

YOUR FIRST
90
DAYS OF
EMAIL
MARKETING

Successful Email Marketing
with Swiftpage Connect



SwiftpageConnect.com
[Twitter] [Twitter.com/swiftpage](https://twitter.com/swiftpage)

BrightPeak.com
[Blog] [Blog.Swiftpage.com](https://blog.swiftpage.com)

Table of Contents

Welcome to Swiftpage Connect

Introduction _____	4
Overview of Swiftpage Connect Features _____	4

Weekly Checklists _____ 6

Week 1: Test Drive

Attend a Demo _____	8
Swiftpage Connect Tools _____	8
Add contacts for a practice send _____	12
Select a template for a practice send _____	12
Send the practice email _____	13
Track the practice email _____	13
Notes from Week 1 _____	13

Week 2: Your First Real Send

Permission Based Email Marketing _____	14
Create a List of Current Contacts _____	14
Import Your List _____	15
Providing Relevant Email Content _____	15
Common Email Marketing Uses _____	16
Create an Email _____	18
Send an Email _____	19
Notes from Week 2 _____	21

Week 3: Find Value in Reports

Interpret Reports _____	22
Utilize Reports _____	26
Create a Call List _____	27
Setup Social Sharing _____	28
Notes from Week 3 _____	30

Week 4: Enrich Your List

Building Your List _____	31
Grow Your List _____	32
Segment Your List _____	33
Notes from Week 4 _____	35

Week 5: Create an Impactful Newsletter

Email Design Tips _____	36
Creating Successful Newsletters _____	38
Notes from Week 5 _____	39

Week 6: Polish Your Subject Lines

Subject Line Tips _____	40
Send Monthly Newsletter _____	42
Notes from Week 6 _____	44

Week 7: Renew Your Newsletter

Track Newsletter _____	45
Notes from Week 7 _____	46

Week 8: Automate Your Emails & Market Events

Email Marketing Automation _____	47
Email Marketing Automation Examples _____	48
Marketing an Event _____	49
Notes from Week 8 _____	50

Week 9: Split Test for Success

Split Testing _____	51
Notes from Week 9 _____	53

Week 10: Send & Split Test Your Newsletter

Prepare Split Test _____	54
Send Monthly Newsletter _____	54
Notes from Week 10 _____	55

Week 11: Analyze Newsletter & Split Test Results

Track Newsletter _____	56
Split Test Results _____	57
Notes from Week 11 _____	58

Week 12: Refine Your List

Cleaning Your List _____	59
Improve Email Relevancy and Engagement _____	59
Notes from Week 12 _____	60

Conclusion _____	61
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Welcome to Swiftpage Connect

This guide will highlight specific actions and strategies on a week-by-week basis. Don't overwhelm yourself by reading the entire guide right away. Instead, read it one week at a time as you progress through your first 90 days with Swiftpage Connect.

Each week will focus on a particular area or strategy of email marketing and provide specific instructions on actions you should take during the week. First, let's look at some of the features of your Swiftpage Connect service.

Overview of Swiftpage Connect Features

Reaching your contacts is vital to successful marketing. Swiftpage Connect's email marketing service offers a variety of powerful and useful tools in a self-service web-based environment.



Deliverability

One of the biggest benefits of using an Email Service Provider, such as Swiftpage Connect, is the [increased deliverability](#) of your emails. By sending through our servers, the likelihood of your emails hitting inboxes is [greatly increased](#). This is a result of two things Swiftpage does that individuals cannot do. First, we maintain strong relationships with Internet Service Providers (ISPs). Swiftpage regulates CAN SPAM compliance and best practices among our customers to maintain a strong reputation among ISPs and help ensure your messages sent through Swiftpage Connect are delivered. Second, we offer easy methods to [authenticate your email](#) and create a stronger link between your company's IP address and ours.



Reporting and Analytics

Another benefit of using Swiftpage Connect to send your emails is the reporting data and analytics we provide you after your email has been sent. This data shows you who opened and clicked on your message and when. Your bounce data is also provided which can help you maintain a quality database by updating email addresses that may be invalid or incorrectly entered. The data provided by Swiftpage Connect can then help you identify who is most interested in your message and prioritize your follow-up with our Call List tools.



Email Template Creation

Swiftpage Connect allows for easy HTML email template creation making your email blasts more professional looking than ever before. With link insertion capabilities you can link to documents hosted by our system, Landing Pages created and hosted on Swiftpage Connect as well as outside web pages. Swiftpage Connect provides Basic for the new user and Advanced template editor options for the experienced HTML user.



Manage Your Contacts

Swiftpage Connect provides list management storage features so you can access your contacts and fulfill your e-marketing from wherever you are. Simply import a CSV file of your list and create segmented lists with [static](#) and [dynamic](#) group options in the List Manager. Your contact's e-marketing history and notes are stored in the Swiftpage Connect List Manager. You can also implement personalization in your email templates with Mail Merge field options inside the text editors.



CAN SPAM Compliance

Swiftpage creates email footers for each of your emails and inserts your physical address and 'Leave this List' option in order to comply with mass email [CAN SPAM](#) regulations. Swiftpage also manages recipients who click the 'Leave this List' link. These unsubscribed email addresses are excluded from future sends without any required intervention from you. Since Swiftpage is a permission-based email provider, we also help you stay CAN SPAM compliant by educating you on best practices for gaining new contacts and how to reach them.

Weekly Checklists

Account Name: _____
User ID: _____
Password: _____

Week 1 Checklist

- Attend a demo
- Review Swiftpage Connect Tools
- Add contacts for a practice send
- Select a template for a practice send
- Send the practice email
- Track the practice email

Week 2 Checklist

- Create a list of your current contacts
- Import your list
- Pick an email marketing use applicable to your business
- Subscribe to your competitors emails
- Create an email
- Send an email

Week 3 Checklist

- Interpret the reports from the email you sent during Week 2
- Use the reports to uncover one area of improvement for Week 2's email
- Create a call list based off Week 2's email
- Connect to at least one social network

Week 4 Checklist

- Add a sign-up form link to your website and/or print materials
- Implement a list growth strategy
- Select one segmentation variable
- Segment your list based on the variable you selected

Week 5 Checklist

- Follow the email design tips
- Write Content for your first monthly newsletter
- Create your first monthly newsletter

Week 6 Checklist

- Review the subject line tips
- Brainstorm your newsletter subject line
- Send your first monthly newsletter
- Share the newsletter on your social networks

Week 7 Checklist

- Use your reports to analyze the content of your first newsletter
- Come up with one area of improvement for your newsletter
- Establish a baseline to use when analyzing your future newsletters

Week 8 Checklist

- Decide on one way to use to marketing automation recurring emails
- Make a list of ideas for using email to market your next event

Week 9 Checklist

- Select one split test variable to use when you send your next newsletter
- Create your second monthly newsletter

Week 10 Checklist

- Prepare your split test
- Send your second monthly newsletter

Week 11 Checklist

- Compare the reports from your second newsletter to the reports from your first newsletter
- Determine how you can improve your newsletter based on your report analysis
- Examine your split test results and take note of any conclusions to use for future emails

Week 12 Checklist

- Access your Bounce Report
- Remove any invalid email addresses from your list(s)

Week 1: Test Drive

This week you will attend a demo and get familiar with the Swiftpage Connect tools. Then you will learn how to add a contact for your test email, select a template for your test email, send your test email and track your test email.

Week 1 Checklist

- Attend a demo
 - Review Swiftpage Connect Tools
 - Add contacts for a practice send
 - Select a template for a practice send
 - Send the practice email
 - Track the practice email
-

Attend a Demo

Getting Started with Swiftpage Connect

An introduction to Swiftpage Connect for all new users. This demonstration walks you through how to create an email template, send to your contact list and how to access and manage your reporting data. Approximately 45 minutes with Q&A session included.

[Sign Up Now >](#) or, [Watch the Quick How-To Videos](#)



The best way to get started with Swiftpage Connect is to attend a live online product demonstration of our available features.

To sign up, visit the [Swiftpage Connect website](#). If you don't want to wait for the scheduled demonstration, feel free to view the [recorded demonstration](#) and get started right away!

Swiftpage Connect Tools

In order to login to your Swiftpage Connect Account you will need an internet connection because the services provided are hosted online. Visit www.swiftpageconnect.com and login in to your account to get started.

Account Name: _____ User ID: _____

Account Password: _____

Once you login, you will be taken to your Swiftpage Connect homepage, also known as “My Swiftpage”. Here you have access to all of the Swiftpage Connect tools.



The Template Editor button launches the Template Manager where you can:

- Create and edit email templates and distribute them to other users
- Access all Global and Local templates as well as both the Basic and Advanced Template Editor
- Import templates, publish and distribute templates
- Launch templates as landing pages
- Manage your image and document libraries



The Send Email button allows you to:

- Select recipients
- Choose the email template to send
- Enter your subject line
- Select the sender (if you have multiple users)
- Schedule your send for up to 60 days in advance or send your email blast now

Note: Users of Swiftpage Connect’s integrations for ACT!, SalesLogix and Sage CRM generally do not use this section of Swiftpage Connect because email blasts are sent and contact lists are maintained in each of the programs previously.



The Reports button allows you to:

- View your online reports for email blasts and individual sends including detailed open and click data from your email recipients’ interactions with your email sends
- View scheduled sends
- Request your opt-out or suppression list
- Generate account-wide reports after providing account level credentials



The List Manager button takes you to our contact management features where you can:

- Easily create [dynamic](#) and [static](#) groups with any field or various filter options
- Access E-marketing history, Call List actions and manage notes specific to each contact
- Sync your groups to Drip Marketing campaigns to automate your marketing practices

Note: Users of Swiftpage Connect's integrations for ACT!, SalesLogix and Sage CRM generally do not use this section of Swiftpage Connect because email blasts are sent and contact lists are maintained in each of the programs.



Swiftpage Connect Call Lists are ranked lists of your contacts generated by their interaction with your email blast. The Call List button allows you to:

- Filter and assign call lists for easy follow up
- View and edit Call List actions to keep track of your follow-up progress



With Swiftpage Connect's Surveys and Web Forms, you can:

- Gather valuable new contacts or gain more information about your contacts
- Create a [sign-up form](#) for your company's website
- Embed the code on a site of your choice to create a web form
- Map your respondents' submissions back into fields within the Swiftpage Connect List Manager

With our higher service levels, Swiftpage Connect also offers powerful automatic Survey follow up options such as:

- Setting up an Autoresponder email to be sent instantly to your Survey respondents
- Using the Drip Marketing Auto-loader to automatically load contacts into a Drip Marketing campaign to receive a series of marketing communications after submitting a Swiftpage Connect Survey



Expand your email audience and spread your message further with Swiftpage Connect's Social Sharing.

