



Web Marketing with Ed Ravis

Field tested tactics that increase small business sales & profits.

Small Business E-Mail Marketing Survey

August 2009

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colleagues and associates.**

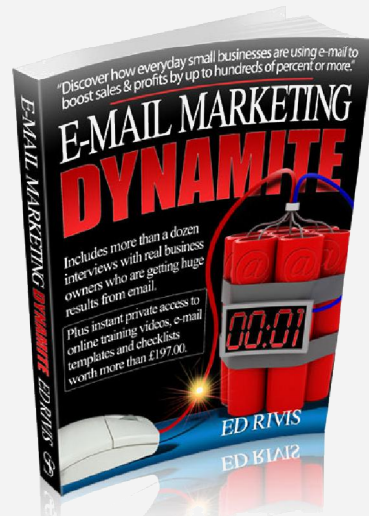
NB: If you want to *reprint* any of these results either on or offline please e-mail support@strategicwebprofits.com to check beforehand. *Thanks.*

This survey was run in advance of me publishing my latest book *E-Mail Marketing Dynamite*.

Register to get the chance for a **FREE copy of my new book** (pay only low cost of postage and packing) on *explosively profitable* e-mail marketing when it publishes in **September 2009**

Go here & register now...

www.EmailMarketingDynamite.com



A Quick Note from Ed

Here are the summary results of my small business e-mail marketing survey in August 2009. These results will be of interest to any business that is interested in getting started with e-mail marketing, or any business that is doing it and wonders how they compare to others.

194 people started my e-mail marketing survey. Most of the people who took it are either the owners of—or marketing executives for—U.K. based small businesses, although it does also include a small percentage of overseas businesses too.

My motivation for running the survey was to get a feel for how many small businesses are using e-mail marketing, and what kind of results they're getting from it.

I also wanted to check that my forthcoming book, *E-Mail Marketing Dynamite*, answers all the most common challenges or 'objections' that are preventing small businesses from doing more e-mail marketing, or even getting started.

I also used the opportunity to ask how people are working on building their e-mail lists (database of e-mail subscribers). Some of the responses to that question were quite obvious, like forms on websites.

And then some responses were innovative and extremely proactive. Like asking people to subscribe by sending them handwritten notes, or asking people in person by picking up the phone or asking them at the point of sale in retail stores or at live events. And more.

There are a lot of golden nuggets in the responses. If you took part in the survey, thank you for sharing.

Either way, I trust you'll find these survey results quite interesting. They've certainly helped me refine the book—in particular I've noticed a lot of people struggle to come up with fresh e-mail content and to find the time to actually send e-mails. For this reason I'm adding a brand new section to the book on how to quickly come up with content, and more advice on how to **consistently** perform e-mail marketing.

I hope you find this information useful, and I look forward to sending you a FREE copy of *E-Mail Marketing Dynamite* when I publishes mid-September. (Made sure you register at <http://www.EmailMarketingDynamite.com> if you've not already done so.)

All my best,



Ed Rivis, 27th Aug 2009.
<http://www.edravis.com>

P.S. If you took the survey and left any proprietary or confidential information we've carefully gone through all the responses and removed anything that would have given too much of the game away to your competitors!!



Response Summary

Total Started Survey: 194
Total Completed Survey: 142 (73.2%)

Page: Default Section

1. Are you e-mail marketing to your customers, clients and prospects?





















		Response Percent	Response Count
Yes	<input type="text"/>	59.3%	115
No	<input type="text"/>	40.7%	79
answered question			194
skipped question			0

Page: About your E-Mail Marketing activity

1. What are the main ways you get the names and email addresses of people to send your email marketing messages to?

		Response Count
		83
1. Subscription to website for blog updates	Wed, Aug 19, 2009 10:39 AM Find...	
2. Website contact forms	Tue, Aug 18, 2009 8:33 PM Find...	
3. Free reports and advice	Tue, Aug 18, 2009 6:21 PM Find...	
4. from existing clients	Tue, Aug 18, 2009 4:18 PM Find...	
5. Face to face networking ethical bribe on my websites	Tue, Aug 18, 2009 2:54 PM Find...	
6. researching their business websites	Tue, Aug 18, 2009 2:21 PM Find...	
7. Websites, Ads, etc	Tue, Aug 18, 2009 11:46 AM Find...	
8. Membership and marketing lists which offer something, however, they are our own lists and do not have any auto responders etc except the necessary double opt in function.	Tue, Aug 18, 2009 10:38 AM Find...	
9. give away free ebook	Tue, Aug 18, 2009 5:39 AM Find...	
answered question		83
skipped question		111


























