



OPTIMIZE YOUR EMAIL CAMPAIGN

Optimize Your Email Campaign

You want your email campaign to be the best it can be.

Whether you're just starting out or you've been doing email marketing for awhile, you are constantly looking for what brings the most results.

First, let's think about what can be improved:

How many subscribers are coming in?

The amount of time subscribers stay on your list

The open rates for your messages

How many people respond to your call to action?

A lot of times the answer to what works is "it depends." And it does. However, there are some tried and true email marketing tactics that you can start with.

We'll look at ways you can improve growth, retention, open rates and response rates based on strategies that work for most campaigns.

We also have examples, instructions and resources to help you apply these strategies to your campaign.

Boost Subscriber Growth

Building a list full of subscribers who are interested in your company means more interactions with your website and more sales.

You'll need to look at how you're asking subscribers to sign up, and make sure that you're using every chance you have to advertise your mailing list.

First, Make Sure Your Web Form Stands Out

The location of your [web form](#) will impact the number of submissions it gets. It's best to have your form be immediately visible upon landing on the page, and easily accessible.

You might also find that including it in your sidebar or header is an easier option, since this will put your form on every page of your website.

The [Lost Canyons](#) site is a good example of this:

The screenshot shows the Lost Canyons website. On the left is a sidebar with a navigation menu and a sign-up form. The main content area features a 'Golf Instruction' section with a photo of a golfer and a table of lesson rates.

UPCOMING EVENTS AT LOST CANYONS

- Twilight 1:30pm | Super Twilight 3:30pm
- Tuesdays - Taco Tuesday Special Rates
- Fridays - 9-hole \$39 rate on SKY before 8am
- Fridays - SKINS Game - 11am
- Junior Program Dates Set

Book Your Tee-time On-line! **GolfSwitch**

Call us today for your tee-time : 805-522-GOLF (4853) or Toll Free 866-384-LOST (5678)

HOME
CARD HOLDER PROGRAMS
GREEN FEES
GOLF FACILITIES
GOLF INSTRUCTION
GOLF TOURNAMENTS
JUNIOR PROGRAM
WEDDINGS & EVENTS
PRO SHOP
RESTAURANT
EMPLOYMENT
CONTACT
MEDIA

Join Our NEW Email List
When you enroll on our email list, you'll receive important news and promotions from Lost Canyons Golf Club. Look for savings coupons for green fees EXCLUSIVELY reserved for our mail subscribers.

Name:
Email:

Golf Instruction

The Lost Canyons Golf Club instruction staff has designed game-improvement programs and packages to suit every level of golfer, from the very new beginner to top PGA Tour players. All instructors utilize training and teaching techniques that will help you get the most out of your game.

JAY COLLATIIE, PGA: Director of Golf	RATE
(1) Private, 45 minutes	\$ 100
(4) Private plus (1) 2-hour Playing Lesson	\$ 550
(2) Private plus (1) 2-hour Playing Lesson	\$ 450
(1) 2-hour Playing Lesson	\$ 250

All private lessons utilize the latest game-improvement teaching techniques.
[View Professional Profile >>](#)

ASSISTANT GOLF PROFESSIONALS	RATE
(1) Private, 45 minutes	\$ 60
(4) Private plus (1) 2-hour Playing Lesson	\$ 350
(2) Private plus (1) 2-hour Playing Lesson	\$ 300
(1) 2-hour Playing Lesson	\$ 175

All private lessons utilize the latest game-improvement teaching techniques.
[View Professional Profile >>](#)

No matter what page you're on, the option to sign up is always available in the sidebar.