- Automatically post your email upon send to your Facebook, Twitter and/or LinkedIn pages, communicating your message across all of your networks quickly and effectively
- Encourage your recipients to share your emails with their social networks by adding social media sharing to your Swiftpage Connect footer



Swiftpage Connect provides automated marketing to the small business with Drip Marketing. Drip Marketing gives you the ability to:

- Schedule a sequence of messages that are automatically sent at a designated time
- Use intelligent technology to send messages to contacts based on their interactions with previous messages and filtered with data in your Swiftpage Connect database
- Sync Drip Marketing campaigns to dynamic groups for powerful automation possibilities

Account Details

Your account details are displayed on the right side of the screen. Here you can view your Account and User ID, the service level of your account, your Drip Marketing service level and daily send limit. Swiftpage Connect has four different standard service levels and four optional Drip Marketing service levels that can be purchased in addition to the standard service levels. To learn more about Swiftpage Connect pricing visit www.SwiftpageConnect.com/pricing.

Edit User Profile

The Edit User Profile button gives you the ability to change your user contact information. This includes the company information used in your user Swiftpage Connect Profile merge fields, the postal address that appears in the footer of your Swiftpage Connect sent emails, your logo, your user password and your notification settings. From here you can also update your distribution list controls for copying templates to and from other Swiftpage Connect accounts.

Manage Account

The Manage Account button requires the account password and then gives you access to Account level preferences. Within the Account Manager you can change your service level and pay period, reallocate your send limit and user access among users, cancel or suspend your account and add or delete users in your account.

Upgrade Account

The Upgrade Account button allows you to purchase Swiftpage Connect or change your service level after you supply your account password.

Resource Center

The Resource Center section offers helpful links to the E-marketing Education Center and Customer Support on www.SwiftpageConnect.com.

Support Information

Finally, support hours and contact information for Swiftpage Connect's complimentary Customer Support department are listed for easy access should you require help while using Swiftpage Connect.

Add Contacts for a Practice Send

After attending a demonstration and familiarizing yourself with the Swiftpage Connect interface, we suggest you do a practice send. To start, you will need to add a contact to your Swiftpage Connect account. We recommend adding yourself, coworkers and/or friends.

To add contacts, go the Swiftpage Connect Homepage:

- > Select the **List Manager** button
- > Click the **New Contact** tab
- > Fill in the necessary New Contact information
- > Click the **Create Contact** button

You're done! FYI, the Import List process will be described in detail later in the guide (Week 2).

Select a Template for a Practice Send

Once you've seen the demonstration and added a few contacts, it's time to create your first template. To jump start your template creation we will be using the **Basic template editor**. The Basic Editor is Swiftpage Connect's email building tool that empowers the user to insert text and images, section by section, without accessing any HTML code directly. In other words, no HTML experience is required to use the Basic template editor.

Select a Basic template from the Global Templates for your Test Email:

- > Click the **Template Editor** button from your Swiftpage Connect homepage
- > Click the **Global Templates** tab (Click **Preview** or **Preview All** to view the templates)
- > Select a template and click **Copy to Local**
- > Name the template and click **Copy**



Since this is going to be a practice send, we will skip the editing process you would normally take to customize our stock templates to fit your business, and go straight to sending. A thorough explanation of the template editor capabilities will be provided later in the guide (Week 2).

Send the Practice Email

Now that you've added a contact and selected a template it is time to send a practice email.

When you are ready to send your practice email, go the Swiftpage Connect homepage:

- > Click the **Send Email** button
- > Select **All Contacts**
- > Select the **Email Template** that you would like to send out from the drop down menu
- > Enter a **Subject Line** for the email
- > Enter a **Blast Name** to be used when accessing reports
- > Click **Send Email**
- > Click **Continue** (we'll go into Social Sharing later)
- > Verify that the send information is correct and click **Send Email**

Track the Practice Email

Locate the practice email in your inbox, open it and click on one or several of the links. These actions will be recorded within your account's reports. The reports provide live data on your contacts' interactions with your email.

When you are ready to view the reports for your practice email, go to the Swiftpage Connect homepage:

- > Click the **Reports** button
- > Select your Test Email blast name
- > Click **View Report**

You can now view your Email Blast Summary report. This report provides all of the information available from your practice send including the name of your email blast, when it was sent, the subject line, the template that was sent, a graphical representation of your email blast results, and summary and detail reports. A thorough explanation of Reports will be provided later in the guide (Week 3).

Notes from Week 1

Demo date & time: _____

Template name for practice send: _____

Blast name for practice send: _____

Other notes: _____

Week 2: Your First Real Send

This week you will learn about permission-based email marketing, creating a list of your current contacts, importing your list, common email marketing uses, providing relevant email content, creating your first real email and sending it.

Week 2 Checklist

- Create a list of your current contacts
 - Import your list
 - Pick an email marketing use applicable to your business
 - Subscribe to your competitors emails
 - Create the email
 - Send the email
-

Permission-Based Email Marketing

One of the most important things to consider when using email marketing is how you obtained your list of contacts. According to Federal law and Swiftpage Connect policies you should only be emailing people who have requested to receive your communications.

Acquiring third party lists of potential leads does not give you permission to send emails. This does not mean your list is useless. You will just need to obtain permission before sending them your email blast using direct mail, telemarketing or other methods.



Create a List of Current Contacts

You should start by creating a list of email addresses of contacts that have previously agreed to receive your communications. For more information on how to create your contact database for Swiftpage Connect, click [here](#).

Plan on sending an email to this list explaining the benefits and incentives they will receive from your email campaigns. It's vital that the contacts opt-in to your marketing emails, so be sure to include a link to your sign up page. To learn how to use a Swiftpage Connect Survey as a signup form to collect subscriptions, click [here](#).

The most effective way to gather email addresses from existing contacts is to offer something they will find valuable in exchange for their email address.

You could offer:

- Hints and tips or other strategic documents
- Free trial or sample of your product

- Complimentary webinar or other training
- Entry into a Grand Prize drawing

Offer them this valuable item by sending them a postcard leading them to a landing page or simply advertise the offer on your website and require they fill in their email address in exchange for the free offer. Then you can email them with more information on your company and promotional offers for your product or service. Additional list growth techniques will be covered in later in the guide (Week 4).

Import Your List

Once you have collected a list of contacts, you will need to enter their contact information into an excel spreadsheet and save it as a .CSV or comma delimited file. You can then import the .CSV file into the Swiftpage Connect List Manager.

- > Click the **List Manager** button
- > Click on the **List** tab at the top to import your list of email contacts
- > Click **Browse** to select your CSV file of contact names from your computer
- > Once you have selected your file, click **Submit**
- > Make sure the Excel columns in your contact list match the Swiftpage Connect field names
- > After mapping, click **Submit** and your list will be uploaded

Import List

Your data fields must be mapped to List Manager fields.

Field Map: (Default) ▾

Save Map as:

Original Column Name	Swiftpage Contact List Column
FIRST NAME	First Name ▾
Last Name	Last Name ▾
Company	Company ▾
Email Address	Email Address ▾
Phone	Phone ▾
Address 1	Address 1 ▾
Address 2	Address 2 ▾
City	City ▾
State	State ▾
Zip	ZIP Code ▾

Providing Relevant Email Content

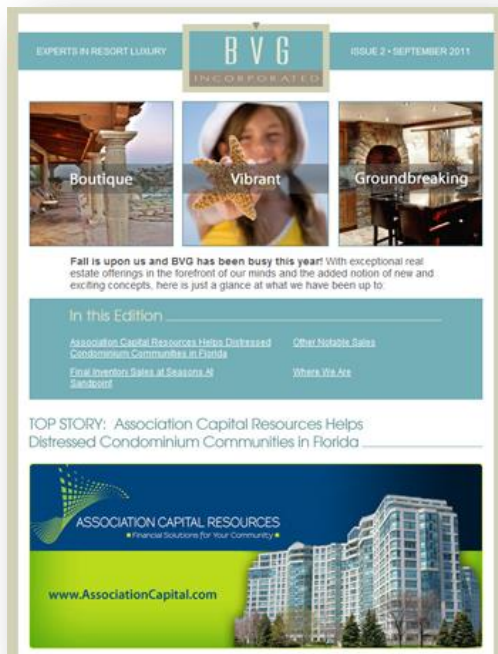
Providing email content that is relevant to your readers is an essential part of successful email marketing and one of the most common organizational email goals. You can find relevant topics to include in your emails by asking your audience, looking at your customer data and researching current industry trends. We'll provide additional tactics used to improve relevancy during Week 12.

Identify content that's relevant to your customers

- Create a survey or poll to find out what type of content your readers find valuable and what they are most interested in hearing from you
- Utilize your data by looking at past blog posts, social media posts and website analytics to determine which has generated the most interest
- Use tools such as [Google Trends](#) to see what search terms are popular in your industry
- Subscribe to your competitor's emails and blogs to keep up with what they are writing about

Common Email Marketing Uses

Email marketing is one of the most effective methods used for communicating directly with customers and can serve a variety of functions. It is important to have a goal in mind when creating and sending your email marketing campaigns. Some of the most common email marketing uses include newsletters, promotions, press releases, invitations and thank you emails.



Newsletters

Email newsletters are the one of the most common uses of email marketing and are often sent on a monthly basis. They typically cover two to three relevant topics and at times a special promotion available only to customers who have subscribed to the newsletter. We will provide detailed instructions on creating newsletters later in the guide.

Promotions

Promotions are another common use of email marketing. These short and straight-forward emails frequently announce upcoming sales, daily specials and monthly discounts. Ensure that your readers value the emails they receive from you by periodically offering specials available only to those who subscribe to your emails.

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Press Releases

Sending a press release email is an excellent method for distributing your latest company information. You can include information about a new product or service, announce your attendance at future tradeshows, publicize leadership changes and promote upcoming events.

Invitations

You can also use email marketing for invitations to events. These emails should be short and include important information regarding the event. Be sure to explain the value your readers will receive from attending the event.

Sustainability Summit
AND EXPOSITION



SAVE THE DATE!

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Frontier Airlines Center, Milwaukee

Workshops/Tours: March 8, 2013

The Sustainability Summit and Exposition (formerly Green Energy Summit and Exposition) has grown and evolved in the last decade into a premier academic and professional conference. The Summit highlights economic trends and business opportunities in energy, water, infrastructure, transportation and workforce development. We encompass a broad range of systems and practices that will sustain Earth's resources for future generations.

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Thank You Emails

You want your customers to know you value their business and thank you emails can do just that. Many email marketers send a thank you email after a customer purchases something from them. Thank you emails provide an excellent upsell opportunity as well, so consider including information about products and/or services related to their purchase.

Create an Email

Now that you have a general understanding of email marketing uses and content it's time to create your first email.

