

# An Email Marketer's Cheat Sheet



## Get to Better

Business Faster and stay on top of it too!

An email marketing plan is spineless without a well equipped mailing list. With A competition at its strongest, and new and ingenious marketing methods out every day, staying ahead is not a luxury, but an absolute necessity. Here is a cheat sheet equipping you with the ultimate mailing list.

## Segmented Lists

The smartest way to reach your clients, directly, easily and safely is via a segmented list. A segmented list offers you easy access to the demographic you are targeting for your campaign. Segmentation can be of various types; there can be professionally targeted lists, geo-positioned listings and also tech sector targeted lists. Segment your list and watch the clicks increase.

## Appending Services:

Integration of contact information from various sources allows you to boost email deliverability. Unused contacts or contacts with missing information are not lost business; all one needs is to append missing contact details and revive contact with them.



## Verification:

Every entry in the list needs to be a valid one as an invalid email id could land you in a spam trap. Staying away from spam traps should be on high priority. Verify the email id, ensure that it is an active account and only then include it in your final list. This way, you make sure that email bounce rates go down, target becomes clearly defined and success rate goes up. A list that is well sorted and verified ensures a stronger and effective campaign.

All these along with certain additional ideas such as using an excellent program to design your marketing pitch, testing and retesting the delivery of message, ensuring that the mail pitch is CAN SPAM compliant ensures success in the marketing campaign.