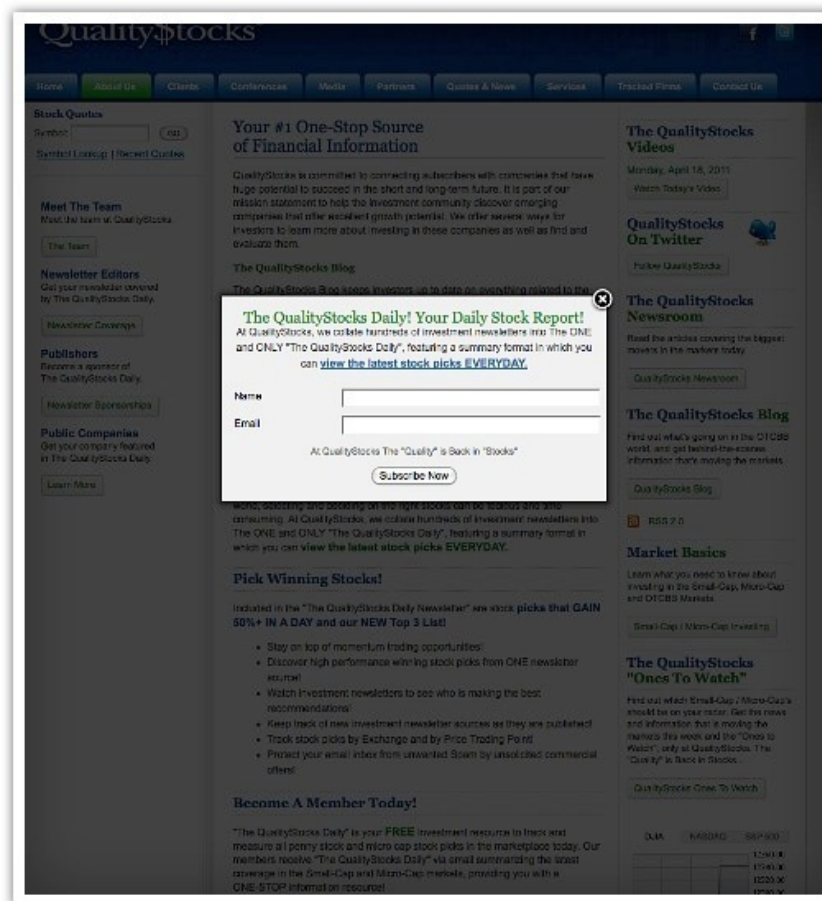
Consider A Popover Type Form

One way to make your form stand out is to [add a popover](#) type form. It's best to supplement your inline form with a popover, rather than just having one or the other.

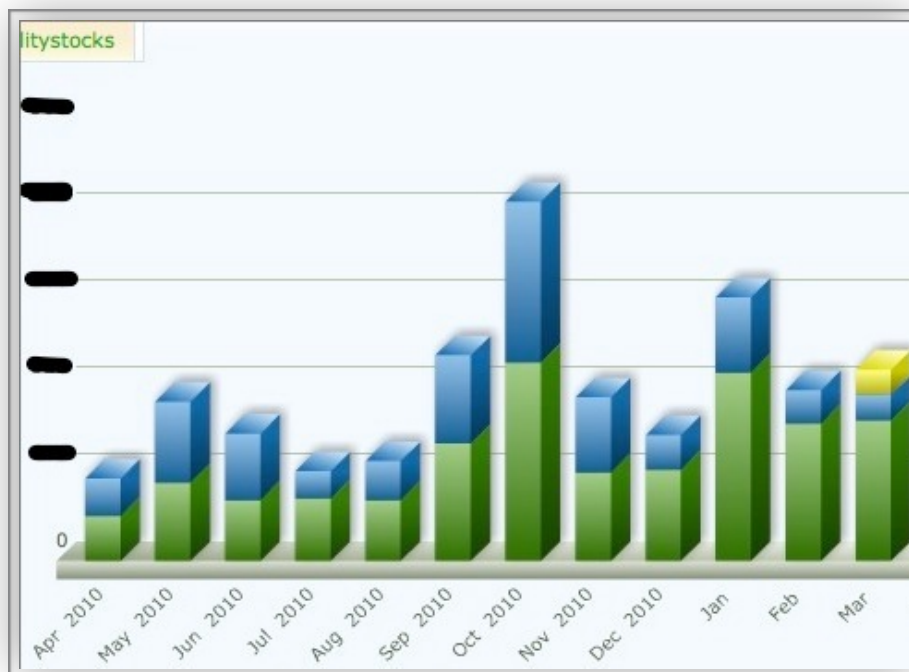
Take Michael McCarthy's investor relations site QualityStocks.

His home page has a good section dedicated to information about the mailing list, so it was decided a lightbox form would perform best on the "About Us" page, which gets a lot of visitors.

The "About Us" page contains important information about the company and what's offered, but their invitation to join the mailing list is not as prominent as it is on some of their other pages. The lightbox now allows that invitation to stick out on the page, bringing in more subscribers:



Adding the form on that page was a good move; it caused a 158% increase in subscriber growth compared to the previous month without the lightbox:



This monthly new subscribers chart shows the six months before and after when the lightbox form was introduced. There is a temporary drop in new subscribers during the holiday months before rapid growth resumes. In the six months since the lightbox form was added, Quality Stocks has seen a 99% increase in subscriber growth compared to the prior six months.