1. What are the main ways you get the names and email addresses of people to send your email marketing messages to?

10.	opt in	Tue, Aug 18, 2009 12:57 AM	 Find...
11.	Glean them from all sorts of places	Tue, Aug 18, 2009 12:40 AM	 Find...
12.	squeeze page	Mon, Aug 17, 2009 6:22 PM	 Find...
13.	Brochure download, purchases, asking for referrals, competitions, giveaways	Mon, Aug 17, 2009 6:03 PM	 Find...
14.	off a seperate word document comma seperated	Mon, Aug 17, 2009 5:25 PM	 Find...
15.	report signups, general enquiries to office	Mon, Aug 17, 2009 5:23 PM	 Find...
16.	Through our sales	Mon, Aug 17, 2009 4:28 PM	 Find...
17.	Sign-up on website	Mon, Aug 17, 2009 4:21 PM	 Find...
18.	When customers place orders with us or attend dinners/tastings in our warehouse - we are an internet wine retailer.	Mon, Aug 17, 2009 4:17 PM	 Find...
19.	squeeze pages and web forms for free report, knowledge bulletin, book, seminar notification	Mon, Aug 17, 2009 4:16 PM	 Find...
20.	exhibitions, magazine articles/advertising, current and prospective customers	Mon, Aug 17, 2009 4:05 PM	 Find...
21.	own list	Mon, Aug 17, 2009 4:04 PM	 Find...
22.	ask all prospects and customers for their email addresses and have offered gifts, discounts etc if they email us.	Mon, Aug 17, 2009 3:56 PM	 Find...
23.	Telephone	Mon, Aug 17, 2009 3:43 PM	 Find...
24.	Some databases purchased, plus telephone canvassing.	Mon, Aug 17, 2009 3:38 PM	 Find...
25.	1) Subscription to my email newsletter (promoted via blog, large twitter following & free report as incentive to sign-up) 2) People volunteer names when I do talks at events 3) For future: am planning running some specific autoresponder driven campaigns - "5 steps to get more clients" sort of things. Promoted via direct mail to local target companies.	Mon, Aug 17, 2009 3:38 PM	 Find...
26.	Sign up box on web site	Mon, Aug 17, 2009 3:19 PM	 Find...
27.	I network - get upto 30 names a month I go to exhibitions get the exhibitors guide full of sales peoples names and email addresses I ask everybody I meet if they want to be on my database I asked everybody I know to refer people to me	Mon, Aug 17, 2009 3:19 PM	 Find...
28.	existing clients & squeeze pages for our reports	Mon, Aug 17, 2009 3:17 PM	 Find...
29.	Website offer of free book when thy register and customers who buy on line	Mon, Aug 17, 2009 3:13 PM	 Find...

answered question 83

skipped question 111





















1. What are the main ways you get the names and email addresses of people to send your email marketing messages to?

30.	Google Adwords	Mon, Aug 17, 2009 3:05 PM	 Find...
31.	landing page sign up via google adwords adverts (just started) to landing page SEO to main website sign up	Mon, Aug 17, 2009 3:03 PM	 Find...
32.	adwords, youtube	Mon, Aug 17, 2009 3:02 PM	 Find...
33.	Sign up forms on website Print marketing to drive traffic Twitter/Naymz/LinkedIN	Mon, Aug 17, 2009 2:59 PM	 Find...
34.	past customers	Mon, Aug 17, 2009 2:57 PM	 Find...
35.	Sign ups on our website, asking for email addresses of everyone I meet through networking	Mon, Aug 17, 2009 2:57 PM	 Find...
36.	Telephoning Lists	Mon, Aug 17, 2009 2:57 PM	 Find...
37.	In house CRM database plus some external lists	Mon, Aug 17, 2009 10:09 AM	 Find...
38.	e-commerce	Sun, Aug 16, 2009 6:36 PM	 Find...
39.	simple email newsletter form on homepage	Sun, Aug 16, 2009 1:10 PM	 Find...
40.	Biz cards, opt-in	Sun, Aug 16, 2009 2:27 AM	 Find...
41.	Aweber sign up form on our websites	Sat, Aug 15, 2009 7:49 PM	 Find...
42.	sign up page (web) Free reports (web)	Sat, Aug 15, 2009 4:30 PM	 Find...
43.	Sign up to download a free report	Sat, Aug 15, 2009 11:06 AM	 Find...
44.	Newsletter subs form on all pages of my site. Freebie CD (well, MP3) that comes with automatic subscription to newsletter	Sat, Aug 15, 2009 12:01 AM	 Find...
45.	Ex Clients, enquiries about our services (from website and exhibitions)	Fri, Aug 14, 2009 11:28 PM	 Find...
46.	Networking meetings and generally	Fri, Aug 14, 2009 9:43 PM	 Find...
47.	searching lists from the web	Fri, Aug 14, 2009 8:38 PM	 Find...
48.	They must sign up for a loyalty club and accept regular email advice	Fri, Aug 14, 2009 7:57 PM	 Find...
49.	By building up a client base when offering my products and services, but this takes time.	Fri, Aug 14, 2009 7:46 PM	 Find...
50.	Networking, meeting and pressing the plesh	Fri, Aug 14, 2009 7:39 PM	 Find...
51.	Enquiry form on website	Fri, Aug 14, 2009 7:16 PM	 Find...
52.	promotions and door knocking	Fri, Aug 14, 2009 6:55 PM	 Find...
53.	Offering a free Tai Chi digital book	Fri, Aug 14, 2009 6:47 PM	 Find...
54.	I run a yoga studio. We get names in two ways: -- Sign in form on the website (10%) -- Registration form at the Yoga Studio (90%)	Fri, Aug 14, 2009 6:45 PM	 Find...

