

Top 5 Ingredients of a Successful Email Campaign

When planning a new autoresponder campaign, there are several key things you should keep in mind. Many people fail to achieve the best possible performance when using their autoresponder service, simply because they do not plan their campaigns well enough in advance. Below are the five main ingredients that form part of every successful email campaign.

1. Make sure you know exactly what you are selling, there should be no grey area involved when a client wishes to follow the purchase process. Ensure that any questions they may have can be answered quickly and in a sensible fashion. If the purchase procedure is completely automated, through a webpage, then make sure it is tested thoroughly, in every possible browser, so that all sales will be processed without error. Wasting sales because you were not ready to take the money from somebody's pocket is just plain stupid.
2. Have quality content ready for your emails; do not be afraid to employ the services of a professional copy writer at this stage. You may have invested an awful lot of time and money in setting up your on-line business venture, do not mess up your sales email by writing it yourself, unless you are completely sure you can write it correctly and ensure it contains the correct trigger words and bait.
3. Be ready, have plenty of resources available to deal with problems, customer queries and complaints. Many ventures have failed simply due to the fact their customers felt they had not been given a decent level of service. Once a customer is displeased with the way you do business, he will not only stop using you, he will tell others about the terrible experience he had dealing with. If in doubt, hold off on your email campaign until you are sure you can deal with anything your client base may throw at you.
4. Have your entire campaign planned. So many autoresponder subscribers merely fire off their first email in their first campaign, hoping to play it by ear as things progress. This is not an optimal way of working, have all of your first contact, confirmation of order, support request and follow up mails created and ready to go. Rushing things at a further stage into the campaign may cause you to make some serious errors and waste anything you may have achieved so far.
5. Learn from your mistakes, if your first campaign was not successful; make sure you understand why before launching a new campaign, there is no use in repeating the same mistakes time after time and getting nowhere fast. All of the good autoresponder subscription service supply performance evaluation tools. Learn how to use these tools to improve your campaigns, and keep using them before, during and after every campaign.

The five basic guidelines for planning and running an autoresponder campaign, are designed to help you avoid many of the common pitfalls encountered by people who do not understand the power of an email campaign, this power is not all positive, a badly planned and implemented campaign can have detrimental effects upon your business.