

Email Control: What's IN & What's OUT



2008

Guess what's recession-proof? Email marketing and prospecting still ranks as the most cost-efficient way to get high returns on your prospecting efforts. With 2.4 trillion email messages being sent out, inboxes are overstuffed. It's time to take Email Control before pressing Send and consider the 2.5 million Blackberry users out there receiving your message.

The rules are changing daily
according to our **2008 What's In & What's Out list.**

WHAT'S OUT | WHAT'S IN

- Email alone
- Tone is about you and your company
- URL links and attachments
- Use email at beginning of sales cycle
- Did they receive your email?
- 3-5 touch sales process
- Counting paragraphs
- Subject lines that land in spam filters
- Never on Mondays
- Placing importance on signature lines
- Paragraphs
- Send it out and wait for response
- HTML
- Big Industry buzz words
- Technology brains
- 60- minute appointment requests
- Sound corporate
- Adding color on your email

- Email, phone and mobile messaging
- Tone is about your customer
- Hyperlinks and leveraging your web site
- Emails used throughout the sales cycle
- Tracking multiple click and open rates
- 8-12 touch sales process
- Counting characters
- Shrinking subject lines - 35 characters or less
- Everyday
- Placing importance on From: field
- Bullets
- Test early, Test often, Test again
- Text
- Short strong words
- Marketing brains
- 4 minutes to change the world
- Sound familiar
- Crafting your subject line last