Select a Basic template from the Global Templates to start from:

- > Select the **Template Editor** button from your Swiftpage Connect homepage
- > Click the **Global Templates** tab
- > Select **Preview All** to view all of the Global templates and determine which template you wish to customize for your business
- > Select your template and click **Copy to Local**
- > Name your template and click **Copy**
- > Select **Edit Template**

When you first enter the Swiftpage Connect Basic Editor, you will see two tabs on the left hand side of the screen, **Content Editor** and **Customize Template**. You will primarily use the Content Editor tab when editing your template's images and text. The Customize Template tab is used to:

- Structure your template, including adjusting column widths
- Change colors within the template
- Add or delete windows and more

After making edits you will want to click the **Refresh Template** button within these tabs to view the current version of your template. The following sections explain the functions of both of these tabs.

Uploading Images

Now it's time to start editing your template. First, you will want to change the [header image](#) to relate to your company. Headers should be 600 pixels wide and no larger than 50K. To upload a header:

- > Click the **Content Editor** tab
- > Click **Image Options**
- > Click **Replace Header Image**
- > Click **Upload a Header** to browse your computer for an image you created previously or click **Header Image Library** to select an image from Swiftpage Connect's Header Image Library
- > Click **Submit**

Now you can begin to edit the body of the email.

- > Start by selecting a **SwiftWindow** where you'd like an image
- > Click the **Content Editor** tab
- > Click **Image Options**
- > Click **Add/Replace an Image**
- > Select the file to upload by browsing your computer or select a previously uploaded image

- > Choose where in the SwiftWindow you want to position the image: **Left, Center Top, Center Bottom** or **Right**
- > Click **Submit**

Inserting Text

Text, also known as copy, within your email template is the foundation of your communication. When creating content for your email consider your objective and be sure to include a **call to action** specifically telling your recipients what you want them to do. Examples of a call to action (CTA) include “Click Here!”, “Start Shopping”, “Buy Now!” and “Call for a Quote”.

To edit the text in your template:

- > Select the **SwiftWindow** whose text you want to edit
- > Click the **Content Editor** tab
- > Click **Text Options**
- > Click **Edit Text**

The toolbar across the top of the screen is similar to what you would see in your standard word processing program.



If you have written your content in Microsoft Word and wish to copy it into your template, be sure to use the **Copy from Word** feature within the text editor.

Once you are finished inserting text in this SwiftWindow select **Submit** to view text in your template.

Adding Links

Your call to action drives your recipients to take further action, such as clicking a link to a website or landing page. To **link from an image** first select the SwiftWindow containing the image you would like to link.

- > Click the **Content Editor** tab
- > Click **Image Options**
- > Click **Link to Survey/Web**
- > Select Link to Web Address
- > Enter the URL address you want to link to
- > Click **Submit**

Swiftpage Connect allows you to create **text links** to a web page URL or link to an email address. To link from text:

- > First select the **SwiftWindow** where you would like to put the text link
- > Click the **Content Editor** tab

- > Click **Text Options**
- > Click **Edit Text**
- > Highlight the text to link and select the **Insert Link** button in the tool bar at the top
- > Enter the URL address you want to link to
- > Click **OK** and **Submit** at the bottom of your text edit window

To learn more about how to create your first email, including best practices, how to customize your template, as well as uploading and linking to documents, view [The Complete Guide](#).

Send an Email

You should always take the time to **send a test** before selecting a send option. This will ensure that your email displays and functions as it was designed to. To send a test email:

- > Click the **Sent Test** button
- > Enter the **Email Address** you want the test email sent to
- > Click **Submit**
- > **Open** the test email and **check** all your links and make sure your content renders as you intended it to

If everything looks and works fine, you can move on to the sending options. If not, make any necessary edits to the template and restart the send process.

When you are ready to send your email blast, go to the Swiftpage Connect homepage:

- > Click on **Send Email** button
- > Choose which contacts you want to send the email to by selecting one of the follow: **Current Contact, Current Look Up, Group, or All**
- > Select the **Email Template** that you would like to send out from the drop down menu
- > Enter a **Subject Line** for the email
- > Enter a **Blast Name** to be used when accessing reports
- > Click the **Preview** button to view the email in another window and ensure you selected the correct one

There are three sending options available with Swiftpage Connect. You can send your email now, schedule to send your email at a later date or send your email as another Swiftpage Connect User. We will show you how to send your email blast now. View [The Complete Guide](#) to learn about Scheduled Send and Send As features.

- > Click **Send Email**
- > Click **Continue** (we'll go into Social Sharing during Week 3)
- > Verify that the send information is correct and click **Send Email**

You have now sent your first email blast. You will receive a confirmation email notifying you that your email was sent successfully.

Notes from Week 2

Email marketing uses applicable to your business:

1. _____
2. _____
3. _____

Send Information:

- Template Name: _____
- Group/List name: _____
- Subject Line: _____
- Blast Name: _____
- Send Date/Time: _____

Other Notes: _____

Week 3: Find Value in Reports

This week you will learn how to interpret reports, utilize reports from your first send, create a call list and setup social sharing.

Week 3 Checklist

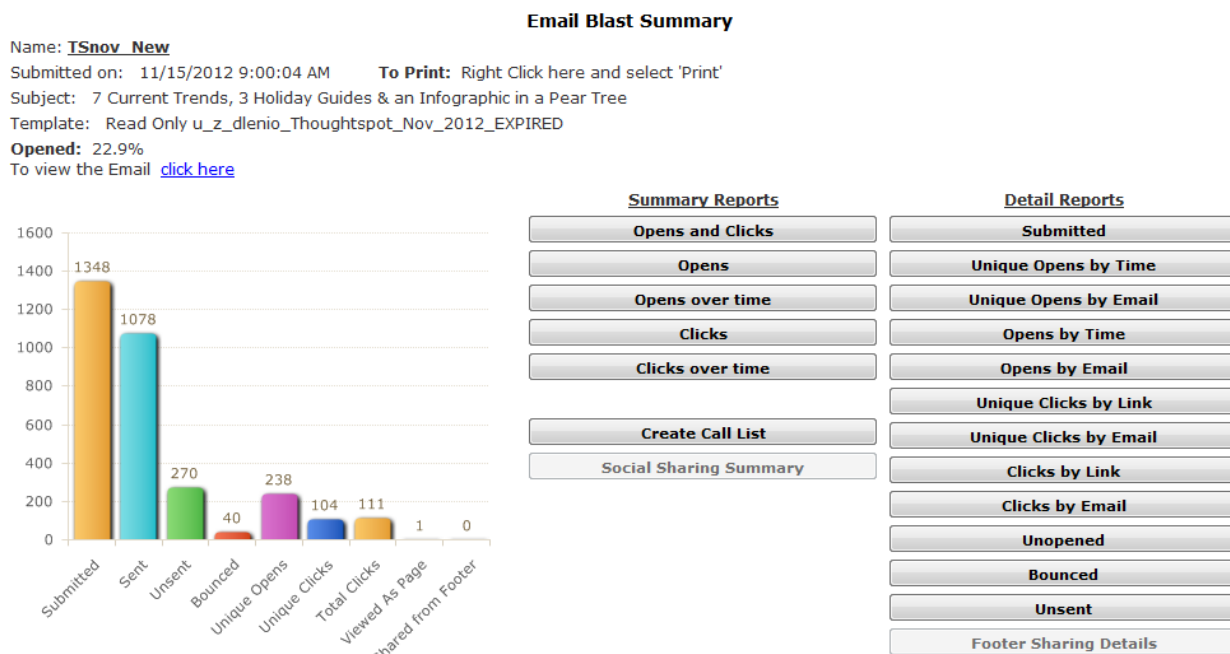
- Interpret the reports from the email you sent during Week 2
- Use the reports to uncover one area of improvement for Week 2's email
- Create a call list based off Week 2's email
- Connect to at least one social network

Interpret Reports

Once your email has been sent, you have access to a wealth of information about the contacts you just emailed. Your email reports provide live data on your contacts' interactions with your message. We recommend waiting about 7 days before analyzing your reports to give your recipients an opportunity to open and click.

When it is time to view your email blast reports, select the **Reports** button from My Swiftpage Connect homepage. You can choose the individual send or campaign email you want to view.

- > Select your time filter: **24 hours, 1 week, 2 weeks, 1 month** or **2 months**
- > Click on the **desired email**
- > Then click **View Report** at the bottom of the window



You can now view your Email Blast Summary report. This report provides all of the data available from your email blast including the send information, a graphical representation of your email blast and summary and detail reports.

The details provided in the summary graph include how many contacts were submitted for the Email blast, how many emails were sent, unsent, bounced, how many times your email was opened, unique and total clicks, how many times your email was forwarded and viewed as a web page. Along the right side, detailed reports are provided to show how the email recipients interacted with the email.

The Summary and Details reports give you unique insight into your customers' behaviors and interests. You can click various buttons to view more reports and graphs summarizing or detailing your contacts' interactions with your email blast. For detailed information on report data, view [The Complete Guide](#).

Opens

You will first look at who opened your email blast. Note that an Open is only counted when images are downloaded. Keep in mind some email clients and mobile devices default to exclude images. Therefore while your email may have been read it will only appear as an open in reports if the images were viewed. You can request to be added to your recipient's whitelist or safe sender list to ensure images automatically appear in emails you send them.



Notice the bar in the summary graph labeled **Unique Opens**. This is the number of recipients who have opened your email. Here recipients are only counted once per email blast if they opened it.

For more open information:

- > Select **Opens** under the Summary Reports heading

Open Rate = (Number of Emails Sent / Number of Emails Opened) x 100

Open Rates can help you determine the effectiveness of:

- Subject lines
- Send dates and times
- Send frequencies
- Email list

The average open rate is 22%, according to MarketingSherpa's 2013 Email Marketing Benchmark Report, and varies depending on the type of business, campaign, industry and relationship with recipients. The Open Rate can be an effective gauge of your emails' performance but should not be used as the sole determining factor of success, because it only accounts for the recipients that viewed images. In other words, an email is not counted as an open until the reader enables the images in the email.

Failing to account for the recipients that opened your email without enabling images leads to a slightly skewed open rate.

Clicks

Now let's look at who clicked on the links in your email blast. On the bar graph take a look at the **Unique Clicks** bar. Unique Clicks is the number of links an individual clicked on. Here an individual only counts once per link within the email.



The **Total Clicks** bar shows the total number of times any of the links were clicked within the email. Here an individual's clicks on a link will count more than once.

For more detailed Click information:

- > Select Clicks under the Summary Reports heading

The **Click Through Rate** is another metric that can help you determine the success of email marketing campaigns. MarketingSherpa's 2013 Email Marketing Benchmark Report states that the average CTR is 11%. You can calculate the CTR for the email as a whole and/or calculate the CTR for individual links within the email. CTRs can also be deceiving because it includes recipients that didn't open the email.