answered question **83**

skipped question **111**

1. What are the main ways you get the names and email addresses of people to send your email marketing messages to?

55.	website sign up	Fri, Aug 14, 2009 6:31 PM	 Find...
56.	In person at trade fairs From an online form - in return for a free report Am about to put up a squeeze page with adwords for same free report	Fri, Aug 14, 2009 6:24 PM	 Find...
57.	website contact forms	Fri, Aug 14, 2009 5:59 PM	 Find...
58.	Website subscribers List purchase	Fri, Aug 14, 2009 5:56 PM	 Find...
59.	Optin form	Fri, Aug 14, 2009 5:55 PM	 Find...
60.	using lists	Fri, Aug 14, 2009 5:15 PM	 Find...
61.	Web forms	Fri, Aug 14, 2009 4:27 PM	 Find...
62.	Squeeze page	Fri, Aug 14, 2009 4:18 PM	 Find...
63.	Web forms and personal contact	Fri, Aug 14, 2009 4:15 PM	 Find...
64.	by subscription to our website, and from affiliates	Fri, Aug 14, 2009 3:57 PM	 Find...
65.	I write to everyone who orders and ask them to sign up for my newsletter.	Fri, Aug 14, 2009 3:45 PM	 Find...
66.	Landing Pages Web Activity - Invites to Join our lists Referalls Networking Cold Calling and other marketing activity	Fri, Aug 14, 2009 3:30 PM	 Find...
67.	Existing client base and bought in lists	Fri, Aug 14, 2009 3:27 PM	 Find...
68.	Existing customer database from distributor	Fri, Aug 14, 2009 3:25 PM	 Find...
69.	From Shop Sales, Ebay Sales and on line website Sales	Fri, Aug 14, 2009 3:24 PM	 Find...
70.	Collecting them at events which they attend, or web site registration	Fri, Aug 14, 2009 3:21 PM	 Find...
71.	orders and competition entries	Fri, Aug 14, 2009 3:18 PM	 Find...
72.	Customer sales	Fri, Aug 14, 2009 3:06 PM	 Find...
73.	networking and clients	Fri, Aug 14, 2009 3:05 PM	 Find...
74.	We send a post card mailing out to purchased but targeted lists. This sends people to a landing page opt-in form so they can get more info. We know from the form who's visited and if they haven't we call them on the phone and ask them if we can send the info to them by email. We get a higher Opt-in rate over the list this way. We also use 'white papers' with catchy titles which people opt-in to download. We sometimes advertise free webinars as a hook to and that seems to work well.	Fri, Aug 14, 2009 3:03 PM	 Find...

answered question 83

skipped question 111

1. What are the main ways you get the names and email addresses of people to send your email marketing messages to?

75.	Aweber webform within a blog format	Fri, Aug 14, 2009 3:00 PM	 Find...
76.	call them	Fri, Aug 14, 2009 2:58 PM	 Find...
77.	They get a free paper on their car if they sign up	Fri, Aug 14, 2009 2:57 PM	 Find...
78.	Aweber webforms on our websites, email parser with Paypal to aweber	Fri, Aug 14, 2009 2:54 PM	 Find...
79.	Networking	Fri, Aug 14, 2009 2:53 PM	 Find...
80.	Organic searches & adwords	Fri, Aug 14, 2009 2:52 PM	 Find...
81.	By offering to send product information via e mail prior to a representative visiting the customer	Fri, Aug 14, 2009 2:49 PM	 Find...
82.	Data capture on website	Fri, Aug 14, 2009 2:46 PM	 Find...
83.	google, word or mouth, affiliate marketing	Fri, Aug 14, 2009 2:44 PM	 Find...

answered question 83

skipped question 111

2. [Optional] Would you say your email list is "Big" or "Small"?

	Response Percent	Response Count
Big <input type="text"/>	17.6%	13
Small <input type="text"/>	82.4%	61
		15

answered question 74

skipped question 120

3. Are you 'aggressively' working at growing your email list at the moment?

	Response Percent	Response Count
Yes <input type="text"/>	48.8%	42
No <input type="text"/>	51.2%	44

answered question 86

skipped question 108

4. How often do you send out e-mail messages?

	Response Percent	Response Count
--	------------------	----------------

4. How often do you send out e-mail messages?

Every day	<input type="checkbox"/>	9.4%	8
At least once a week	<input type="checkbox"/>	17.6%	15
At least once a fortnight	<input type="checkbox"/>	11.8%	10
At least once a month	<input type="checkbox"/>	32.9%	28
Infrequently (less than once a month)	<input type="checkbox"/>	28.2%	24
			7

1. Not every day but more than once a week Tue, Aug 18, 2009 2:54 PM [Find...](#)

2. Not as aggressively as I'd like! Mon, Aug 17, 2009 6:03 PM [Find...](#)

3. But aim to increase to about 2-4 a month Fri, Aug 14, 2009 6:24 PM [Find...](#)

4. Dependent on list, some only infrequently, segmentation works. Fri, Aug 14, 2009 3:30 PM [Find...](#)

5. Also, as and when required Fri, Aug 14, 2009 3:25 PM [Find...](#)

6. We'll often split our list and target specific areas so often it's more than once per week Fri, Aug 14, 2009 3:03 PM [Find...](#)

7. Autresponder does the work, broadcast (newsletter) only once per month Fri, Aug 14, 2009 2:54 PM [Find...](#)

answered question 85
skipped question 109

5. Are you satisfied your e-mail marketing is producing optimum results? (E.g. Is it generating a worthwhile level of sales and enquiries? If not then tick "No" which indicates you think there's room for improvement.)



















