
Lessons from an Email Marketing Campaign

by Dr.Mani Sivasubramanian

You may give away this **FREE** report

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Andy Henry ran a 'contest' of sorts on the Warrior forum - and offered \$1,625 in prizes.

Several experts contributed some amazing insights into online marketing. This is the piece I contributed - and it was picked for the 2nd prize...

\$500.00

In the spirit of the 'contest' I'm donating the money to my charity, the **Dr.Mani Children Heart Foundation**, where it will be used to sponsor a heart operation for a child with congenital heart defects. Read more about it at <http://www.CHDinfo.com>

And sharing the content of this **\$500.00 forum post** in this report... for free. If you know anyone else who can use this information, please pass it along.

1. Reciprocity (also called '*Give and then Get*')

In 2004, I launched my first high-ticket product - a print niche marketing newsletter called "**Quick Niche Profits**" - <http://www.QuickNicheProfits.com>. Subscription cost \$800 a year.

Three partners helped - including a young Malaysian marketer named Melvin Ng.

We started with a soft launch to my list - which did NOT do well. I was losing my enthusiasm, even wondering if we had a 'good enough' product.

Melvin then hit his list with a killer promotion that brought in some 20 new subscribers. That fired me up again, and together with Maujhuri Chakraborty and James Allen, we flexed our collective marketing muscle and ramped up membership to (at peak) over 165 subscribers!

Fast forward to 2007, and Melvin Ng with two other Warriors is doing his big launch for a \$47 product. And he invited me to promote it. It was a great offer (it's ended, so this is NOT a pitch!)

With my first mailing, my list responded in a lukewarm fashion. One sale resulted. But what Melvin had done for me in 2004 was vivid in my memory still. In the next 72 hours, I sent out FOUR solo ads to ALL my 39 sub-lists (something I do only VERY rarely) - and sales poured in.

Plus, I threw in a bonus I would never consider doing for a regular affiliate promotion... but then this is NOT 'regular'. It is returning a favor - one that Melvin did WITHOUT expecting this in return. Three years ago. Maybe he even forgot about it!

That's the power of reciprocity. It gets people to go over and above FOR you - after you've done something equally nice for them, first.

**Go out of your way. Start helping others.
The rewards will return - later.**

2. Listening

I ALWAYS listen to my subscribers. No, I don't always respond, reply or agree. But I listen.

One reader, a Warrior too, wrote to tell me one of the emails sounded 'desperate' for sales.

I analyzed the message I sent out, and saw how it could be interpreted that way - even though I thought it conveyed 'urgency' only.

Then another reader wrote to say I was 'pitching' the product, but didn't explain well what the buyer may get from it.

Ouch! That hurt... because it was true.

I crafted a LONG email - it was around 1,600 words in all. (Kind of like this report)

That message brought in SIX TIMES more sales than the others.

It happened because I bothered to listen when my list members gave me feedback.

**Always listen. Think about what you heard.
Then act to fix a problem.**

3. Empathy

Get it.

Or give up.

It's that important.

One of my long-time subscribers wrote to say he just couldn't afford the \$47 to buy this package... even though he was convinced of the value.

He was apologetic, because he felt he was letting me down!

I wrote him a personal note, from my heart, saying how it didn't matter if he did not buy this product or any other, explaining why it didn't matter to him at this time and offering to help out in any way I could.

Far too many marketers take readers on a guilt trip. And use arm-twisting pressure tactics. "Buy this, or else..." and scare the living daylights out of them.

It may work - in the short term. And it will lose you RESPECT. In the long run, you LOSE.

**Understand your market. Identify with their circumstances.
Offer viable solutions.**

4. 'Tell & Sell' Works Well

I mentioned listening to my readers' feedback. Well, one solution I implemented in the sixteen-hundred word email was a tutorial - about using resale rights and PLR products.

Packaged into an infoproduct, that alone could have sold for \$17 as a WSO.

It explained, in detail, 2 models to work with that particular package of resale rights products - but was general enough to be applicable to other similar packs.

The other 4 ideas were outlined briefly - but all were viable models to turn the investment into profit.

That email brought in 6 sales in the few hours after it went out!

Two of the buyers wrote to tell me they only ordered because now they could see how to put the purchase to use. Until then, it wasn't clear, and they ignored the message because it was just 'one more of the same kind'.

Teach. Guide. Then sell.

5. Bonus Power

I had no idea there were high-powered bonuses being offered for this promotion. I wonder why - the affiliate commission is around \$20 per sale, not enough to bring out the cannons!

For me, personally, this was beyond the money - it was returning a favor Melvin had done for me years ago. So I offered an INSANE bonus... resale rights licences to one of my brand new products that was selling very well at \$47 by itself.

That seemed to do the trick for a few buyers, who ordered for the bonus. One said:

`"Ok, you talked me into it. Send me the links so I can start promoting it!"`

Tap into bonus power - but don't go overboard!

6. Follow up

In an earlier promotion I did for Harvey Segal's line of Clickbank products, I experienced the immense power of sending multiple follow up emails to the same list - and even outlined the sequence in a free report.

This email campaign, though more condensed and rapid-fire, is another case study where follow ups work very well.

The first email brought in ONE sale. The second got FIVE. The third got SIX. And results from the fourth aren't yet in.

Same list. Same product. Different message.

Follow up. Keep following up. Don't stop.

Word of caution: Don't overdo it to the point you become a nuisance. And never EVER be abusive of people who don't order! Remember: EMPATHY is more important.

7. Killer 'Subject' Lines

Here are 2 samples that speak for themselves:

{firstname}, SHOCKING!!!

and

{firstname}, I Might As Well GIVE UP...!

Both had response rates that were higher than average.

Grabbing attention in a crowded, busy marketplace isn't always easy.

Your headline must do the job. Work on it.

Hope this is of some help in planning your own email marketing. Please share this report with anyone you think may find it helpful.

And if you'd like to sign up to my brand new high-content email newsletter, "**The Newbie Freebie**", go to

<http://www.EzineMarketingCenter.com/newbiefreebie.htm>

All success

Dr.Mani

... the Internet infopreneur

<http://www.InternetInfopreneur.com>