Click through Rates can help you determine:

- If the content is interesting and relevant to the readers
- If the Call-to-Action is effective and compelling the readers to take action

Calculate Your Click Through Rate (CTR)

Number of Clicks ÷ Number of Emails Sent X 100 =

_____ ÷ _____ X 100 = _____

The **Click-to-Open Rate** can give you unique and beneficial information about how engaged your audience is. Unlike Click-through-Rates and Open Rates, the COTR only includes the readers that opened the email. The COTR gives you a more accurate analysis of your readers' engagement with your emails.

For example, say your email blast had a 5% CTR and your previous email blasts averaged a 10% open rate. Without considering the COTR, you would probably decide to change your content and/or CTAs since your CTR was significantly lower than usual. However, if you did factor in the COTR, which in this case we'll say was 50%, you would come to a very different conclusion and avoid those time consuming changes. Even though your 5% CTR shows that most of your subscribers are not interested, your 50% COTR shows that the subscribers who are interested are very engaged.

Instead of making drastic changes to your content, you may then decide to:

- Find out where your active subscribers came from and put more effort into optioning subscribers from those sources
- Segment active subscribers into one group and continue to send them campaigns without making any drastic changes
- Put the inactive subscribers into a new group and send them new reengagement emails

Calculate Your Click-to-Open Rate (CTOR)

Number of Clicks ÷ Number of Opens X 100 =

_____ ÷ _____ X 100 = _____

Other Reporting Terms

You will find it useful to analyze the reports for those who did not open the email. You will want to determine why some recipients did not open your email so you can adjust your follow-up actions and improve your E-marketing success on your next email blast. Data regarding intended recipients who did not open your email blast is separated into three categories: Unopens, Bounced and Unsent.

Bounced shows all of the recipients whose servers rejected or bounced your email. The most common reason for this error is 'User Unknown', meaning the email address does not exist. To view the bounced email addresses and the reason they were bounced, select the bounced button in the detailed reports.

Unsent represents the number of email addresses that were not sent this email blast. This could be because they are invalid email addresses (i.e. abc@gmail or abc#gmail.com), there was no email address provided with that contact, the email address was duplicated within the email blast, or the contact has opted-out of receiving future emails from you so the email address was suppressed. To view the unsent email addresses and the reason they were unsent select the unsent button in the detailed reports.

To view your **Unopened** report, select the unopened button in the detailed reports. This shows email addresses that have been sent your email blast but have not yet opened it. If he or she opens your email, their name will not appear in this particular report anymore.

Now that you understand what your reports are telling you, it's time to put that data to use.

Utilize Reports

Once you know what your reports are telling you, it's vital to effectively use the data you have gathered. Not every E-marketer will interpret or use their data in the same way, but we have offered some pointers for how you can start to realize the value of your email send data to follow up and plan your next email.

Follow Up

Your email data tells you a lot about your contacts. You should use this data to cater your sales practices to your contacts specific preferences.

First, look at your contacts' detailed interactions with your email to determine who is most interested in your offering. Use this information to decide who to follow up with first.

- Who opened your email repeatedly?
- Who forwarded your email on to a friend?
- Who shared it socially?

Next, look at which links your contacts clicked.

- Determine your contacts' preferences within your email
- See what they might be in the market for in the future to help you with suggested selling
- Think about which promotions to extend or rerun based on click interest

Now that you have determined who is most interested, as well as what your contacts are interested in it's time to close some sales!

Planning Your Next Email

One of the most important things an E-marketer can do is reflect on past email performance to adjust and improve future email campaigns. Remember this is a process of trial and error to determine your contacts' specific tendencies, so change it up and watch your reports to see if your emails fare better or worse after making these changes.

First, we will use the open rate to determine the effectiveness of your email's first impression and timing. Take a look at your **subject line, sent time and day of send**. Consider adjusting these when sending your next email blast to similar contacts to see if you can improve your open rate.

- Are your contacts more likely to read your email if you send it very early in the morning on Wednesday or in the evening on Monday?
- Is their attention captured better by subject lines with your company name in them or information regarding the email content specifically?



Next, you should use the clicks data to determine the effectiveness of your **email template**. First look at the links that were clicked the most,

- How were they placed?
- Was it a linked image or a text link?
- How was your link worded so it called your contacts to action?
- Analyze your least-clicked links to determine how to improve for the future

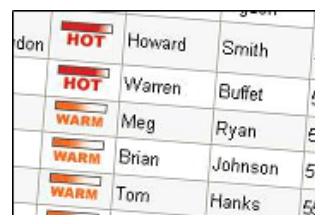
Change your content between email blasts and utilize the Clicks by Link report to see what your contacts are more interested in.

Also establish the effectiveness of your images. Analyze the types of **images** you use in your most successful emails.

- Were they call to action button images or stock imagery related to your industry?
- Look at how many images to use and the best placement

Finally, view your unopened reports. Consider alternate methods to get your email's message across to these unreached contacts.

- Send them a [direct mailing](#)
- Use our [telemarketing service](#) to give them a call to ensure your message is communicated



don	HOT	Howard	Smith	5
	HOT	Warren	Bufet	5
	WARM	Meg	Ryan	54
	WARM	Brian	Johnson	55
	WARM	Tom	Hanks	55

Most importantly, remember opinions and tastes change, so keep up with your email blast results and adjust your emails as need be. It's important to stay up to date on the trends of your contacts in order to reach them effectively.

Note: Email blast reports are only stored for 60 days after they're sent so we recommend saving your reports.

Create a Call List

The Swiftpage Connect Call List provides insight into who your most interested contacts are. As your recipients open your emails and click on the links, Swiftpage Connect assigns a score to each recipient based on their interaction with your email messages – giving you a ranked, qualified list of who to follow up with first.

Note: The Call List feature is only available with the Pro and Team service Levels. To upgrade your account, visit the [Swiftpage Connect Purchase Page](#).

To create a Call List, go to the Swiftpage Connect Homepage:

- > Click the **Call List** button
- > Click the **Create Call List** button

- > Select each email blast that you would like to include and then click **Add** (Adjust the time filters if you do not see the desired blasts)
- > Click the **Next** button at the bottom of the screen
- > Adjust the **Scoring Parameters** and **Thresholds** by entering the desired value in each field
- > Enter a Call List **name**
- > Click the **Generate Call List** button

Your call list is now complete and ready to use. Each contact is given a simple hot, warm or mild ranking to help you discern what action to take next with the contacts. You can also assign lists to other users, export call lists, set actions and send follow up emails.

Assign to Other Users

Use the Call List filtering options to segment your Call List and assign lists among your sales team members to follow up and close sales.

Export Call List

Email your entire Call List or a filtered version to any email address for their review or to follow up.

Set Actions for Contact Management

Create actions such as Called, Sent Letter, Emailed, Follow-up, Out of Town, or enter your own action to keep track of how you interacted or should follow-up with each contact.

Send Follow Up Emails

Form groups out of your hot, warm and mild contacts from your Call List for more focused future emails.

Setup Social Sharing

Social sharing is powerful Swiftpage Connect feature which enables you to share your message socially and promote sharing among your recipients. The Share at Send feature helps expand your email audience by automatically posting your email upon send to your Facebook, Twitter and/or LinkedIn pages, communicating your message across all of your networks quickly and effectively.

The Footer Sharing feature allows you to spread your message even further by adding social media sharing to your Swiftpage Connect footer – encouraging your recipients to share your emails with their social networks.


To use the Share at Send feature, you must first connect your social network accounts to your Swiftpage Connect account. To do so, go to the Swiftpage Connect homepage:

- > Click the **Social Sharing** button
- > Click the **Connect** button next to the social media network you want to connect

- > A **Log In** window will appear and ask you to **allow permission** to connect the services
- > After following the log in steps, you will see a screen similar to the one below showing your Connections status.

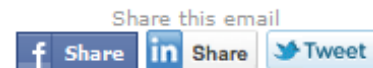
Setup Social Media Connections

Share email blasts on your social media sites by connecting your accounts below.

 Facebook	Connected	Ryan Sullivan	<input type="button" value="Disconnect"/>
 Twitter	Not Connected		<input type="button" value="Connect"/>
 LinkedIn	Not Connected		<input type="button" value="Connect"/>

You do not have to share every email on your social networks. You will have the option to share the email upon send during the send process which will be described in detail later in the guide (Week 6).

If you want to have the Social Sharing icons located in your Email Footer so your readers can share your emails on their social network sites, enable the Footer Sharing feature.



To use the Footer Sharing feature, go to the Swiftpage Connect homepage:

- > Click the **Social Sharing** button
- > Click the **Footer Sharing** button
- > Check the **box** next to 'Add Facebook, Twitter and LinkedIn links to the footer of my emails'.

To disable the Footer Sharing feature, simply uncheck the same box.

Notes from Week 3

Report Statistics from Week 2's email:

- Send Date/Time: _____
- Subject Line: _____
- # of Emails Submitted: _____
- # of Emails Sent: _____
- Open Rate: _____
- Click-through Rate: _____
- Click-to-Open Rate: _____

Report Interpretation - Improvements for Week 2's email:

1. _____
2. _____
3. _____

Call List Name: _____

Connect Social Accounts:

- Facebook: _____
- Twitter: _____
- LinkedIn: _____

Other Notes: _____

Week 4: Enrich Your List

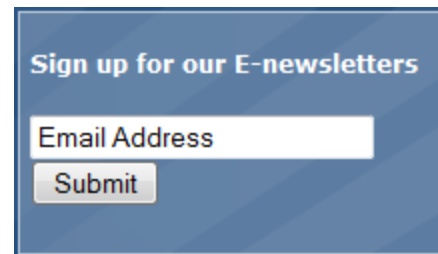
This week you will learn how to acquire customers' email addresses and effectively create, grow and segment your contact list.

Week 4 Checklist

- Add a sign-up form to your website and/or print materials
 - Implement a list growth strategy
 - Select one segmentation variable
 - Segment your list based on the variable you selected
-

Building Your List

The foundation for great email marketing campaigns begins with your contact list. The methods you use to create, grow, and maintain your list will have a significant effect on the overall performance of your email marketing initiatives.



Online Sources

Create opportunities to collect new email addresses by including an opt-in or sign-up form in your email signature, social network profile, webinar and download registrations and website.

The messaging around your form should focus on the benefits of signing up. For example, "Get useful tips that will save you time and money". Make the form easy to fill out by only asking for their name and email address. Learn how to import the results of a List Builder Survey to the List Manager [here](#).

