-direct Marketing Businesses \(No B.S.\)](#)



[No B.S. Wealth Attraction for Entrepreneurs \(No B.S.\)](#)



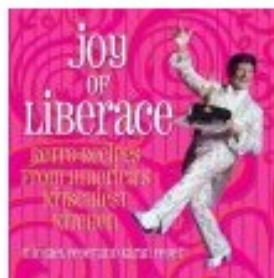
[The Official Get Rich Guide to Information Marketing: Build a Million-Dollar Business in 12 Months](#)



[No B.S. Ruthless Management of People and Profits: The Ultimate, No Holds Barred, Kick Butt, Take No Prisoners Guide to Really Getting Rich \(No B.S.\)](#)



[Search Engine Optimization: An Hour a Day](#)



[Joy of Liberace: Retro Recipes from America's Kitchiest Kitchen](#)



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Guess What?

You Already Try
To Create More
Relevant Emails

Do You Do These Things?

- ▶ Separate Customers From Prospects
- ▶ Upsell Related Products and Services to People Who Purchase From You

If So, Good Job! You're Already
Trying To Achieve Relevance

Good News:

**It's Easy to Get
More Relevant!**

Track What Subscribers Do...

- ▶ Which Emails Do They Read?
- ▶ Which Links Do They Click?
- ▶ Where On Your Website Do They Go?
- ▶ Which Products Do They Buy?

**And Then Decide What Those
Actions Mean!**

Managing List: [pastamarco](#) [\(Add New\)](#)

Change List: [Go](#)

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Quick Lead Stats

Listname	Today	Yesterday	Subscribed	Unsubscribed	Grand Total
blog-daily	0	0	0	0	0
blog-weekly	0	0	0	0	0
pastamarco	0	0	100	0	100
split-test	0	0	102	0	102
wb-newsletters	0	0	3	2	5
webinar-test	0	0	1	2	3
ws-customer	0	0	1	2	3
ws-prospect	0	0	0	0	0
Totals	0	0	207	6	213

What Now?



Start Tracking Subscriber Activity



Keep an Eye On Our Blog for Tips to Achieve Greater Relevance



Questions? Contact Us!

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