

Email Marketing

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

Interest over time



Regional Interest

Shows general market interest online according to geographical location

Regional interest

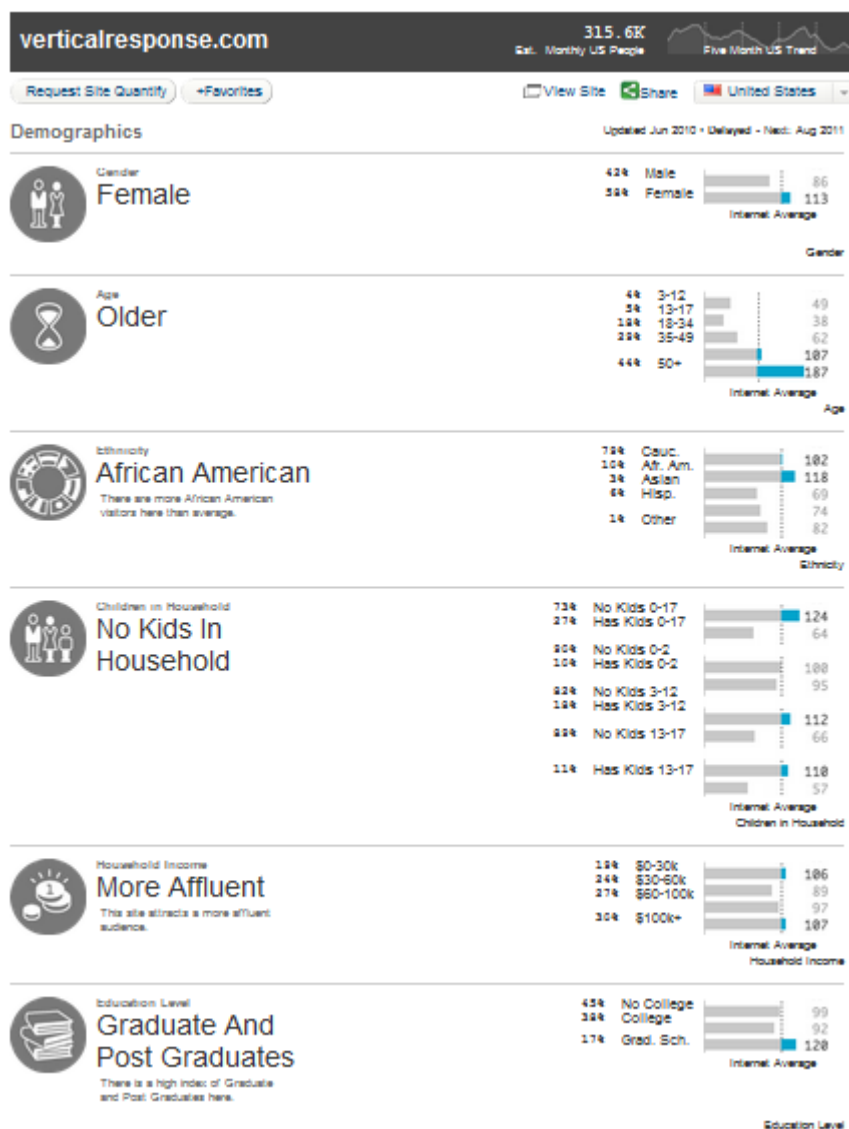
1.	India	<div></div>
2.	South Africa	<div></div>
3.	Singapore	<div></div>
4.	Brazil	<div></div>
5.	United States	<div></div>
6.	United Kingdom	<div></div>
7.	Australia	<div></div>
8.	Malaysia	<div></div>
9.	Ireland	<div></div>
10.	Canada	<div></div>

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on verticalresponse.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

Psychographics (data based on verticalresponse.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

Audience Also Likes

Updated Aug 2011 • Next: Sep 2011

Data Source: United States Monthly

	Affinity	
Incentive	3.2x	<div><div></div></div>
Consumer Electronics	2.8x	<div><div></div></div>
Politics & Commentary	2.5x	<div><div></div></div>
Hotel/Resort	2.5x	<div><div></div></div>
Shipping	2.4x	<div><div></div></div>
Travel News & Info	2.4x	<div><div></div></div>
Services	2.4x	<div><div></div></div>
Healthcare	2.2x	<div><div></div></div>
Regional/Local News	2.2x	<div><div></div></div>
Nonprofit	2.2x	<div><div></div></div>
Consumer Goods	2.1x	<div><div></div></div>
Weather	2.1x	<div><div></div></div>
Pharmacy	2.1x	<div><div></div></div>
Telecom Services	2.1x	<div><div></div></div>
Books	2.1x	<div><div></div></div>

Frequently Asked Questions

- What are the best websites to build to start collecting emails for an email list?
- How effective are email harvesting softwares when it comes to email marketing?
- What is email marketing?
- What are different types of email marketing are there?
- Do email marketing services really work?
- Has anyone used an email marketing company to send out safelist emails?
- How to build targeted email marketing lists?
- How could i write an attractive marketing message to use it in email marketing?
- What does it mean by list in email marketing?
- How to start email marketing for my new web site?
- What is a good book about email marketing?
- How can i start an email marketing campaign?
- Is there safe free email marketing software?
- Where do i find email lists for email marketing ?
- How would you perform email marketing without it being consider spamming?
- What is the best way to send mass marketing email without getting blocked and spammed?
- Are there any benefits to email marketing?
- How do i get people to opt-in to my email list?