Offline Sources

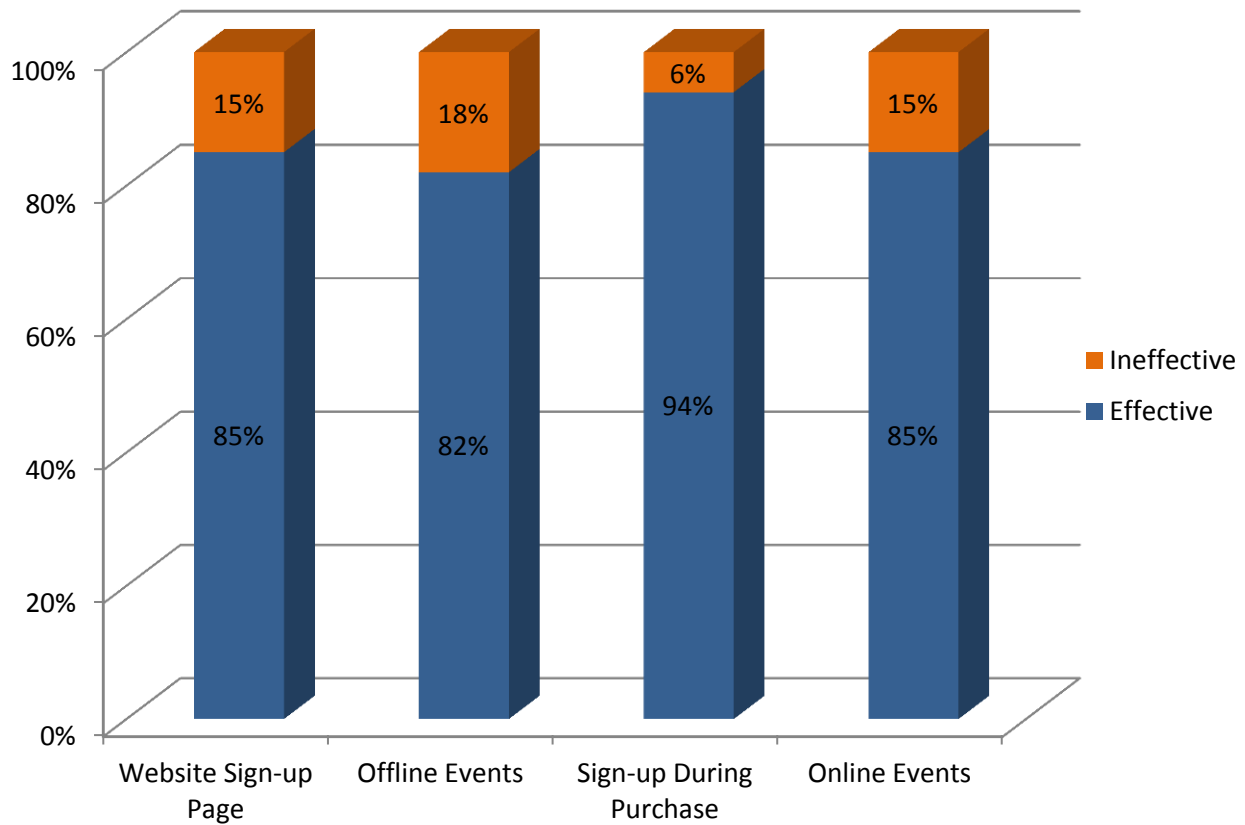
Offline sources also offer opportunities for building your list. You can ask for email addresses when you're demoing at a tradeshow, making a sales pitch/call or talking to a customer over the phone. Give them the option to sign up when they make a purchase or online by providing the URL to your sign up page on your flyers, print newsletters and business cards.

Grow Your List

There are a variety of approaches you can take to grow your list, but we have found the following methods to be most effective:

- Website, Blog and Facebook sign up page
- Sign up during purchase and other offline events
- Webinar and online event registration
- Offer an incentives to sign up
- Provide beneficial content
- Encourage subscribers to forward your emails
- Promote social media sharing buttons

Effectiveness of Email List Growth Tactics

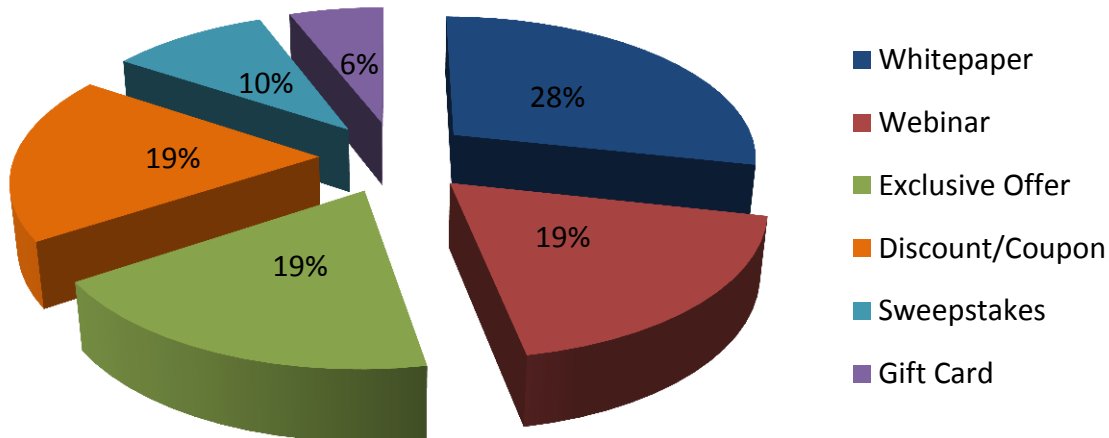


Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey

Incentives

Three types of incentives that we recommend include on-going incentives, on-the-spot incentives and promotional incentives. Loyalty programs, exclusive discounts and useful tips are all examples of an on-going incentive. Examples of on-the-spot incentives include free PDFs, whitepapers, eBooks and one-time discounts. A promotional incentive could be, “Subscribe to our newsletter and be entered to win an iPod touch”.

Most Effective Tactic for Registering New Email Subscribers



Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey

Beneficial Content

Providing beneficial content in your emails is another excellent way to grow your list. Your subscribers are more likely to read your emails if they contain valuable content. We suggest including current, recently released or lesser known information that is relevant to your industry and audience and offering tips to address the particular needs of your subscribers.

Encourage Forwarding

You should also encourage subscribers to forward your emails using the Swiftpage Connect Forward to a Friend button in your email footer. In addition, enabling Social Sharing in your email footer makes it easy for the recipients to share your emails on their social networks.

[Forward to a Friend](#)

Segment Your List

List segmentation is an essential part of a truly successful email campaign. Segmenting your list involves splitting your customer base into groups based on a specific set of variables. Creating separate groups will allow you to more effectively address the unique needs of each group. This will make your emails more effective because they become more relevant and personalized to the recipient.

We've compiled 5 different methods you can use to segment your list. While the possibilities are endless, we think the methods listed below are an excellent starting point for those new to the list segmentation process.

Demographics

Demographics are an obvious starting point when segmenting lists. Think location, gender, industry, age, etc. For example, if you have subscribers from across the globe, show them you recognize their location by sending to them during their business hours. Don't send a customer in the UK an email about a US only sale, etc. When using demographics as a segmentation technique, your methods may change with each email blast.



New Customers vs. Established Customers

When you are trying to earn business, your communication should be different than when you are trying to keep or maintain business. Segmenting your list based on prospects and established customers is a great way to earn new and keep established business. Make sure you are not just sending the same email to both groups. Change up the messaging to speak directly and specifically to each group.

Email Behaviors

Over time you will learn about your recipients based on the way they engage with your emails. If one group consistently clicks on information about one product or service, segment them into a group that receives more emails and offers about that product. If a group of your list always opens your email, test the waters by sending them more frequent emails. On the flip side, if a group never opens your emails, place them into an inactive reactivation campaign to try to win them back.

Preference Based

On your email subscription form, include a question or two about the types of emails your new subscriber would like to receive. Do they want to receive newsletters and offers or just offers? Are they more interested in how-to emails or product specific emails? Don't be afraid to ask recipients to tell you about their preferences once in a while. It keeps your segmentation relevant and your recipients happy.



Your Best Customers

You know who your best customers and clients are. Show them you know by sending emails especially for them. Offer better deals, special discounts or free gifts to recognize their loyalty to your company. Reach out to them to ask for opinions about new products or services or to gain feedback on your customer service. They'll thank you for it by upping their commitment to your brand.

Your list is the heart of your email marketing campaign and it should be treated as such. Create, grow, and maintain a successful and sustainable list by implementing the proper techniques to ensure your list creates real value for your business. Click [here](#) to find more information on those techniques and learn how they make your lists more valuable.

Notes from Week 4

Sign-up forms will be added to the following marketing materials/mediums:

1. _____
2. _____
3. _____

Plan to implement the following list growth strategies:

1. _____
2. _____
3. _____

Plan to segment my list based on the following variables:

1. _____
2. _____
3. _____

Other Notes: _____

Week 5: Create an Impactful Newsletter

This week you will learn how to spice up your emails with some design tips, how to write copy for your emails and create your first email newsletter.

Week 5 Checklist

- Follow the email design tips
 - Write Content for your first monthly newsletter
 - Create your first monthly newsletter
-

Email Design Tips

Email marketing success goes beyond list maintenance and carefully written content. Just as with a blueprint or a brochure, design is essential in effective email creation. Here are some tips to help make your design top-of-the-line.

Brainstorm

Before you start designing your template, you want to determine a concrete objective for the email. Design becomes easier when you have an objective in mind. Consider the type(s) of content you will be sending to help direct your design efforts.

- Why are you sending the email?
- What is the goal?

The Basics

Be sure to match your current branding by using colors, fonts and language that align with the branding seen on your website, brochures and other marketing materials.

- Don't copy and paste text or HTML directly from Word. It can greatly affect your email design, bring in unwanted tags and break your code. Instead, use the 'Paste from Microsoft Word' function provided in the Text Editor Toolbar.
- Your emails should be no larger than 600 pixels wide. (We've designed all Swiftpage Connect email templates at 600 pixels wide.)
- Don't implement navigation used for websites. Most of the time it doesn't render well on mobile devices and it's hard to click with a finger. Find more mobile design tips [here](#).
- The space at the top left of your email is what pops up in preview panes and where the readers' eyes naturally begin scanning your email. Make sure to include your company name and/or logo in the top section with some of your key email text to draw your readers in.



Add Images that Create Value

Images can help communicate and strengthen your message. Keep the following tips in mind when working with images.

- Select images that support the story of your email and add value to your message.
- Images help guide the eye to the text so we suggest putting your images on the left and text on the right.
- Make sure all of the key information is clear without images. You should assume images won't be seen because many email clients turn images off by default.



Call to Action

The Call to Action (CTA) in an email campaign convinces the reader to perform a desired action immediately. It is the phrase or enticing graphic, such as a button, that encourages your reader to take action.

Start Saving Today!

What is the objective of your campaign? To introduce a new product, invite people to an event, or announce a promotion. No matter what it is you will most likely need them to take some sort of action. An example of a call to action is “Click here to receive your 60-day free trial today!”

