

What is an Email Marketing Software?

Email marketing software is a tool that is utilized for managing and tracking top-of-the-line email marketing campaigns. These kinds of campaigns use databases where email messages are targeted and customized according to the personal preferences of individual recipients. The tools handle promotions of the small-scale to high-scaled marketing campaigns.

What are the features of email marketing software?

They handle a wide variety of tasks that allows marketers to measure the results of the campaigns. Email marketing software enables them to target and communicate with audiences in an easy way. They can make target recipient lists that are sophisticated and accurate, using a wide range of demographic data as a basis. Text and HTML messages can be created, and they can be previewed before being delivered. The software also has the ability to monitor each click-through and opened mail messages that are sent to users. Graphical reports regarding the progress of the campaign is generated.

Advanced software has these following features:

- Flags invalid email addresses and duplicates. It also flags unsubscribed accounts forever so that marketers will not add them up again accidentally on their lists.
- Contacts are arranged into separate groups. This will allow marketers to segment the mailing lists. The contact lists can be added with a fair amount of information such as name, address and contact numbers.
- Provides a wide variety of email templates for HTML to make the messages look more attractive and professional.
- Enables the personalization of emails by adding the first and last name of the recipient in the subject line or the main body of the message.
- Ability to deliver thousands of messages in seconds.

What are the techniques in using email marketing software?

Email marketing has a great potential to be the most effective marketing technique around if it is used correctly. The three main techniques are:

1. Special offers

They are classic techniques in direct marketing that turns out well when converted to email. To make sure that they are effective, recipients must be offered something that is of real value. These offers must be something that is substantial to the user. Marketers are advised not to offer discounts that are lower than the profits, and time limits should be established.

2. Invitations

Sending invitations to events such as conferences and seminars can be an effective strategy. In dispensing invitations, the number of times that emails are sent is a very vital factor, if done correctly, it can dramatically increase the number of attendees. The quantity of recipients that will register can double up if users can click through from an email to the web page where online registration or an RSVP is permitted. To lessen the number of people who have no plans to show up in the event, emailed reminders can be sent to those who have already registered.

3. Keeping in touch

The purpose of sending newsletters to users is not to get an immediate response, but more on simply keeping or maintaining contact. Newsletter content range from tips to photographs of a certain event. The point of sending newsletters is to establish a significant connection with the users by providing them with information that is not present somewhere else. Originality is very essential to the success of this particular technique, for it reflects the individuality of the company to the user, and differentiates it from the competition.

In line with utilizing the software, there are two important rules that must be followed in order to achieve marketing goals.

1. Send only meaningful content to persons that requested them

Do not attempt to send users extra content that is totally unrelated to their preferred information in hopes of them availing the other service. This method will only lessen the value of the relationship between marketer and subscriber. It is perfectly alright to send a subscriber a monthly newsletter that promotes other services, but always stay within the requested information.

2. Maintain consistency on the frequency of sending the messages

The frequency of sending messages will depend on the type of the business and the interest level of subscribers. The important thing to remember is that once businesses have found the right frequency delivery, they should stick to it.

Following the above recommendations will enable marketers in the usage of their email marketing software. Just remember to select carefully the wide variety of tools that are available in the market, then watch profits skyrocket.