But he's not the only one!

AWeber user Leo Notenboom of Ask-Leo.com saw a 1000% increase in opt-ins after using a popover form.

Prologger.net ran a test and found a significant increase in sign up rates after adding a popover.

The proof is in the results; try it for yourself!

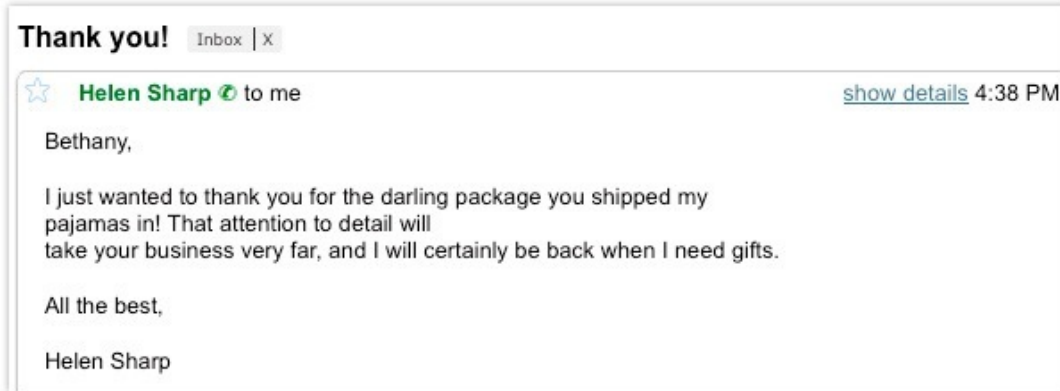
Utilize Positive Feedback

Before someone submits their personal information, they might want to see what others think of your company. People like to read reviews of products they're thinking of purchasing, and the same concept can apply to email subscribers.

You can include testimonials on your sign up page to influence the visitor's decision. Seeing what good things others have to say about you builds your credibility.

Not sure where to get testimonials? Try:

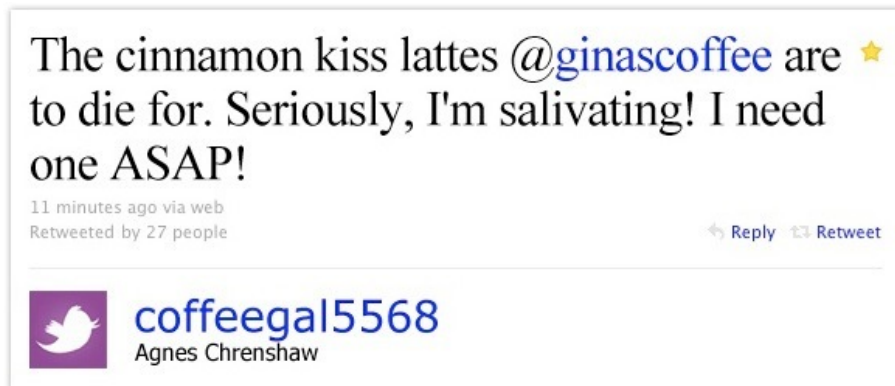
Your inbox



Chances are that your customers have had questions or comments about previous orders with your company. If you haven't deleted them, they're still frozen in time in your inbox.

Hunt through old messages and look for any positive feedback you can find. If you come across a nugget of praise, send a quick email back to the sender asking if they would mind if you used their comment in your marketing materials. Since the feedback is good they shouldn't mind, but it's always best to ask.

Twitter



Next, head over to [Twitter Search](#) to find out if customers are tweeting about your brand. Search for your company name, your products and any other terms relevant to your business.

If the search produces results, send users a quick private message to ask if they mind if you use their tweets.



Facebook

If you have a Facebook fan page, take a look at what people are saying about your business. You might find the best testimonials without even having to ask for them.

Just make sure to send a quick Facebook message or email to the user to give them a heads up that you would like to use their testimonial.

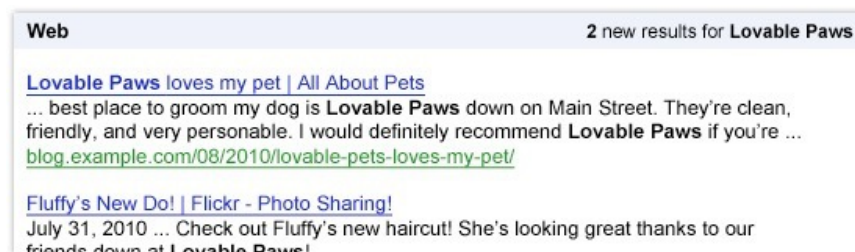
Your blog



Have a blog? Read back over your older blog comments – there are bound to be testimonials you can use in your marketing materials.