- How can i promote my small business by email marketing?
- What are the steps for doing email marketing?
- Are there any email marketing webinars or lectures available?
- How exactly do email marketing companies work?
- Which email marketing software is best?
- Why is email marketing important?
- How can i improve my email marketing campaigns?
- What is the key to email marketing?
- What are the main differences between email marketing and social media marketing?
- What is the main factor in achieving a successful email marketing campaign?

Problems & Frustrations

- **Need to keep email marketing costs down**

I am just surveying the market...looking for an affordable, rather very cheap email marketing solution of my small low cost accountancy services business. I have had look at several of them, trying out their free 30 day period, Constant Contact (CC) and others. I was looking for a very cheap DIY style email marketing service to keep my costs down. Can anyone help?

- **Attacked by group of hackers who submit bogus email accounts**

Hi, I host an auto-responder that doesn't require a double opt-in. Anybody can come and create an account and they will start receiving our B2series of emails. The problem is that I am being attacked by a persistent group of hackers/spammers that are installing bogus accounts and using proxies to do their work. Although I've filtered all their IP addresses and eliminated the bogus email accounts, they still come at me every day! I've thought about using a CAPTCHA but that will only slow them down, it won't stop them Is there some way that I can stop this attack, other than using a double opt-in? I thank you for your help and look forward to your input.

- **Problem increasing the open rate of emails**

I'm looking for some help brainstorming some captivating e-mail subject lines. I'm looking to increase the open rate of a really nice HTML format flyer that our client base is receiving via our e-mail marketing campaign. What are some exciting title/subject lines you would open this e-mail to?

I work for an organization that for as long as mass e-blasts have been around, they have been mismanaging it. Now I'm in a position to remedy this. However, out of 6000 person mailing list now only less than 10% even open them. Is there a way to get these people to even look at our emails again? I figure most of it goes straight to junk and/or just delete without looking. I realize subject line is the key to getting people just to open it and maybe that might save someone from deleting the email right away.

- **Email blasts end up in spam folders**

These two places are giving my email blast a problem. Hotmail it seems puts everyone's email into junk--even if they are clean and non spammy. any tips with that? AOL, I get into the inbox, but then the message is blank even though I sent a short letter and small photo. What's the deal with that? No issues with Gmail or Yahoo mail. thanks.

Hi all, My company once did a bit of a bad thing with email marketing and sent loads of emails to a list that was not bought or collected by themselves. As a result, they got complaints, and I think that's why a lot of email now (which is legal, and is sent from an in-house optin list) is going straight to people's junk. Will purchasing a new domain name, and sending from this domain name instead, help the issue? Or at least allow us to have a clean slate so to speak? Are there also better ways to help our email 'rep'?

- **Bounce issues**

I work for a small company who send out 1-2 eshots a month to around 10,000 users. We recently installed activcampaign on our server (before that we used a hosted service). Since

then we have had a lot of bounce issues. This was to be expected as some of the lists were years old. Around 2000 addresses were removed due to hard bouncing. The last email I send had around 100 bounces. I'm not sure if there is a problem or if this can be seen as an 'acceptable' level of bounces. I get the feeling when we were using the hosted system we were not getting the full picture. I have signed up for the feedback loop forms etc. Any advice or tips on what you would do to investigate this matter would be fantastic.

- **Difficulty in maintaining high deliverability**

We currently have our email marketing running out of Interspire email marketing suite and we are finding when we do mailouts to our list of 50,000 people that only 1-2% are being opened (due to a fair few either not being accepted by the customers mail server or the message being marked as spam due to the domain/mail server which the messages are coming from as not being well known.) We have just signed up for an AWeber account and we have since found out that in signing up for an AWeber account, our whole list needs to re-optin to it, which is a real nuisance for our customers as they already annoyed for not finding out about some of the special offers we have done recently. We will be doing around 2 mailouts per week with around 400,000 emails going out per month. What service, if any would you guys recommend/offer so that we can get a very high deliverability from our mailing list and provide our customers with the best possible service?

- **Unsure of use of email list bought from legit source**

I have articles on my site and want to promote with email marketing. My email list is genuine and bought from <http://www.inetgiant.com>, which provide legal opt-in email list. Will Google allow me to do this because that articles page have google ads on it? I bought legal email list, not spam list from <http://www.inetgiant.com>. Is this legal or not as per google TOS and program policies ?

