

A BLOGGER'S GUIDE TO EMAIL



presented by Maxmail

What's Inside

So you've decided to take the plunge into email marketing for your blog. When done right, email marketing not only drives traffic to your blog, but increase income generated and build a life long business from your blog through email marketing.

Often an overlooked tool for bloggers, email is the most used form of online communication. Every one who visits your blog has an email address, but are often on different social media platforms. Email is the one thing your readers have in common, which is why it is the ideal tool for connecting directly with your readers.

Here you will learn how to use email marketing to:

- Build an email list from scratch
- How to create emails that get results
- The science of timing
- How to grow a trustworthy reputation from your email list and keep lifelong subscribers

If you have any questions, our support team is here to help or visit our [online resource centre](#).

Now, let's get started.



Build an Email List From Scratch

Email marketing is one of the most neglected tools for bloggers. When used correctly, good quality email marketing can increase blog readership drastically. It's not too late to start building your email list now.

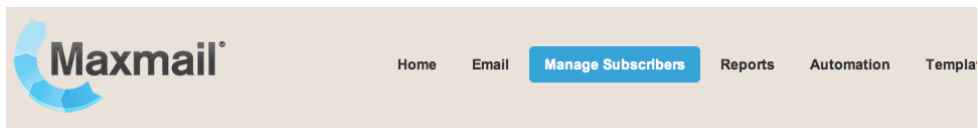
Provide an email subscription form

For starters, make sure your readers can subscribe to your blog via email so whenever you post something new, your subscribers get sent a copy straight to their inbox. Your blogging platform may have an email subscription feature for you to place on your blog, for example Wordpress has an email opt-in plugin. Alternatively you can use our HTML subscription form builder.

In the Maxmail dashboard, select **Manage Subscribers** then **Create New List**. Follow the instructions. On the new list, click **View Actions** and a drop-down menu should appear. Select **Add Subscribers** and then select step 4 'Finished' from the progress bar. Now you have the option to build an HTML form. Click **Build an HTML form now**.

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Your list setup is complete



Build an HTML form for your website



A great way to grow your database is to encourage people visiting your website to sign up to your mailing lists. You can generate an HTML subscription form that can be placed on any part of your website and as people fill out the form (in other words subscribe to your list) data will come directly into Maxmail, saving you the hassle of manually importing them at a later stage.

[Build an HTML form now](#)

A **Success URL** is where your website visitors are redirected after they've filled out your sign up form. This can be a thank you page or can be left blank to use the default settings.

A **Failed URL** is where your website visitors are redirected when there are problems with processing your form. Leave it blank to use the default settings.

Click on **Generate Form Code**. Now cut and paste the HTML back into your blog page. You can preview the form by clicking on the **Preview form URL** button.

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HTML Subscription Form for test5

Success URL

[Test success u](#)

Failure URL

[Test failure url](#)

Subscription form language

Use JavaScript validation

 Include Validation[Generate Form Code](#)

Your form URL

[Preview form URL](#)

The code will appear here after you click the "Generate Form" button. If you decided you want to change the success or failure url, simply edit them and click on "Generate Form" again.

Maxmail compiles a fully exportable list of your subscribers' email addresses as they sign up. To export your list, click on **View Actions** then **Export to Excel**.

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How to Create Emails That Get Results

An email newsletter containing your latest posts can help you reach a different type of audience. It also allows you to repurpose your content using a different layout and delivery method. You are also giving your readers a choice of how they consume your content. Readers will click through to your blog and stick around to read more.

Know your readers

As a blogger you probably have a dedicated readership, and these readers are the ones subscribing to your emails. They are already interested in your content – now you just want them coming back for more. So keep your readers updated with informative emails. Promote events, giveaways or products. If you don't have anything to promote, you can inform your readers of upcoming events such as workshops or giveaways on the blog. This is especially effective if you write a company blog.

If you maintain a blog with multiple posts per day in various categories, email marketing can help your readers keep up with new content. Email a collection of the week's most popular posts, comments and conversations from the blog for ongoing engagement. By segmenting emails by

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interest, you can let readers select exactly what kinds of updates they get.

Killer subject line

Did you know that 65% of people open emails based on the subject line? An effective subject line improves the performance of your email campaigns. Keep your subject line short, 50 characters work best. Avoid using spammy words. Frame your subject line as a question at the types of problems your customers need solutions to is a good way of grabbing their attention.

Remember, let your readers know exactly what they're opening.

Strong headlines

Most readers focus on imagery and scanning text for what interests them and they probably aren't going to read all of the content in your email. Make sure your headlines are attention-grabbing.

Use of graphics and images

With the rise of social platforms such as Pinterest and Instagram, your blog's images are more important than ever. Share your best images and graphics in your emails, the ones with most impact, to give your readers a reason to click through to your blog, engage with you and encourage content sharing.

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Include an unsubscribe option

Allow your readers to abandon ship when they want. An inactive reader on your email list will do you no good.

At the end of the day, you want your email campaign to evoke action from your reader and this action is usually a simple click back to the blog itself.

Promotional material

Blog posts are great for promoting specific content, products or services. Remember the 80/20 rule. A savvy blogger will provide their readers with emails containing 80% relevant and interesting content that brings real value and no more than 20% promotional material including product and service offers. Don't send an email just to try and sell something.

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The Science of Timing

The time and day you send your email campaigns out drastically impacts your email marketing results. Data suggests that there are certain times of the day better for sending emails to achieve higher open rates and readership.

Here are some data we've compiled as a guide for you to test out your email campaigns against:

- Promotion emails are best sent between 7pm and 10pm.
- Holiday promotion emails are best sent between 5pm and 7pm.
- Open and click rates are highest in the early mornings 6 – 9am throughout the week, with the weekend being the highest.
- The optimal email sending frequency is 1 - 4 emails a month.

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How to Grow a Trustworthy Reputation

Establish why you're blogging

For many, the purpose of blogging is to share your knowledge with the world whether you run a personal blog or a company blog. Another reason for maintaining a company blog is to gain customers or deepen relationships with current customers.

Appeal to your audience

One way to do build an audience is to focus on one in particular and write with them in mind. When your writing speaks to one, it gains consistency towards repeat visits.

Submit your blog entries to blog directories

Places such as Technorati contain millions of searchable blog entries. Are you on here yet?

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Be an active participant

If you come across blog posts that interests you, leave a comment. Show people your expertise by contributing to discussions on blogs, forums and LinkedIn communities in the area you blog in. If people like what you comment, they can click back to your profile and check your blog out.

Be committed and be consistent

Set yourself a goal, whether it is blogging once a week or once a month, and stick to it. A regular schedule can keep your blog posting on track to growing your readership.

The bottom line to growing a trustworthy reputation is consistency coupled with quality content.

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