Again, simply check with the person who so kindly gave you praise via email to make sure that it's ok for you to republish their comment.

Google Alerts



This Google service lets you set up search terms that you'd like to monitor (such as your company name). It then notifies you when your search terms appear in new online content such as blog posts, news articles or web pages.

You can choose to be notified by email, through a web feed or on your iGoogle page. Scan your alerts periodically to see what the Web is saying about you.

Asking

If subscribers are content with your service, they should happily provide a few words of praise in return.

It's also a great way to find out where you can improve your service if they do have something negative to say.

- Use a [survey service](#) that allows you to redirect people to a page on your website after completing the survey. Once people start submitting, you can use [goal tracking](#) to see which of your subscribers fill it out.
- Or, simply include a line in your next email that instructs those interested to [reply to your message](#) with their testimonial – an easy and painless solution that takes all of 60 seconds to complete.

Happy with your sign up form? That's good, but there's more than just your form and website to optimize.

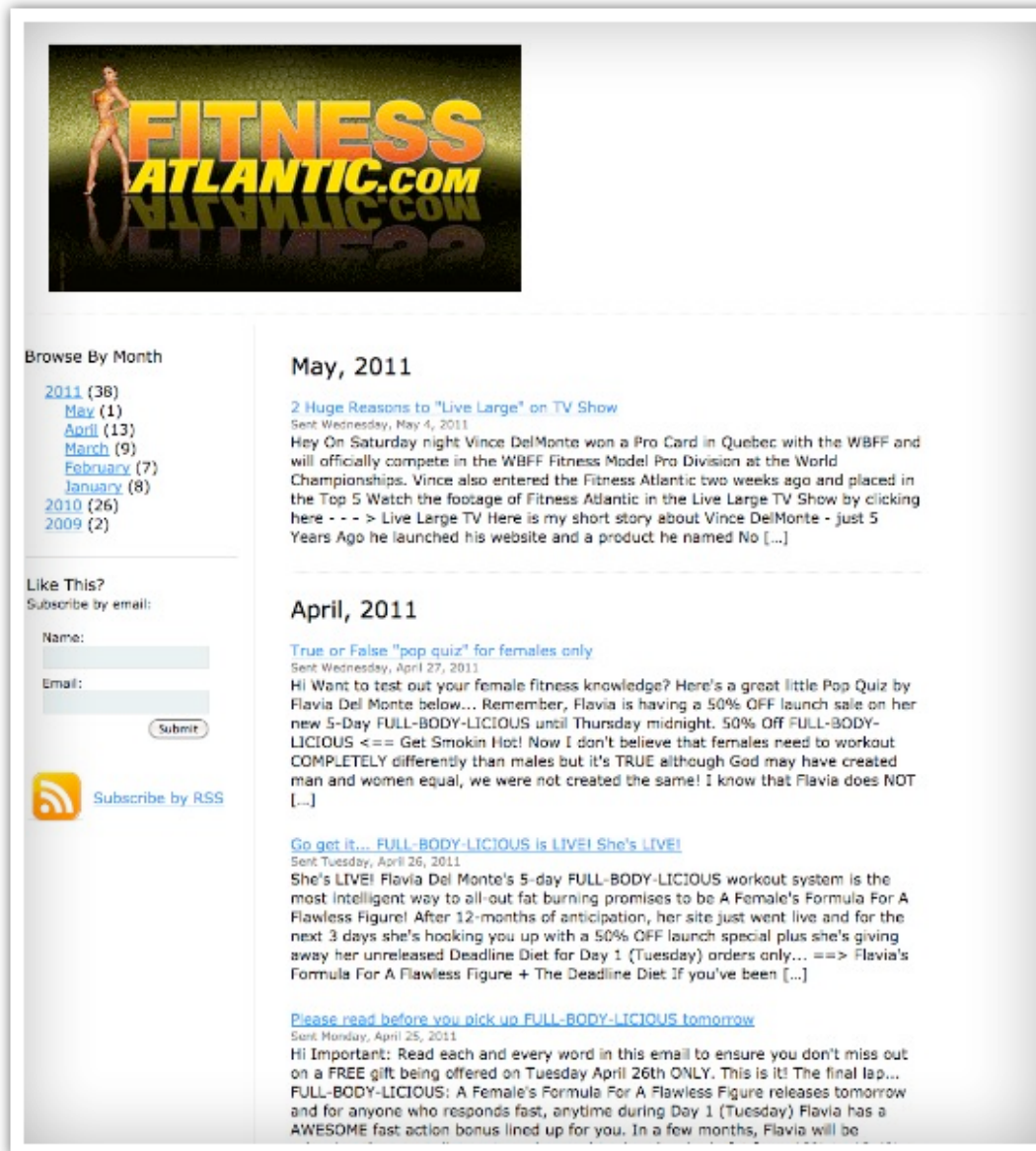
Archive Your Messages

You have the ability to publish your broadcast messages to an [archive](#). This enables you to share those messages with more people. The archive will help give your campaign more exposure in two ways:

1. It allows you to share with social media platforms
2. Your messages will appear in search engine results related to your content

With more people viewing your messages, you want to make sure you're giving everyone a chance to sign up to receive your emails directly to their inbox. Including a form on your archive page will help with this.

Here's what an archive page looks like with a form on it:




Browse By Month

- [2011 \(38\)](#)
- [May \(1\)](#)
- [April \(13\)](#)
- [March \(9\)](#)
- [February \(7\)](#)
- [January \(8\)](#)
- [2010 \(26\)](#)
- [2009 \(2\)](#)

Like This?
Subscribe by email:

Name:

Email:

 [Subscribe by RSS](#)

May, 2011

[2 Huge Reasons to "Live Large" on TV Show](#)
Sent Wednesday, May 4, 2011
Hey On Saturday night Vince DelMonte won a Pro Card in Quebec with the WBFF and will officially compete in the WBFF Fitness Model Pro Division at the World Championships. Vince also entered the Fitness Atlantic two weeks ago and placed in the Top 5 Watch the footage of Fitness Atlantic in the Live Large TV Show by clicking here - - - > Live Large TV Here is my short story about Vince DelMonte - just 5 Years Ago he launched his website and a product he named No [...]