- **Unsure of policies governing sending of emails to potential customers**

I am going to promote some cleaning services over the internet. I am thinking of using email marketing to obtain some customers. I have taken a look at the Mailchimp, which is a web application for email marketing. The problem is, it does not provide an email list of potential customers for my industry and it also says that I should not purchase an email list somewhere and use it on their application. Is there any company that offers email marketing solution which provides an email list of potential customers for different kinds of industries? I understand that sending unsolicited email is bad (which is SPAM), but I heard from my friend that it is not always prohibited and illegal. For example, it's not illegal to send unsolicited email to public company email address, such as contact@mycompany.com. Please do feel free to give any answers / suggestions.

- **Don't know how to generate an effective email marketing campaign**

While I own a traffic site, FREE TRAFFIC FOR LIFE, that has been online now for about three weeks, I am trying to utilize as many free promotional services/tools as possible to generate business. However, now that I have started to generate some profit from the site, I understand that targeted email marketing is the best resource to place your ad money. Therefore, would any of you experienced Internet Marketers please provide me your valuable advice on which emailing program/tool/company I should use to generate an effective campaign.

- **Email marketing problems**

I have been doing email marketing for some time now and to be quite frank, it's a pain in the ass. Here are some of my problems: 1) pricing (more i send, more I pay... bleh) 2) integrating with social media - for example: rewarding people for spreading the word

(similar to Good Karma Listbuilder) 3) annoying opt-in issues w/various email marketing service guys

- **Problems in deliverability**

I send out graphic emails promoting our photo studio. I use a website service provider and use their free email marketing tool. But I moved away from this thinking that I would get better deliverability with one of the established players. It looks like paying more is not always better. I have tried and tested sending the same email 2 ways through both avenues and realized that there's a difference in deliverability. In fact, the established player failed to deliver my emails to Hotmail members. What should I do?

- **Poor conversion rates from email marketing campaigns**

I recently developed a landing page (healthsmartbenefits.com) and hired 2 opt-in email marketing companies to email their participants for a free quote on our healthcare plans. The email was done well and the landing page is excellent. In fact, the landing page was modeled after a colleagues landing page that is doing this successfully. He has no problem generating the quantity of leads we need. The two marketing companies we selected were admittedly the cheapest of the 16 quotes we sought out (\$1,800 for one and \$1,200 for the other). Both marketing companies have been broadcasting the emails for us, but from about 30 million emails and 10,000 visitors to my landing page, I have gotten only 3 conversions. This seems statistically impossible. I have had my web developer recheck everything with respect to the functionality of the landing page and my CRM's capture of the lead information, and everything is working just fine. 60% of our visits have been from the Firefox browser, which seemed a little strange. I am absolutely baffled. Any ideas what's happening here?

- **Don't know how to generate traffic through email marketing**

We are in the process of building a website. The website is still a few months out from being launched. I was wondering if there is anything you can do ahead of time to start promoting your website. It's tough to tell people to go to a website that isn't there yet. Anyone have any advice? Also, with email lists. All I keep reading about is making sure emails are opt-in and make sure they come directly from your site so the people choose to be on the list. My problem is I want to use email to get people to come to the site. IS there any way to do that without being considered spam?

- **Unsure of ideal frequency of sending out emails**

How often do you think someone should send e-mails? My friend tells me I send out many emails. She "claims" I send 14 messages out within 7 days...now I could have sworn it was less but whatever. Is it too much to send 1 a day? 1 a week? 1 a month? I mean how do you make sure you aren't going to lose that person?

- **Looking for cost effective way to send out multiple emails**

I currently send 400-500 personalised emails max in one hit when contacting customers. I design the email in Word, do a email merge and send via Microsoft Outlook. I am launching a new site and want to contact up to 10k contacts. To avoid being classified as SPAM and without creating a back log in our email system. What would be the most best and most cost effective way of sending these emails?

- **Unsure of effectiveness of email marketing campaigns**

Is Email Marketing still useful in this day and age? With all the crappy spam that I get daily in my email, what can I do to get 'subscribers' that will actually read the emails and act on the products, or advice for products that are listed?

- **Unsure of personalizing mass emails**

Does anyone know how do you personalize mass emails? As in send an email to 10 and be able to include their names " Dear so and so". Say you send an email to person A and person B. You send one single email to both at the same time and each sees only his/her name at the beginning of the text. Person A, get "Dear A" and person B, gets " Dear B". I am sorry, this is the best way I could explain what I mean. When I talk to people about personalizing emails they assume that I just want the person not to see all other recipients of the email or that I want the email section to include full names.

- **Writing emails for email marketing campaigns**

I was wondering if anyone knows about ways to automate the creation of emails for email marketing, or is my only option to write (or outsource) every time I start a new niche?