

**Subject:** [Mobile] #8: Email Marketing Is Not Dead

**Body:**

## Lesson #8: Email Marketing Is Not Dead

Hi [Name],

Did you know most smartphone users take advantage of its email capabilities? Check out the following data regarding smartphone users from [marketingsherpa.com](http://marketingsherpa.com):

- 53% check email several times per day
- 29% check email throughout the day
- 66% check at least once per day

And for the 1,427 US smartphone users surveyed, email was the *most* effective purchase trigger as 55% take action based on emails. The survey found other communications weren't nearly as compelling:

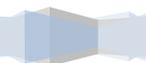
- 41% take action based on text
- 35% take action based on Facebook
- 32% take action based on shopping apps

The next logical question is, "How can I integrate email marketing into my mobile marketing efforts?"

Glad you asked!

One of the best ways to do this is to have a crystal clear opt-in page on your mobile website. That way when someone arrives they are immediately presented with the option of signing up for your list.

Another way to build your email list is to use QR codes, like we talked about last week. Instead of having the code direct people to your main mobile site you direct them to a landing page on your mobile site that serves one specific purpose: to get people to sign up to your email list.



And once you get people to sign up you're going to want to have emails prepared to send out (of course you wouldn't forget that part, right?).

Don't worry, next week's lesson will teach you exactly how to write your own email newsletter but right now I want to talk a little more about the benefits of email.

Did you know that email marketing delivers a \$51.45 return on investment (ROI) for every marketing dollar spent, according to the Direct Marketing Association?

Take a moment for that to sink in.

\$51 return for every \$1 invested.

Of course that's an average but imagine if you even got half that? \$25 for every \$1 spent? That's still a great deal!

And the beauty about email marketing is it's direct responsive. Meaning after you press send you can monitor the results to see exactly how many sales your email generated.

Plus it's very easy to perform split tests. Send one headline to half your list and another to the other half. Does one style consistently outperform the other? Good. Then use that one from now on.

As you can see email marketing is very effective. That's why top marketers say, "The money's in the list."

Stay tuned next week and I'll teach you a step-by-step formula to getting your email marketing campaign off the ground. Oh and by the way, this definitely fits in with our guiding principle of connecting and serving people better.

The inbox is the most intimate place to be online with a reader so if it's connection you're after, email is king.

To your success,

*Steve*

Steven Hudson



## Mobile Marketing 101

[www.myonlinemobilemarketing.com](http://www.myonlinemobilemarketing.com)

P.S. When people visit your mobile website on a smartphone is it easy for them to sign up for your email newsletter? Oh, what's that you say... you don't have a mobile website yet? Don't worry contact us by [clicking here](#) and we'll show you how to get a free 30 day trial of a mobile site.