April, 2011

[True or False "pop quiz" for females only](#)
Sent Wednesday, April 27, 2011
Hi Want to test out your female fitness knowledge? Here's a great little Pop Quiz by Flavia Del Monte below... Remember, Flavia is having a 50% OFF launch sale on her new 5-Day FULL-BODY-LICIOUS until Thursday midnight. 50% OFF FULL-BODY-LICIOUS <== Get Smokin Hot! Now I don't believe that females need to workout COMPLETELY differently than males but it's TRUE although God may have created man and women equal, we were not created the same! I know that Flavia does NOT [...]

[Go get it... FULL-BODY-LICIOUS is LIVE! She's LIVE!](#)
Sent Tuesday, April 26, 2011
She's LIVE! Flavia Del Monte's 5-day FULL-BODY-LICIOUS workout system is the most intelligent way to all-out fat burning promises to be A Female's Formula For A Flawless Figure! After 12-months of anticipation, her site just went live and for the next 3 days she's hooking you up with a 50% OFF launch special plus she's giving away her unreleased Deadline Diet for Day 1 (Tuesday) orders only... ==> Flavia's Formula For A Flawless Figure + The Deadline Diet if you've been [...]

[Please read before you pick up FULL-BODY-LICIOUS tomorrow](#)
Sent Monday, April 25, 2011
Hi Important: Read each and every word in this email to ensure you don't miss out on a FREE gift being offered on Tuesday April 26th ONLY. This is it! The final lap... FULL-BODY-LICIOUS: A Female's Formula For A Flawless Figure releases tomorrow and for anyone who responds fast, anytime during Day 1 (Tuesday) Flavia has a AWESOME fast action bonus lined up for you. In a few months, Flavia will be

This page is [hosted by AWeber](#), so think of it as bonus advertising.

Don't Forget Social Media

Thanks to features like the [AWeber Facebook app](#), you can include forms for people to sign up to your mailing lists on Facebook pages. This allows you to get your social media followers on your mailing list.

Here's what a Facebook form can look like:

The image shows a screenshot of a Facebook post from the page 'Invested Central'. The post is titled 'Subscribe to our free newsletter, marketPULSE'. The text describes a weekly report received on Sundays, which includes market analysis, support and resistance numbers, and economic commentary. It also mentions a 'Chart of the Day' emailed each morning. To the right of the text are several financial charts. Below the text is a sign-up form with fields for 'Name:' and 'Email:', and a 'Subscribe!' button. On the right side of the post, there is a 'Create an Ad' section and a 'Connect With More Friends' section with a Facebook 'f' logo and an envelope icon.