		Response Percent	Response Count
Yes	<input type="checkbox"/>	12.6%	11
No	<input type="checkbox"/>	87.4%	76

answered question 87
skipped question 107

















6. What's your biggest challenge or frustration with e-mail marketing - that if you had the answer or solution to would make a big difference? (E.g. bigger list, fastest, easier, cheaper ways to do it, etc.) Your answer to this question will REALLY help me make sure I've not missed anything in my book. Thanks.

Response
answered question 85
skipped question 109

6. What's your biggest challenge or frustration with e-mail marketing - that if you had the answer or solution to would make a big difference? (E.g. bigger list, fastest, easier, cheaper ways to do it, etc.) Your answer to this question will REALLY help me make sure I've not missed anything in my book. Thanks.

		Count
	 Hide replies	85
1. Coming up with relevant offers for my subscribers that work	Wed, Aug 19, 2009 10:39 AM  Find...	
2. Using better tools to manage the process	Tue, Aug 18, 2009 8:33 PM  Find...	
3. Knowing how often we should be sending out e-mails, ie weekly, monthly etc.	Tue, Aug 18, 2009 6:21 PM  Find...	
4. bigger, targeted list building	Tue, Aug 18, 2009 4:18 PM  Find...	
5. writing compelling copy that gets readers to take action	Tue, Aug 18, 2009 2:54 PM  Find...	
6. My biggest challenge is convincing people I am a legitimate business and that they can trust me.	Tue, Aug 18, 2009 2:21 PM  Find...	
7. Getting to the person who you wanted to and getting the email address in the first place	Tue, Aug 18, 2009 11:46 AM  Find...	
8. I am in the process of creating a line of email info products some of which will be free and others paid for in the same way that you do.	Tue, Aug 18, 2009 10:38 AM  Find...	
9. Collecting the individuals names and the time that takes.	Tue, Aug 18, 2009 8:34 AM  Find...	
10. making sure the emails are getting opened and read.	Tue, Aug 18, 2009 5:39 AM  Find...	
11. email content	Tue, Aug 18, 2009 12:57 AM  Find...	
12. Bigger list but also more competence myself in doing e-mailing.... ie training issue	Tue, Aug 18, 2009 12:40 AM  Find...	
13. tomake sure all the follow ups are of value and not just blatent sales plugs	Mon, Aug 17, 2009 6:22 PM  Find...	
14. fastest and easier primarily, then bigger list and cheaper ways to do it	Mon, Aug 17, 2009 6:03 PM  Find...	
15. finding fresh things to write without sounding salesy	Mon, Aug 17, 2009 5:25 PM  Find...	
16. Getting suitable content for newsletters	Mon, Aug 17, 2009 5:23 PM  Find...	
17. No time to do it.	Mon, Aug 17, 2009 4:28 PM  Find...	
18. Bigger list, but still of people who are interested in hearing about your product, ie relevant and not just a list of addresses!	Mon, Aug 17, 2009 4:21 PM  Find...	
19. To get addresses of people genuinely interested in wine and buying wine	Mon, Aug 17, 2009 4:17 PM  Find...	
	answered question	85
	skipped question	109












6. What's your biggest challenge or frustration with e-mail marketing - that if you had the answer or solution to would make a big difference? (E.g. bigger list, fastest, easier, cheaper ways to do it, etc.) Your answer to this question will REALLY help me make sure I've not missed anything in my book. Thanks.

- | | | | |
|--|--|---------------------------|---|
| 20. | growing relevant traffic to squeeze pages / main website | Mon, Aug 17, 2009 4:16 PM |  Find... |
| 21. | It is the faster way to get our products out in the market place but we are in a specialist market and sometimes that takes time building relations with the customer. | Mon, Aug 17, 2009 4:05 PM |  Find... |
| 22. | a way to send emails without them bouncing back and gaining a much larger email list | Mon, Aug 17, 2009 4:04 PM |  Find... |
| 23. | Making sure that the email address is current and relates to the decision maker. | Mon, Aug 17, 2009 3:56 PM |  Find... |
| 24. | Copywriting the message and how many autoresponder emails to send out | Mon, Aug 17, 2009 3:43 PM |  Find... |
| 25. | E-mails that are treated as spam. | Mon, Aug 17, 2009 3:38 PM |  Find... |
| 26. | Only just started so not fully satisfied yet. | Mon, Aug 17, 2009 3:38 PM |  Find... |
| <p>My biggest challenge is finding the time to write the material necessary to fuel email marketing campaigns. In my view, you need a lot of strong content (reports, value-added tips, etc.) otherwise your campaign will just be a series of promotional messages which will turn-off potential customers.</p> <p>Or put it another way - I need to be more productive at producing the content for the campaigns.</p> | | | |
| 27. | Getting sign ups and then having enough information to e-mail them regularly | Mon, Aug 17, 2009 3:19 PM |  Find... |
| 28. | I don't have a problem - I love it | Mon, Aug 17, 2009 3:19 PM |  Find... |
| 29. | getting an effective list. | Mon, Aug 17, 2009 3:17 PM |  Find... |
| 30. | Having time to grow the list and produce newsletters | Mon, Aug 17, 2009 3:13 PM |  Find... |
| 31. | 1. Find targeted email addresses.
2. Have my emails opened and read. | Mon, Aug 17, 2009 3:05 PM |  Find... |
| 32. | Getting the time and fresh subjects to write about. | Mon, Aug 17, 2009 3:03 PM |  Find... |
| <p>I think it comes down to self dicipline in making sure you put a series of autoresponders together as soon as you start building your list. I didn't and struggle to do one a week</p> | | | |
| 33. | Time, it takes to get going | Mon, Aug 17, 2009 3:02 PM |  Find... |
| 34. | Growing the list is always the problem for us. | Mon, Aug 17, 2009 2:59 PM |  Find... |
| 35. | bigger list and quicker ways to put emails together | Mon, Aug 17, 2009 2:57 PM |  Find... |