- Use clear, large Calls to Action. CTA buttons should be at least 44 pixels square to be friendly for mobile users.
- Design with intentional spacing to allow the eye to rest and to make CTAs and other links more visible.
- If you use images of people, try to have their eyes pointing in the direction of your CTA. We tend to follow the direction of eyes when we look at an image.

Concise Content

Your recipients receive dozens of emails every day and normally spend less than 30 seconds reading each email they open. With that in mind, you want to make your newsletter as concise and scannable as possible.

- Break your content into a few readable sections that are easy to skim
- Keep your copy to about 3 lines per section or paragraph
- Use bullets for content that's more decipherable in list format

We also suggest refraining from including entire articles in your emails. Instead, you should use teasers or a snippet from your article with a link to Read More.

- Use 'Read More' links to drive traffic to your website and help with your analytics.
- Write short headlines that draw attention to your articles and help guide the reader.

When you add your content avoid overly large fonts. Using fonts larger than 24 pixels takes up too much valuable space in your emails and makes it look like you are screaming at your readers.

Before You Send

Prior to sending your email, show your email to a colleague or two. Take their feedback and make corrections or adjustments where needed. Check all links to ensure they direct to the correct website or landing page. Make sure your email renders well in various email clients.

You can view additional information on email design in this [post](#) from our blog.

Creating Successful Newsletters

Now that you know how to properly design your emails, we are going to help you create your first email newsletter. Often sent on a monthly basis, email newsletters can be used to engage customers, drive sales and build loyalty for your brand. The best way for you to increase the success of your email newsletter is to regularly provide content that is valuable to your audience. Valuable content is relevant, current and useful to the readers.

Relevant Content

This may seem like a no-brainer, but you should only provide content that is relevant to your industry. For example, you shouldn't include healthy diet tips if your company only offers financial services. Your readers will read your newsletters for industry specific content it provides because that's what your company specializes in. Ultimately, you want your readers to see you as a thought leader within your particular industry.



Current Content

Including newly-released information will add value to your newsletters as well. Examples of current content include recent studies/reports, new developments in your industry and seasonal tips.



Useful Content

Your newsletter should also include content your readers can use to their benefit. Try including one section of every newsletter that features a numbered list of useful tips. For example, a landscaping company could provide '10 Tips for Making your Grass Greener'. Likewise, a ski shop could include '5 Tips for Waxing your Skis'. Your readers are more likely to continually read your newsletters if they can benefit from the content you provide.

Resist the Urge to Sell

When recipients see an email that's packed with sales messages, they often delete it immediately and might even unsubscribe from future emails. The purpose of your newsletter should be to offer valuable information to your readers, causing them to see you as a trusted expert which in turn, will help drive sales.

Timing

You should also consider what the best time and day of the week is for you to send your newsletters. There have been numerous studies on this topic, all of which come to a selection of similar conclusions. Those conclusions will be discussed in detail during Week 6.



Notes from Week 5

Content for my first newsletter:

- Main Topic: _____
- Sub-topic(s): _____
- Call-to-Actions: _____

Potential Send Date/Time for first newsletter:

- Date: _____
- Time: _____

Other Notes: _____

Week 6: Polish Your Subject Lines

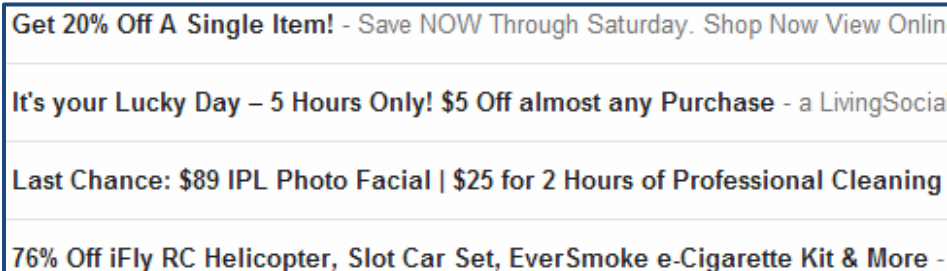
Congratulations! You've already completed half of the guide and used email marketing for at least five weeks. We hope you've learned a lot and are beginning to realize the incredible benefits email marketing has to offer. This week you will learn how to write effective subject lines, send your first newsletter and share your newsletter on your social networks.

Week 6 Checklist

- Review the subject line tips
 - Brainstorm your next newsletter subject line
 - Send your first monthly newsletter
 - Share the newsletter on your social networks
-

Subject Line Tips

Subject lines are frequently the last item addressed when developing an email and often given little attention. You should leave a sufficient amount of time and effort for creating your subject lines because they are an excellent opportunity to increase opens, prevent spam filtering and get more clicks on your call to actions. The following tips will help make your subject lines more effective.



Avoid Jargon

Your industry likely has common jargon and abbreviations that your readers may not understand. When you are writing your subject line, beware of jargon and acronyms; avoid any words or phrases that your audience may not recognize. Use language that your readers will understand and resonate with.

Start the Call to Action

The call to action in your email should begin in the subject line. The call to action tells your recipients what you want them to do with your email. Prepare your readers for the call to action in the subject line. Use words and tones similar to the content in your email to draw them in and hint at what you want them to do. For newsletters, give an enticing overview of your content. For a promotional email, be sure to include the promotion in the subject line (i.e. 20% Off the Whole Store – Today Only!).

Don't use Spammy Words & Phrases

Your email won't even make it to the inbox if you include spammy words in your subject line. The following words are more likely to trigger spam filters and should be used sparingly in your subject lines:

- Free
- Affordable
- Money
- Price
- Opportunity
- Percent Off
- Incredible Deal
- Earn Extra Cash
- Limited Time Offer

Differentiate Yourself

In order to stand out in the inbox, you have to differentiate yourself from the competition. In order to differentiate yourself, you have to know what your competition is sending. Sign up for their email communications and pay attention to their subject lines over time. What words or phrases do they commonly use? When you sit down to write your subject lines, write them in a unique way that sets yourself apart from your competitors.

Lead With the Benefit

If you are sending out a product specific email, be sure to lead your subject line with the benefit of the product rather than the product itself. Let's say you get an email about a new watch on the market. Which subject line appeals to you more?

A. New Watch Tells Time and Monitors Health

B. Monitor Your Health and Keep Track of Time with this New Watch

Both subject lines give you the same information, but B also speaks directly to the recipient and frames the watch's benefits to the user at the beginning of the subject line.

Don't Repeat

With newsletters and other frequent emails, businesses often keep the subject line the same and just change the content of the email. Over time, we begin to tune out these emails and look for something new and different in our inboxes. For example, say you signed up to receive emails from two large craft store chains.

Store 1: 50% off All 54" Home Decor Fabrics + Free Shipping No Minimum Today Only!

Store 2: Weekly Specials and Coupon

Which one would you open? Probably Store 1 because you most likely want to know what the weekly specials and coupons are before you open the email. Avoid the temptation to reuse the same subject line and generate fresh, relevant ones instead.

Include Numbers & Symbols

Subject lines with numbers and symbols in them work well as they are quickly digested by your readers and stand out as something different in the inbox. When writing the content for your emails try to choose headlines and titles with numbers to allow for easier subject line creation. Here are some examples:

This Week's Top 10 Deals: Sumo + Sushi + Saki

Top 3 Reasons to Start Classes Online

20% Off Deal Ends Today! Don't Miss the Ride!

Symbols in subject lines have recently become popular and are popping up more and more. Just like numbers, symbols make your subject line stand out in your readers' inboxes. Here are a few examples of subject lines that include symbols:

☀️ Let's hit the road!

➦ Staff Picks ➦

Find a Patio Set You'll ♥

CHRIS, this offer from 🎵 SiriusXM 🎵 is too good to miss!

★ 26% Off LED TV + iPad Dock, Motorola Bluetooth & More ★

While symbols have been [proven](#) to increase open rates in the short term, we recommend using them sparingly and only when they fit with the theme of your email.

Send Monthly Newsletter

Now that you've designed your first newsletter and created an appropriate subject line, it is time to send it out! The Share at Send feature is part of the send process and will be described later in this section. Recommendations for optimal send times and days will be provided as well.

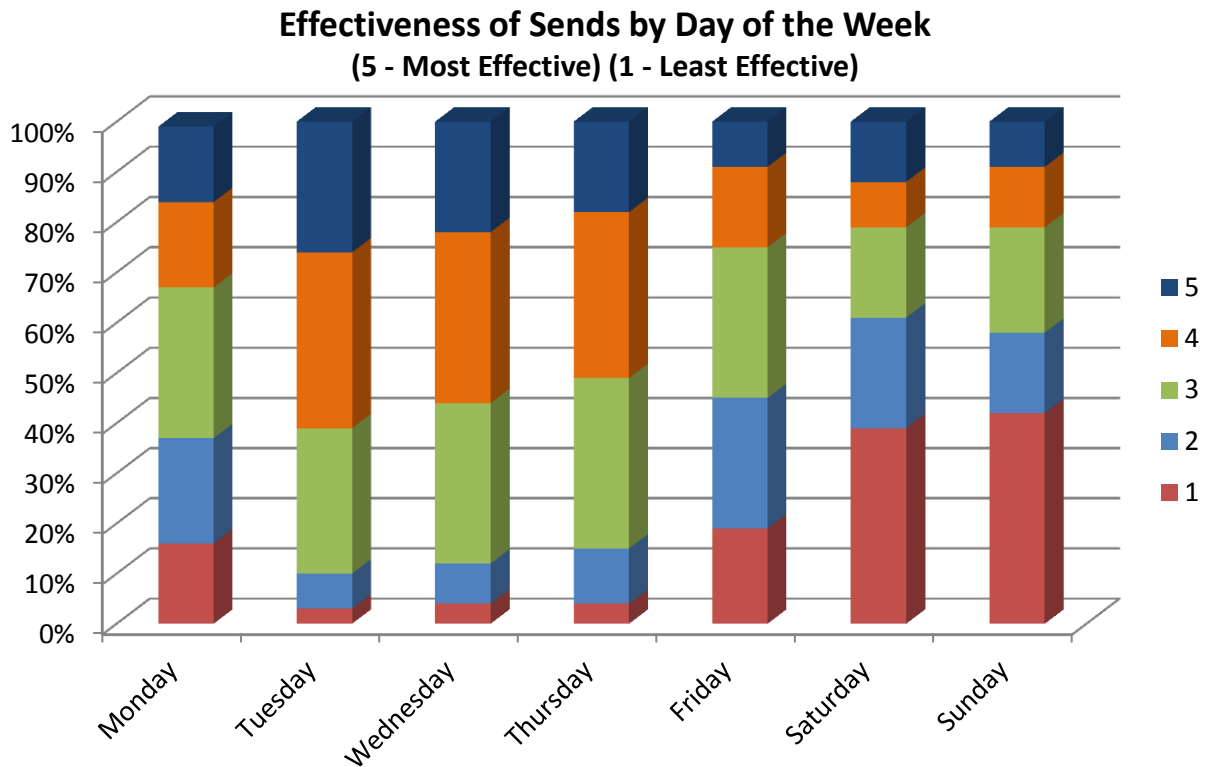
Step 1: Enter Send Information

When you are ready to send your first newsletter, go the Swiftpage Connect homepage and click **Send**. Then follow the instructions provided in Week 2. Make sure to carefully select your contacts and newsletter template.