Facebook has a lot of users, [over 750 million](#), so a form on Facebook can bring big results.

For example, Chris Hopkins has an email campaign for his site [Invested Central](#). The site provides information on the stock market and visitors can sign up for the free weekly newsletter. The site also has a [Facebook page](#).

Realizing the potential for subscriber growth by offering an email sign up from for the Facebook crowd, he put up a form on a tab on their page.

After about 3 months with the Facebook form up, he saw monthly subscriber growth increase by 63%

You can also choose to have your broadcast messages published on [Facebook](#) and [Twitter](#). This will provide those social media followers a link to a web-based version of your message. The more you share, the more potential subscribers see what you have to offer.

If blogging is more your thing, don't forget to include a web form in your blog posts or on your [blog pages](#). Don't miss out on all the opportunities social media gives you to bring in more subscribers. Start getting in the habit of promoting your material across different platforms.

Keep Subscribers On Your List

If you have people unsubscribing from your list at about the same speed you're getting new ones, then your list isn't going to grow. Fortunately, there are things you can do to fix that.

It takes work to keep subscribers from leaving, but it's worth it.

Set Expectations

We've stressed the importance of [setting subscriber expectations](#) plenty of times before and there is a reason why- it works. When subscribers understand what's going on, they are less likely to unsubscribe or complain.

Here's how you can set expectations:

Start with your web form

The [web form](#) is where the sign up process begins, so you need to do a good job explaining what the potential subscriber will get for entering their information.

Check your form and make sure it lets subscribers know what they're signing up for. You want to detail what you'll be sending them and how often they can expect to receive messages from you.

Here's an example of a form that does that:



It pays to be a VIP of PrintItParty.com! ...and it's FREE!

Once a week, you will receive our **free** online newsletter, '**Sprinkles**', that is packed full of free giveaways, party planning tips, our newest products and more!

As a VIP you receive **free** printable water bottle labels, candy bar wrappers and other goodies!

HURRY! SIGN-UP TODAY SO YOU DON'T MISS A THING!

- **FREE** Printables and Contests!
- Extra-Hip Party Tips & Secrets
- New Product Alerts

Name

Email

We promise never to sell, rent, trade or share your email with any other organization.



This company mentions that the newsletter is sent once a week and also shares other material a subscriber can respect to receive. To top it off, they've added a privacy policy at the end to ease any fears.

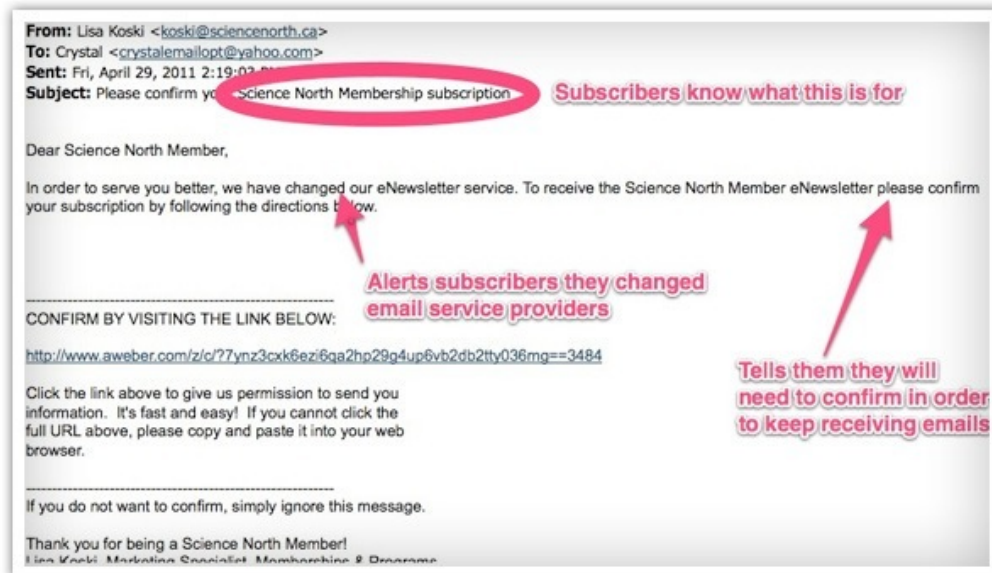
Have subscribers confirm

The [confirmation message](#) is sent immediately after the subscriber submits their information. You can [customize the confirmation message](#) so the subscriber knows what's going on, and what to do next.