answered question 85

skipped question 109

6. What's your biggest challenge or frustration with e-mail marketing - that if you had the answer or solution to would make a big difference? (E.g. bigger list, fastest, easier, cheaper ways to do it, etc.) Your answer to this question will REALLY help me make sure I've not missed anything in my book. Thanks.













- | | | | |
|-----|---|----------------------------|---|
| 36. | spam filters which cut out emails which are genuine, or servers ran by inexperienced admins who allow spoofing of genuine email addresses | Mon, Aug 17, 2009 2:57 PM |  Find... |
| 37. | Poor open rate (around 10%) of apparently delivered emails. | Mon, Aug 17, 2009 2:57 PM |  Find... |
| 38. | Better copy and ideas | Mon, Aug 17, 2009 10:09 AM |  Find... |
| 39. | it needs constant editing | Sun, Aug 16, 2009 6:36 PM |  Find... |
| 40. | sending out the right information so the customers (subscribers) definitely want to come back to the website. | Sun, Aug 16, 2009 1:10 PM |  Find... |
| 41. | Effort required in creating a campaign. would prefer easier ways to do it. | Sun, Aug 16, 2009 2:27 AM |  Find... |
| 42. | Often people don't open the emails | Sat, Aug 15, 2009 7:49 PM |  Find... |
| 43. | keeping the message simple | Sat, Aug 15, 2009 4:30 PM |  Find... |
| 44. | Being able to assess what "optimum" or even "typical" results are. Information regarding real examples of building lists and developing e-mail marketing campaigns - including statistics - would be useful. E.g. typical rate of list growth, typical click through ratios, sign-up ratios etc. Having the data to benchmark our performance to judge if it is good, bad or indifferent. | Sat, Aug 15, 2009 11:06 AM |  Find... |
| 45. | Getting a bigger list. Getting people to subscribe, without having to spend on advertising...ie with a budget of £0. Social media marketing is all very well, but it takes loads of time to build a presence so that people trust you enough to start subscribing in dribs and drabs. How to build a structured plan to get qualified prospects subscribing to my list...I don't believe all these "Get a zillion people on your list today!!!" type messages. I don't want any old people, I want MY target audience subscribing. I know who they are, but they're just not subscribing. Maybe I'm not shouting loud enough in an already cluttered industry of false promises (expect I'm offering a real service and real information, loads of which they get can get for free on my site, just to prove I'm not a fly by night affiliate marketer after their hard earned buck.) | Sat, Aug 15, 2009 12:01 AM |  Find... |
| 46. | Easier ways of growing a qualified list of contacts, a cheaper entry level mailing solution (AWeber quite expensive given the small size of our contact list) - other alternative we are looking at is MailChimp as they do 'free' version with lower sending limits. There seems to be a lack of SME | Fri, Aug 14, 2009 11:28 PM |  Find... |

answered question 85

skipped question 109

6. What's your biggest challenge or frustration with e-mail marketing - that if you had the answer or solution to would make a big difference? (E.g. bigger list, fastest, easier, cheaper ways to do it, etc.) Your answer to this question will REALLY help me make sure I've not missed anything in my book. Thanks.

mass mailing solution for the one or two man band side of things with a small list.

- | | | | |
|-----|--|----------------------------|---|
| 47. | Bigger list, more often to communicate, cheaper, faster | Fri, Aug 14, 2009 11:08 PM |  Find... |
| 48. | That I may not be getting my information across in the right way | Fri, Aug 14, 2009 9:43 PM |  Find... |
| 49. | time to get it all sorted out and to collate data due to nature of job | Fri, Aug 14, 2009 8:38 PM |  Find... |
| 50. | Don't try to sell, simply give good help and advice | Fri, Aug 14, 2009 7:57 PM |  Find... |
| 51. | Within the present climate I believe cost is a major factor. I think it will start to pick up over the next 12 months. I personally would like more customers which converts to sales. | Fri, Aug 14, 2009 7:46 PM |  Find... |
| 52. | Balance between being a welcome addition to a mail box versus pissing people off with spammy daily offerings...people that email me daily I often delete unread | Fri, Aug 14, 2009 7:39 PM |  Find... |
| 53. | The frustration is to convince my boss to use it as a way of building relationship with Customers. It is different compare to traditional marketing, and need a new approach, a new mind set other than just selling via email. Now we had our first set of emails sent out with focusing on relationship building and from about 100 emails we had 3 direct, positive response... | Fri, Aug 14, 2009 7:16 PM |  Find... |
| 54. | got to get to grips with whole networking thing. I'm still a newbie, your newsletters and cds have told me about things I did not know existed. Have only been in any kind of Biz since Dec 2007. Thanks for your help | Fri, Aug 14, 2009 6:55 PM |  Find... |
| 55. | Optimising adwords to best advantage. Understanding the stats and knowing what to do with that information. | Fri, Aug 14, 2009 6:47 PM |  Find... |
| 56. | Finding the topics to include in the newsletters that will interest the members of the list. I will be using surveys in the near future to collect some ideas | Fri, Aug 14, 2009 6:45 PM |  Find... |
| 57. | obtaining bigger list, having the time to write and construct decent campaigns | Fri, Aug 14, 2009 6:31 PM |  Find... |
| 58. | Knowing who / how many have opened emails so I know whether it is worth a repeat with different title.
Knowing whether a html banner on top with plain text underneath reduces read rates over plain text only. | Fri, Aug 14, 2009 6:24 PM |  Find... |