Once you've selected your contacts, newsletter template, subject line and blast name, you need to decide whether to send the newsletter immediately or schedule it for a later date. We recommend planning ahead and scheduling your send.

Send Date

The likelihood of your newsletter being opened is greatly affected by the time of day and day of the week you send it on. We've done thorough research on this topic and have come up with a few suggestions.



Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey

Send Time

Crowded inboxes also play a role in determining the time of day to send your newsletter. The longer the list of unopened emails, the greater the chance of your email not being read and deleted.

- Avoid early morning sends because, no matter what day of the week it is, the number of unopened emails is at its peak in the early morning hours.
- Most studies have shown open rates are considerably high during the lunch hours, partly because your readers are more relaxed with their inboxes while they taking their break.
- With these conclusions in mind, we suggest sending your emails **between 9am and 1pm**.

Be Consistent

Consistency matters in regards to the send date/time of your newsletter. Sending your monthly newsletter at the same time of day, same day of the week and same day of the month is critical. When your newsletter arrives at a consistent day/time, your recipients will form a habit of reading it and hopefully look forward to and anticipate its arrival.

After you enter the send information and determine a send date/time, click **Send Email** to send it right away or **Schedule Email** to have it sent at a later date/time. Clicking Send Email will direct you to the step 2 of the send process. Clicking Schedule Email will direct you to a scheduling page before moving onto step 2.



Step 2: Share at Send

Now it's time to decide if you want to share the email on your social network sites. You can select any or all of the social networks including Facebook, Twitter and LinkedIn. To do so simply **check the box** next to the appropriate social network(s) and then click **Continue**. Your newsletter will be automatically shared on the social networks you selected when you complete the send process.

Note: You must connect your social network account(s) in order to use the Share at Send feature. Instructions on connecting social network accounts are provided in Week 3.

Step 3: Confirm Send Information

Carefully review the send information, and check for any previously overlooked design flaws by clicking **Preview Email**. When you are confident that your first newsletter is ready to go, click **Send Email**.

Notes from Week 6

Potential subject lines for my first newsletter:

Send Information for my first monthly newsletter:

- Template: _____
- Send Group: _____
- Send Date/Time: _____
- Blast Name: _____
- Subject Line: _____

Other Notes: _____

Week 7: Renew Your Newsletter

This week we will explain how your reports can help you analyze the success of the newsletter you sent last week.

Week 7 Checklist

- Use your reports to analyze the content of your first newsletter
 - Come up with one area of improvement for your newsletter
 - Establish a baseline to use when analyzing your future newsletters
-

Track Newsletter

As mentioned previously in the guide, we suggest that you wait about a week after the send before doing a thorough analysis of the reports. Once 7 days have passed, access your newsletter reports to gain valuable statistics that you can use to improve your newsletter. Analyzing these reports will give you strategic insight regarding the effectiveness of your content.

Analyzing your Content

Your goal is to provide valuable content in your newsletters. Offering information your readers can benefit from will help you earn their trust and create a reputation as a thought leader. Determining which content your readers found most and least interesting is simple. Your reports provide all the information you need to make your second newsletter even better than the first.

When you're ready to analyze the success of your first newsletter, select the **Reports** button from Swiftpage Connect homepage.

- > Select your time filter: **24 hours, 1 week, 2 weeks, 1 month** or **2 months**
- > Click on the newsletter's **blast name**
- > Then click **View Report** at the bottom of the window

You will be directed to the Email Blast summary which provides all of the data available from your email blast including the send information, a graphical representation of your email blast, and summary and detail reports.

The best data you can use when analyzing your content is located in the **Unique Clicks by Link** report. To access this report, click the Unique Clicks by Link button located under Detail Reports. This report shows you how many times each link was clicked in your newsletter. Every link is most likely associated with a particular 'category' of content so you can use this data to determine which topics were most successful.

For instance, your featured article's "[Read More](#)" link or button may have received the most clicks and the link to your Customer Moments webpage had



the least clicks. If the Customer Moments section continues to have the lowest clicks in your future newsletters, consider removing it from your newsletter.

Keep notes of your newsletter report analysis so you can compare it with future newsletter reports. This will help you identify any patterns in the Unique Clicks by Link report and determine what content to keep or exclude.

Establishing a Baseline

The statistics provided in your first newsletter's reports will act as a baseline when comparing your future newsletter reports. Having the ability to calculate increases and decreases in open and click rates will provide numerous opportunities for additional analyses.

Notes from Week 7

Report Statistics from first newsletter:

- Send Date/Time: _____
- Subject Line: _____
- Main Topic: _____
- # of Emails Submitted: _____
- # of Emails Sent: _____
- Open Rate: _____
- Click-through Rate: _____
- Click-to-Open Rate: _____

Report Interpretation & Improvement:

- Most Interesting Information (based on CTORs): _____

- Least Interesting Information (based on CTORs): _____

Other Notes: _____

Week 8: Automate Your Emails & Market Events

This week we will explain and provide examples for email marketing automation and how email marketing can help you market an event.

Week 8 Checklist

- Decide on one way to use to marketing automation emails
- Make a list of ideas for using email to market your next event

Email Marketing Automation

Marketing automation helps marketers analyze, plan, design, execute and measure marketing strategies driven by customer behaviors. This technology can be applied to many marketing functions, including email marketing. Email marketing automation makes your life easier by allowing you to setup automated campaigns based on subscriber actions. It will make your email marketing more precise, more efficient and more effective.

Swiftpage Connect's Drip Marketing feature gives you all the tools you need to automate your email marketing campaigns. You'll have the ability to create a sequence of messages that are automatically delivered to your contacts at the right time. It allows you to send messages to some contacts based on their interactions with previous messages and to others based on data in your database. Click [here](#) to learn more about Swiftpage Connect's Drip Marketing tools including the Autoresponder and Autoloader.

As you develop your marketing automation emails you need to remember the importance of relevancy. Providing relevant content means sending the right message to the right person at the right time. For example, new leads and current customers require their own unique sales and marketing approaches. The same goes for email marketing. An email sent to your current customers can focus more on upselling, while an email sent to your new leads would focus more on the macro benefits of your company/product as a whole.

Email Marketing Automation Examples

Email Marketing Automation can make your campaigns more efficient and effective. Implementing this technique will allow you to automatically send one or more date or event triggered emails to specifically defined contacts. No matter how you use this technique, the main goal remains the same: to keep your brand in the forefront of your customers' minds. Take a look at some of the ways you can use email marketing automation.



Event-triggered Email Campaigns

- Welcome
- Thank you
- Transactional - bills, receipts, order confirmations
- Activation - how to use the product/service
- Post Purchase – customer surveys, product reviews
- Upsell/Cross Promotional – product recommendations
- Win-back/Reengagement
- Shopping cart abandonment

Date-triggered Email Campaigns

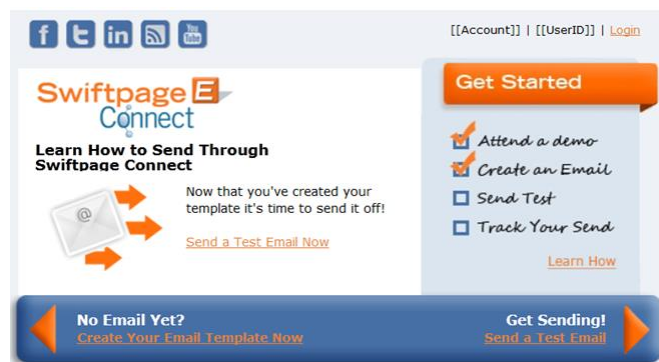
Date-triggered or Recurring email campaigns are automatically sent on a regular calendar interval. You can schedule them to be sent on a daily, weekly, monthly, yearly or custom interval basis. These campaigns can include one email or a series of emails.

Examples of Date-triggered email campaigns include:

- Account Renewal Reminders
- Expiration Reminders
- Nurturing Free Trials
- Nurturing Paying Customers
- Event Countdowns
- Customer Birthdays

You can create date-triggered email campaigns with the Swiftpage Connect Drip Marketing tool. Customize the send intervals, email templates, subject lines and contact lists to fit the unique needs of your campaigns.

Note: The Free Drip Marketing version gives you the ability to have up to 3 campaigns running at once and load up to 50 contacts into each campaign. You can create additional campaigns, load more contacts and access additional features by upgrading your Drip Marketing package. See additional information regarding the Swiftpage Connect Drip Marketing feature [here](#).



Marketing an Event

Replacing some or all print marketing with email marketing for your event can save you money and make your event marketing strategy more successful. You'll save money on postage and printing costs and have the ability to reach the right people at the right time. Add email to your event marketing strategy but keep the following tips in mind when you do.

Timing

You want to give your potential attendees enough time to plan and adjust their schedule so they can attend your event. The timing depends on the type of event. For example, the initial invitation to attend a conference should be sent a couple months or weeks ahead of time depending on the length, location and price of the conference.

Other events such as sales or limited-time promotions require less planning. You should send emails for those types of events about a week to a few days ahead of time. Sending those emails closer to the day of the event will limit the chances of your readers forgetting about it.

Marketing Automation

Marketing automation can also be helpful when using email to market events that requires the invitees to RSVP. As you can imagine, automated emails are more applicable to conference-type events rather than sales-type events. Use the Drip Marketing tool to schedule emails promoting your next event.

Examples of automated event marketing emails include:

- Event invitation
- RSVP confirmation
- Save-the-date reminder
- Post-event Thank you email

Content

Just like any other email you design, you want to make sure you include relevant and important content. Some event marketing emails will require more unique information than others. For example, an email for a conference invitation should highlight the key features of the conference, such as speakers and sponsors, and have 'Register' as the Call-to-Action. All event marketing emails should however include the following information:

- Benefits of attending the event
- Date and time of the event
- Location of the event
- Cost of the event

You should also encourage the recipients to share your email with their friends and on their social networks.

Notes from Week 8

Plan to implement the following marketing automation emails:

1. _____
2. _____
3. _____

Event(s) to promote with email marketing: _____

Other Notes: _____

Week 9: Split Test for Success

This week we will introduce you to an email marketing technique called Split Testing . We'll explain how the process works and how you can use it to improve your email marketing campaigns. You'll also be preparing your second monthly newsletter which you will be sending next week. Make sure to look back at your notes from your first newsletter when you are brainstorming and creating your content.