If you're stuck on how you should customize this message, take a look at these examples:

Moving subscribers into a new list

If you have a list of subscribers you have already been in contact with, you will need to [import](#) them in your new list. The subscribers will need to confirm to remain on your list, so your confirmation message could look something like [Science North's](#):

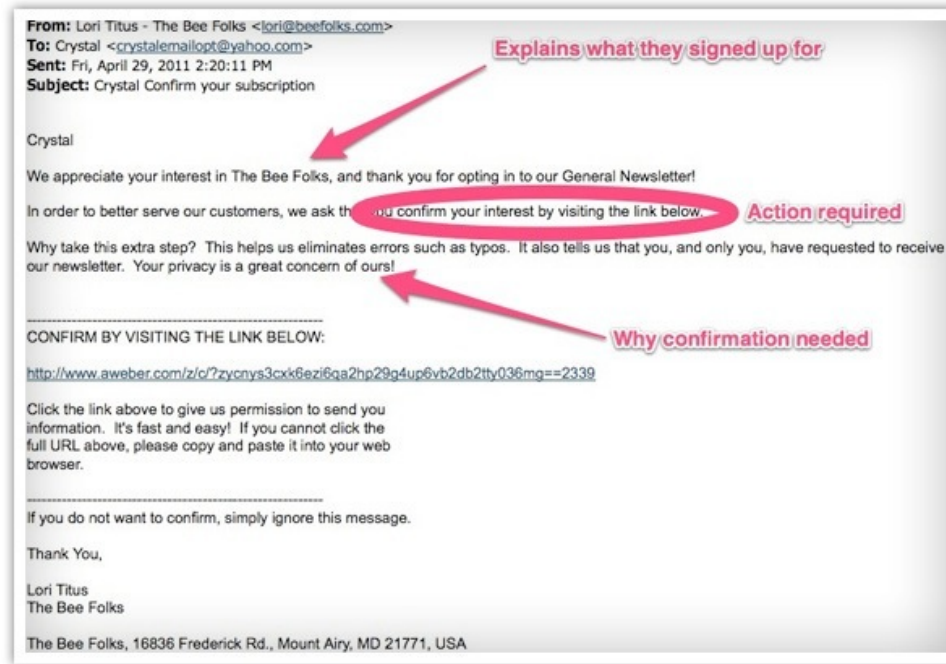


If you're adding a list, remember to be open with your subscribers. Explain why they are getting a confirmation message, especially if they were unaware a move was going to happen. Marketing transparently will build subscribers' trust in you.

You should also emphasize that if they still want to be on your list, they will need to confirm. If they're still a subscriber, they're most likely still enjoying your emails. Make sure they realize they need to take action.

Asking subscribers from your web form

If subscribers are going to your site and filling out a form, your confirmation message could look something like [The Bee Folks](#):



Remind them they requested this information, and make sure your from name matches what is on the site so the subscriber can easily recognize your message.

You also want to get their interest so they want to confirm. You can encourage them to confirm by reminding them of the incentive or content you promised them.

Welcome new subscribers


After subscribers have signed up and confirmed, it's time to [welcome](#) and remind them what they signed up for.

The welcome message should reiterate what they signed up for and what you'll be sending them.

Kevin and Janice Tuck run the site <http://www.funmusicco.com>, and they do a great job in explaining what to expect in their emails:

Some of the emails you can expect are:

- The monthly **Music Education Ezine** during the first week of the month, where I share highlights from the Music teachers Blog and other resources I have found.
- **Great Internet Resources for Music Teachers** Where I share some great websites that I've found to make your job easier as a music teacher.



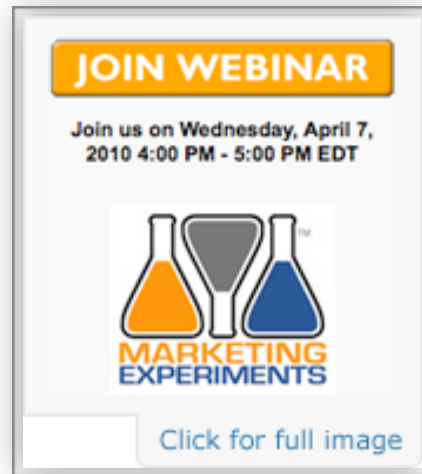
[Printable Music Theory Books](#)

\$49.95 per level

Assess and re-assess your campaign

After you have set expectations you need to periodically assess your campaign to make sure you are following the guidelines you've set. For example, if you said you'd be sending twice a week, make sure that's what you're doing

As long as you stick to the expectations you set, you shouldn't have any subscribers leaving your list due to misunderstanding. However, there are still a couple other things you can do to increase retention.



