

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #3 - Five Features Every Email Marketer Ought To Be Using

If you're in the process of shopping around for an email service provider (*ESP*), then you'll want to check out the following list of five features you ought to be using. And if you already have an ESP in place, then you'll want to check this list to see if you're making the most of the service you've selected.

Let's get to it...

Feature #1: List Segmentation

The idea behind this feature is to let you segment your list in some way such as by using tags. You can then email different segments with highly targeted content and ads which will boost your response rate.

The most basic segmenting is to separate your prospects from your proven customers. However, you'll want to further segment your list in the following ways:

- ⇒ Segment prospects according to the lead magnet they requested or other method for joining your list.
- ⇒ Segment customers according to which offers they've purchased.
- ⇒ Segment according to the answer to a survey/poll question (*e.g., ask subscribers which topics interest them*).
- ⇒ Segment according to location so that you can send emails when subscribers are awake, online and active.
- ⇒ Segment by other demographics such as age or gender.
- ⇒ Segment by behavior such as whether someone opened your last email, clicked on the link inside, etc. (*Then send an appropriate follow-up.*)

Next...

Feature #2: Opt-In and Newsletter Templates

Many email service providers include at least one of these types of templates, if not both. The opt-in template is to help you create a beautiful form that you can embed on any page of your website. The email templates are in place so that you can create a beautifully designed email even if you don't know a thing about HTML coding.

When it comes to the opt-in template, be sure to choose a form that matches the webpage where you're embedding it, yet it still stands out. For example, you don't want to put clashing colors in your opt-in form that turns it into an eye sore, but you do want to use bold colors so that it "*pops*" off the page. Just be sure the bold color matches the rest of the page.

When it comes to email templates, be sure to choose a clean layout, preferably with one column. You'll also want to choose a responsive layout so that your content is easy to consume for anyone who's on a phone or other small device.

Feature #3: Scheduling

You've got an email you want to send next Tuesday at 9:00am, but you plan to be on an airplane at that time. *What to do?*

The answer: use your ESP's scheduling feature. This allows you to load up all sorts of content to your ESP platform, and then pick the exact date and time you want the email to go out. This saves you time, and it lets you send emails even when you're not at your computer. You can even schedule segments.

For example, if you're sending content to someone in a completely different time zone, you can schedule the content to go out at a specified time so that you don't have to wake up in the middle of the night and send it manually.

Feature #4: Testing and Tracking

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The next feature you'll definitely want to use is testing and tracking your email campaigns. Typically, your email service provider will have the following tracking features in place:

- ⇒ Tracking who opened an email. You can use this feature to test different email subject lines, the email preview (first line or two of the email), the "From" field, or even the days and times you send out your emails.
- ⇒ Tracking who clicked on a link in an email. You can use this feature to test calls to action, benefits, your postscript, your opener, the overall design and layout of your email, and more.

Just be sure to test ONE variable at a time (*such as the subject line*) while holding all other variables constant. That way, you can be confident that any change to conversion rates is due to that single factor that you're testing.

And finally...

Feature #5: Autoresponder

One of the most popular features of most email service providers is the autoresponder. The autoresponder lets you load up as much content as you want, from one to an almost unlimited number of emails, and this sequence then gets sent whenever someone new signs up for your list.

For example, when someone first joins your list, you may send them a sequence of five emails to build relationships, provide value, and promote an offer. You set the schedule of when these emails go out. For instance, the first email should go out instantly (immediately after the subscriber opts in), and then you can send out the other emails in the sequence one day apart for the next four days.

That's just an example...

You can load your autoresponder with dozens of emails which gives you a hands-free way to nurture your list and promote offers.

TIP: Just be sure any emails you send are evergreen, meaning the content seems just as useful and fresh today as it will six months or a year from now. If you load

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your autoresponder with evergreen emails, then you don't have to worry about updating these emails every few months. This makes this a truly hands-free, set-it-and-forget-it strategy.

Conclusion

And there you have it: five features that every email marketer ought to be using. When you're ready to start using these features, just log into your email service provider dashboard.

Be sure to check your ESP's help documentation as most ESPs provide full text instructions on how to use a feature, and, in some cases, will provide video tutorials as well.

In addition, most ESPs also provide live help (*such as live chat or even phone service*) if you have any problems implementing these features.