Week 9 Checklist

- Select one split test variable to use when you send your next newsletter
 - Create your second monthly newsletter
-

Split Testing

The success of your email campaigns is affected by numerous variables. Split Testing analyzes these variables to give you a better understanding of the influence they have on your campaigns. With split testing, you can isolate and test a particular variable while keeping all other variables constant. To do this, you need to split your send group into 2 equal but random sub-groups. You'll then do two sends that are identical except for the testing variable.

Say, for example, you want to find out what effect the length of your subject line has on the success of your email. Email A's subject line is short (25 characters) and Email B's subject line is long (75 characters). The subject line will be the only difference between the two emails. Their design, content, layout, CTAs and send date/time will all be identical. You will then compare Email A's report to Email B's report to determine which subject line length gives you the best results.

There are numerous variables that you can use for Split Testing, but we suggest you start with the ones that have the greatest effect on your email campaigns. Those variables include:

- Send Dates & Times
- Subject Lines
- Calls-to-Action

Send Date & Time

Selecting the date and time to send your emails is an extremely important part of developing an email campaign. Studies have shown the manner in which people treat their emails varies throughout the day. Your emails' open rates will also vary depending on what day of the week you send them.



A universally ideal time and day has yet to be determined because the determining factors, such as products, customers and markets, vary from company to company.

You can, however, use Split Testing to find the ideal time and day for *your* company. For example, schedule the 1st group's send at 9am and the other at 12pm, or one send on Tuesday and the other on Thursday.

- Which time of day performed best?
- Do Tuesday sends get more opens and clicks than Thursday sends?
- Do you get better results when you send at the end of the month or the beginning of the month?

Subject Lines

The purpose of a subject line is to entice the reader into opening the email. Split testing your subject lines will make them more effective and therefore lead to higher open rates. Remember what you think reads well might be different than what your readers are attracted to. Enhance your subject lines by split testing length, content and appearance.

Length: Split testing the length of your subject lines will help you determine the ideal number of characters. It's important for you to get your point across, but that may often be difficult to do in fewer than 50 characters. Split test your subject line length to see which of the following options perform best:

- Short general subject lines?
- Long detailed subject lines?

Content/Appearance: You can split test your subject lines to determine which words and phrases perform best. Punctuation and capitalization make up the appearance of your subject line. This can also influence your readers' actions and therefore benefit from split testing.

- Does including your company's name increase open rates?
- Do your customers respond better to hard sell content or soft sell content?
- Do exclamation points increase open rates?
- Does capitalizing the first letter of every word may perform better than all lower case letters?

Call-to-Actions

Your Call-to-Action (CTA) is the phrase or enticing graphic, such as a button, that encourages your reader to take action. An example of a call to action is "Click here to receive your free trial today!" When creating your emails, you always want to make sure your readers can see and click your CTA.



- Does a green button get more clicks than a blue button?
- What's the ideal font size for your button?
- Do you get more clicks when the CTA is on the right side or left side?
- Is your CTA more effective near the middle of your email or closer to the bottom?

Notes from Week 9

Potential split test variable to use when I send my next newsletter:

- _____
- _____
- _____

Content for my second newsletter:

- Main Topic: _____
- Sub-topic(s): _____
- Call-to-Actions: _____

Other Notes: _____

Week 10: Send & Split Test Your Newsletter

This week we will teach you how to implement a split test when you send your second monthly newsletter.

Week 10 Checklist

- Prepare your split test
 - Send your second monthly newsletter
-

Prepare for Split Test

Last week we discussed several split testing variables including send time/date, subject lines and call-to-actions. We recommend that you split test send time with your second newsletter.

Start by preparing for your split test:

- > Select the testing variable
- > Separate your newsletter send group into two randomly split, equal sized lists

Send Monthly Newsletter

It's been about a month since you sent your first newsletter which means it's time to send out another one! You're going to implement a split test for this one so you'll actually be doing two sends.

The following instructions will show you how to implement a split test when you send your newsletter:

- > Import the two send lists you created when you split up your newsletter send group
 - Give each list a unique group name. We recommend using names similar to NewsletterA and NewsletterB.
- > Schedule your newsletter sends. Assuming that you are split testing the send time, the differences between your two sends should be the:
 - Group (Newsletter A/Newsletter B)
 - Send Time (9:00am/12:00pm)
 - Blast Name (Newsletter9am/Newsletter12pm)

Note: The differences in send information will vary depending on the split testing variable. If you are testing your CTA, then the Email Template will be different and the Send Time will be the same. The same goes for Subject Lines. The Group and Blast Name will always be different no matter what variable you're testing.

Notes from Week 10

Split test variable: _____

Send Information for my second monthly newsletter:

- Template: _____
- Send Group: _____
- Subject Line: _____
- Blast Name: _____
- Send Date/Time: _____

Shared my newsletter on the following social networks:

1. _____

2. _____

3. _____

Other Notes: _____

Week 11: Analyze Newsletter & Split Test Results

This week you are going to analyze the reports for your second newsletter. We will also show you how to draw conclusions from your split test results.

Week 11 Checklist

- Compare the reports from your second newsletter to the reports from your first newsletter
 - Determine how you can improve your newsletter based on your report analysis
 - Examine your split test results and take note of any conclusions to use for future emails
-

Track Newsletter

View your reports and conduct an analysis like you did for your first newsletter during Week 7.

Content

Use the Clicks by Link report to determine which sections had the most clicks and which sections had the least clicks. Then compare your findings to the notes you took from your first newsletter reports. This should help you uncover any trends.

For example, did a particular topic/section that performed poorly last month perform poorly again this month? If a section consistently gets significantly fewer clicks than other topics, consider removing that section.

Email Reports - Unique Clicks by Link

Submitted on:

Subject: **10 Tips to Write Better Email Content + BIG NEWS from Swiftpage**

Links: 21

Unique Clicks: 223

To Print: Right Click here and select 'Print'

Email Results Summary

Links and Click counts

Link number and URL	Clicks
1 https://www.facebook.com/Swiftpage.Emarketing	1
7 http://swiftpageconnect.com/articles/10-Tips-to-Write-Better-Email-Content-Today.htm	6
8 http://swiftpageconnect.com/articles/10-Tips-to-Write-Better-Email-Content-Today.htm	79
9 http://blog.swiftpage.com/2013/02/15/big-news-swiftpage-to-acquire-sage-act-and-sage-saleslogix-businesses/	2
10 http://blog.swiftpage.com/2013/02/15/big-news-swiftpage-to-acquire-sage-act-and-sage-saleslogix-businesses/	48
11 http://blog.swiftpage.com/category/top-10-tips/	5
12 http://blog.swiftpage.com/category/top-10-tips/	51
14 http://blog.swiftpage.com/2013/02/27/bright-peak-tip-matching-emails-and-pdf-document-fonts/	17
16 http://swiftpageconnect.com/articles/2013-Email-Scheduling-Calendar.pdf	6
17 http://swiftpageconnect.com/webinar/index.htm	5
21 http://www.swiftpageconnect.com	3

Main Topic

Most newsletters focus on a particular topic for each newsletter. You can use your click-through rates to find out what topics your readers find most valuable. The click-to-open rate (CTOR) is the percentage of recipients who clicked on any links included in the email.

Calculate Your Click-to-Open Rate (CTOR)

Number of Clicks ÷ Number of Opens X 100 =

_____ ÷ _____ X 100 = _____

For example, a gym may feature diet tips in their June newsletter, new equipment in their July newsletter, customer success stories in their August newsletter and exercise tips in their September newsletter. When they compared the reports, they found that June's and September's newsletters had significantly higher click-through-rates. They can then conclude their readers show a greater interest in tips. Note: You'll need to send a few more newsletters to have enough data for this analysis.

Split Test Results

The report statistics you use when analyzing your split tests will depend upon the variable you tested. The following chart shows the appropriate statistic for common split test variables.

Variable	Statistic
Send Date & Time	Open Rate
Design (CTA, Layout, etc.)	Clicks by Link
Subject Line	Open Rate

If you tested the Send Time, then you will want to see which send resulted in the highest open rate. If the 12:00pm send had a significantly higher open rate, then you should consider sending your next newsletter at 12:00pm.

Notes from Week 11

Report Statistics from second newsletter:

- Main Topic: _____
- Date Recorded: _____
- # Emails Submitted: _____
- # Emails Sent: _____
- Open Rate: _____
- Click-to-Open Rate: _____

Report Interpretation & Improvements:

- Most Interesting Content (based on CTOR): _____

- Least Interesting Content (based on CTOR): _____

Split Test Conclusions: _____

Other: _____

Week 12: Refine Your List

For the twelfth and final week of the guide we are going to show you how cleaning your list can lower your bounce rate and boost your open/click rates. We will also go over some tips that will help you continuously improve your emails relevance and engagement.

Week 12 Checklist

- Access your Bounce Report
 - Remove any invalid email addresses from your list(s)
-

Cleaning Your List

We recommend cleaning your list at least twice a year. You will likely gather fake email addresses and subscribers on your list that have no intention of buying or recommending your product/service. Removing those inactive or nonexistent subscribers will increase your open rates, decrease the chances of being flagged as spam and even save you money.



Every time you send an email blast some will get bounced back due to invalid email addresses, full inboxes or out-of-office responders. The bounces you want to remove are the invalid email addresses which can be found in your email blasts' Bounce report. Take the time to look at your bounce report and remove any invalid email addresses from your list. You should also remove the contacts found in your suppression list from time to time.

Improve Email Relevance and Engagement

The most successful email campaigns are the ones with the most relevant and engaging content. As you continue your email marketing initiatives, do everything you can to make your content as relevant and engaging as possible.

You can utilize the following tactics to continuously improve your email relevance and engagement:

- Segment email campaigns based on customer behaviors and sales cycles
- Dedicate resources to produce email content for each stage in the buying process
- Dynamically personalize your email content
- Allow subscribers to specify email preferences
- Include surveys, trivia and games
- Use loyalty/reward programs

Notes from Week 12

Dates to clean list this year:

1. _____

2. _____

Other email marketing tactics I want to try: _____

Questions I still have about email marketing: _____

Other Notes: _____

Conclusion

By now you should have a solid understanding of the features offered by Swiftpage Connect and know how to apply the various email marketing strategies you've learned and implemented over the past 12 weeks. Be sure to keep a copy of this guide and your notes for future reference.

Email marketing has helped countless businesses become more successful and sustainable by gaining new customers, retaining current customers and increasing sales. Swiftpage Connect has all the tools you need to profitably grow and sustain your business, so stick with it and remember to use the techniques you've learned to continuously improve your email marketing campaigns.

Additional Resources

You can access additional email marketing information at any time on Swiftpage Connect's [Blog](#), [Education Center](#), [Facebook](#) page, [Twitter](#) page, and [LinkedIn](#) group.