answered question 85














skipped question 109

6. What's your biggest challenge or frustration with e-mail marketing - that if you had the answer or solution to would make a big difference? (E.g. bigger list, fastest, easier, cheaper ways to do it, etc.) Your answer to this question will REALLY help me make sure I've not missed anything in my book. Thanks.

Is there a reason lots of successful marketers use thin columns of text on their emails?

Tactics on building up email campaigns, how many times is too many for one offer, how long is optimum, that kind of thing.






Thanks - will definitely be reading it!






59.	ensuring emails don't end up in spam box	Fri, Aug 14, 2009 5:59 PM	 Find...
60.	1. Growing a bigger list w/o being a wham bam artist 2. Delivery rates 3. Open rates	Fri, Aug 14, 2009 5:56 PM	 Find...
61.	Always looking to increase the size of the list.	Fri, Aug 14, 2009 5:55 PM	 Find...
62.	getting decent lists	Fri, Aug 14, 2009 5:15 PM	 Find...
63.	Writing autoresponder sequences - everyone concentrates on getting traffic, but getting the messages written and consistently sent out is much more important, I think...	Fri, Aug 14, 2009 4:27 PM	 Find...
64.	Conversion	Fri, Aug 14, 2009 4:18 PM	 Find...
65.	Mail servers	Fri, Aug 14, 2009 4:15 PM	 Find...
66.	managing subscriber lists and having to manually update them for each campaign. Would also like to be able to search for the status of an individual email address once i have logged in, and better access to the suppression list.	Fri, Aug 14, 2009 3:57 PM	 Find...
67.	People not responding to the various offers sent to them. We sell Smoked Scottish Salmon, and other seafood, I'm not sure how to better market.	Fri, Aug 14, 2009 3:45 PM	 Find...
68.	It was finding software, not trusting some of the 'awebers' of this world as there is some issues with Data Protection using the US based firms (and us in the UK). Now we have our own.... it's great. Copy is the other issue, now outsourcing it.	Fri, Aug 14, 2009 3:30 PM	 Find...
69.	Increased opt-in conversions and more importantly, much better deliverability	Fri, Aug 14, 2009 3:27 PM	 Find...
70.	Writing copy that will be interesting & valuable, but not too salesy, to a wide range of customers with different interests. Too much segmentation , even to the point of individual personalisation, tends to destroy the advantages of mass mailings.	Fri, Aug 14, 2009 3:25 PM	 Find...
71.	In think most peoples problem is the actual setting up and maintaining the info for the cuatomers. i.e. you took (you atated) s long time to write your first book I think same with emailing takes long time to get competent in writing interesting stuff	Fri, Aug 14, 2009 3:24 PM	 Find...

answered question **85**

skipped question **109**

6. What's your biggest challenge or frustration with e-mail marketing - that if you had the answer or solution to would make a big difference? (E.g. bigger list, fastest, easier, cheaper ways to do it, etc.) Your answer to this question will REALLY help me make sure I've not missed anything in my book. Thanks.

- | | | | |
|-----|--|---------------------------|---|
| 72. | Just growing the list with the right people | Fri, Aug 14, 2009 3:21 PM |  Find... |
| 73. | having different and interesting content to provide | Fri, Aug 14, 2009 3:18 PM |  Find... |
| 74. | Poor delivery rates! | Fri, Aug 14, 2009 3:06 PM |  Find... |
| 75. | A bigger list and ensuring that I have a good feed of offers to my prospects - even if there not mine but someone elses. | Fri, Aug 14, 2009 3:05 PM |  Find... |
| 76. | Getting my marketing team to split test everything. They think it takes too much effort - fools! Both of them need Ecky thumping! Getting a better open and read rate is a challenge. More and more people are getting too much email and even though our info is educational and not salesy, people delete before they even open - if only Marketing would test some subject lines then this would probably solve this challenge - were's me Ecky Thumper! | Fri, Aug 14, 2009 3:03 PM |  Find... |
| 77. | - importing into Aweber list - from the client's point of view, it must be surprising that I can email them from my normal email account, but then I ask them to "add themselves" to my blog mailing list and then double opt-in - "what do you mean you can't add me, and I have to do it manually myself, YOU ALREADY HAVE MY EMAIL ADDRESS ON YOUR (SIC) MAILING LIST! This delay and confusion means it takes a lot longer to build the list.

- But having said that, i still prefer this in the long run, because it means that the leads that are bulding up are really targetted - they add themselves, they THEN HAVE TO OPT-IN, and finally they have an option to "unsubscribe" at any point ie they are basically saying "yes, i really really want to know what you are talking about, that is why i have BOTHERED to double opt-in!" | Fri, Aug 14, 2009 3:00 PM |  Find... |
| 78. | bigger list | Fri, Aug 14, 2009 2:58 PM |  Find... |
| 79. | I advise my mailing list of new products, offers etc but only about 0.5% respond with orders if I am lucky. Many regular orders come from customers who have not subscribed. | Fri, Aug 14, 2009 2:57 PM |  Find... |
| 80. | Converting more prospects to clients without having to revert to the 'hard sell' method. We inform/educate our prospects about our products/services and although we see an increase in the conversion rate IMHO it could/should be better | Fri, Aug 14, 2009 2:54 PM |  Find... |
| 81. | lack of useful responses/enquiries | Fri, Aug 14, 2009 2:53 PM |  Find... |

answered question 85

skipped question 109

6. What's your biggest challenge or frustration with e-mail marketing - that if you had the answer or solution to would make a big difference? (E.g. bigger list, fastest, easier, cheaper ways to do it, etc.) Your answer to this question will REALLY help me make sure I've not missed anything in my book. Thanks.

82.	Bigger list and cheaper ways to do it	Fri, Aug 14, 2009 2:52 PM	Find...
83.	Finding useful info to send on a regular basis. Double opt in confuses people I am certain!	Fri, Aug 14, 2009 2:49 PM	Find...
84.	Better response rates	Fri, Aug 14, 2009 2:46 PM	Find...
85.	Don't have one. Compared with direct mail it is a breeze.	Fri, Aug 14, 2009 2:44 PM	Find...

answered question **85**

skipped question **109**

Page: Can you please tell me why you're not E-mail Marketing?

1. Can you please tell me why you're not E-mail Marketing? (Tick all that apply or leave a short comment)




















	Response Percent	Response Count
Too complicated/technical <input type="checkbox"/>	26.7%	12
Too expensive <input type="checkbox"/>	2.2%	1
I don't have enough time <input type="checkbox"/>	64.4%	29
Doesn't apply to my industry <input type="checkbox"/>	17.8%	8
Hide replies Other (please specify)		33

1.	Just getting started	Tue, Aug 18, 2009 10:09 PM	Find...
2.	I haven't set it up yet.	Tue, Aug 18, 2009 7:09 PM	Find...
3.	I don't think anyone in our company knows anything about it	Tue, Aug 18, 2009 5:51 PM	Find...
4.	Awful experiences in the past when I have tried it. The lists werent clean and there were a lot of angry people at the end of the line - also found that people who wanted to be interim managers in the future or were thinking about it were interested but not other people. Its fine if you respond to clients and send them queries or suggestions - but that is individual to individual.	Tue, Aug 18, 2009 11:17 AM	Find...
5.	Can't get around to everything, plus an unhealthy dose of apathy and a fear that I would be adding to the spam mountains.	Tue, Aug 18, 2009 9:12 AM	Find...

answered question **45**

skipped question **149**

1. Can you please tell me why you're not E-mail Marketing? (Tick all that apply or leave a short comment)










- | | | |
|--|----------------------------|---|
| 6. Do not know way to set up + legal aspect of sending emails? | Tue, Aug 18, 2009 8:35 AM |  Find... |
| 7. Not in marketing. Never free from coding. | Tue, Aug 18, 2009 7:04 AM |  Find... |
| 8. Never needed to. | Mon, Aug 17, 2009 11:42 PM |  Find... |
| 9. I have enough work without needing to resort to local E-mail marketing. | Mon, Aug 17, 2009 11:15 PM |  Find... |
| 10. Currently studying how to | Mon, Aug 17, 2009 11:12 PM |  Find... |
| 11. Product not ready for sale due to upgrade | Mon, Aug 17, 2009 10:04 PM |  Find... |
| 12. Just never collected email addresses | Mon, Aug 17, 2009 6:28 PM |  Find... |
| 13. dont consider it effective | Mon, Aug 17, 2009 6:03 PM |  Find... |
| 14. Will be starting this very soon. Just compliling a database | Mon, Aug 17, 2009 5:10 PM |  Find... |
| 15. Concerned about the legal aspects - we collect emails in connection with customers order, not for emailing them for other purposes so not sure if we can just email them. ie. Direct Marketing Association rules and regs. | Mon, Aug 17, 2009 5:03 PM |  Find... |
| 16. Too early in development cycle | Mon, Aug 17, 2009 4:17 PM |  Find... |
| 17. we have just put our customers into market segements we will now start to do e-marketing | Mon, Aug 17, 2009 3:21 PM |  Find... |
| 18. We are not yet, but we are planning to for a new product we have | Mon, Aug 17, 2009 3:02 PM |  Find... |
| 19. Have not sorted additional products to sell through e-mail marketing | Mon, Aug 17, 2009 8:17 AM |  Find... |
| 20. However - I am in the process of starting this as I know how important it is! | Sat, Aug 15, 2009 9:04 PM |  Find... |
| 21. We will be shortly, thanks to your good self | Fri, Aug 14, 2009 11:16 PM |  Find... |
| 22. But... we intend to very shortly. The above are reasons as to why we haven't yet. | Fri, Aug 14, 2009 8:34 PM |  Find... |
| 23. Been fully booked up with work and as I work by myself I don't have enough time to take on more work as it would mean letting customers down with time scales etc | Fri, Aug 14, 2009 8:30 PM |  Find... |
| 24. I need to learn the emailing system used by our booking software.
also need to think carefully , I had a colleague who was marketing manager at Ardare Manor. He sent (mind you by Post)
an offer to come back to the gentleman who had stayed at the hotel. the problem is that the lady who was with the gentleman at Adare manor was not his wife.
So I need to think about peoples privacy and do | Fri, Aug 14, 2009 6:37 PM |  Find... |

answered question 45

skipped question 149

1. Can you please tell me why you're not E-mail Marketing? (Tick all that apply or leave a short comment)

they want or not receive email from me.

- | | | | |
|-----|--|---------------------------|---|
| 25. | We have sent out a few via outlook, but need to know more about proper systems. | Fri, Aug 14, 2009 5:29 PM |  Find... |
| 26. | Have an extremely diverse service offering and client base therefore have been gradually building up a sequence of e-mails but seem to always be getting bogged down as there is always something more urgent to 'fire fight' on e.g swine flu has meant the development of a micro site to sell protective gear and cleaners. Because we do it inhouse with limited resources that means something else gets pushed backwards in the To-Do queue. | Fri, Aug 14, 2009 4:17 PM |  Find... |
| 27. | I feel as though - don't have the time - always firefighting | Fri, Aug 14, 2009 4:08 PM |  Find... |
| 28. | planning to soon | Fri, Aug 14, 2009 3:17 PM |  Find... |
| 29. | dont have client base | Fri, Aug 14, 2009 3:14 PM |  Find... |
| 30. | Also, haven't got time or money to obtain lists of prospects | Fri, Aug 14, 2009 3:11 PM |  Find... |
| 31. | It's on my agenda in the next couple of weeks. | Fri, Aug 14, 2009 3:00 PM |  Find... |
| 32. | We know from speaking to guests that this is not something they want and would probably end up in the SPAM folder! The hospitality industry is flooded with emails as it is and we don't want to follow what others do. We want to be different. So this is something we have not started. | Fri, Aug 14, 2009 2:54 PM |  Find... |
| 33. | I want my email marketing tied to a comprehensive "system," I want to be emailing for a reason, not just to hold them in place until I decide what I'm doing "when I grow up..." | Fri, Aug 14, 2009 2:52 PM |  Find... |

answered question 45

skipped question 149

Page: About you

1. Okay while I've "got you here", can I ask what you think about the information I send you? (And get feedback on any products you've bought from me?) NB: This is a box where you can either give me a testimonial, or complain! (Hopefully the former, but either way I'd love some feedback, *thank you*.)

**Response
Count**

answered question 119

skipped question 75

1. Okay while I've "got you here", can I ask what you think about the information I send you? (And get feedback on any products you've bought from me?) NB: This is a box where you can either give me a testimonial, or complain! (Hopefully the former, but either way I'd love some feedback, *thank you*.)

	119
<i>answered question</i>	119
<i>skipped question</i>	75

2. Your name

	Response Count
	142
<i>answered question</i>	142
<i>skipped question</i>	52

3. Your County/City/State

	Response Count
	128
<i>answered question</i>	128
<i>skipped question</i>	66

Page: The Secret BONUS Section Social Media

1. Are you using social media to grow your business? (E.g. Sites like Twitter, Facebook, YouTube, LinkedIn, etc.)

	Response Percent	Response Count
Yes <input type="checkbox"/>	31.0%	44
No <input type="checkbox"/>	69.7%	99
<i>answered question</i>		142
<i>skipped question</i>		52

2. What's your biggest challenge (or 'objection') to using social media sites – like Twitter & Facebook – to grow your business? (E.g. lack of time, confusing, don't know where to start, etc, etc.)

2. What's your biggest challenge (or 'objection') to using social media sites – like Twitter & Facebook – to grow your business? (E.g. lack of time, confusing, don't know where to start, etc, etc.)

**Response
Count**

134

answered question

134

skipped question

60

Page: Want me to send you a summary?

1. Want me to email you a private summary of the survey results? (NB: I'll [Download](#) remove names and email addresses so it's anonymous, but it'll make interesting reading because you could find out how many people in YOUR industry are (or are NOT) doing email marketing at the moment.) Enter your e-mail address if you want that...

**Response
Count**

122

answered question

122

skipped question

72

Feel free to share this document with your colleagues and associates.

NB: If you want to *reprint* any of these results either on or offline please e-mail support@strategicwebprofits.com to check beforehand. *Thanks.*

This survey was run in advance of me publishing my latest book *E-Mail Marketing Dynamite*.

Register to get the chance for a **FREE copy of my new book** (pay only low cost of postage and packing) on *explosively profitable* e-mail marketing when it publishes in **September 2009**

Go here & register now...

www.EmailMarketingDynamite.com