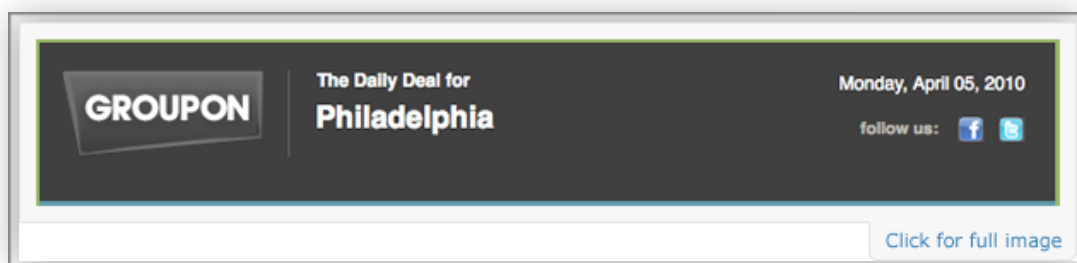
Create Brand Loyalty To Keep Subscribers

When people begin to associate your brand with positive things, they'll stick to you.

Everything that comes in contact with your subscribers should have your brand represented. Subject lines can be branded by including your company name in them, and your messages can contain your logo.

There are many ways you can approach branding with your logo, so let's look at some examples.

First things first: the top left

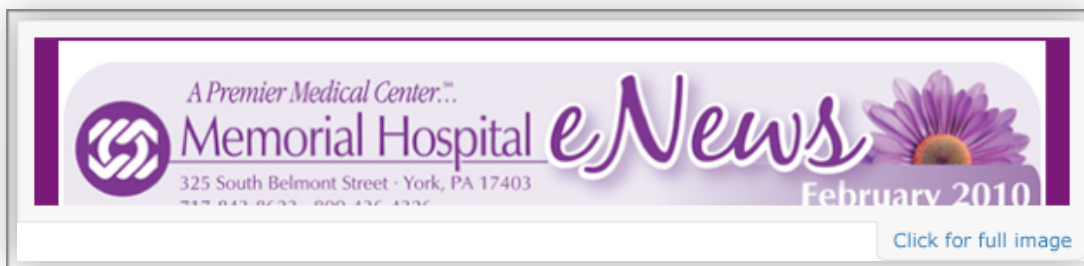


This common placement means the logo is the first thing readers encounter in a top-to-bottom, left-to-right world.

Here, Groupon's logo identifies the sender for readers who didn't pay attention to the "from" line – for example, those scanning through emails in a preview pane.

Even better, Groupon presents its logo alongside the email's main benefit.

Incorporated into the header



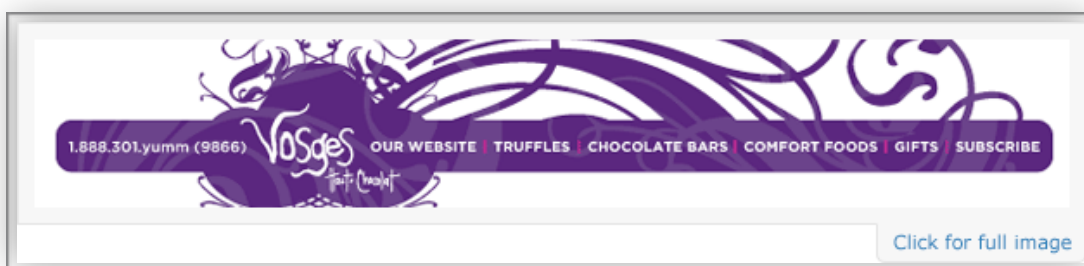
Memorial Hospital includes their logo in a subtle way. They used the color of the logo to influence the rest of the header's design. This keeps their design appealing and their branding consistent.

With the call to action

The Marketing Experiments logo follows the call to action in this email generated for an ME online clinic by Go2Webinar.

The logo's bright colors keep it highly visible against the low-key text. This logo doesn't need top placement to capture the eye.

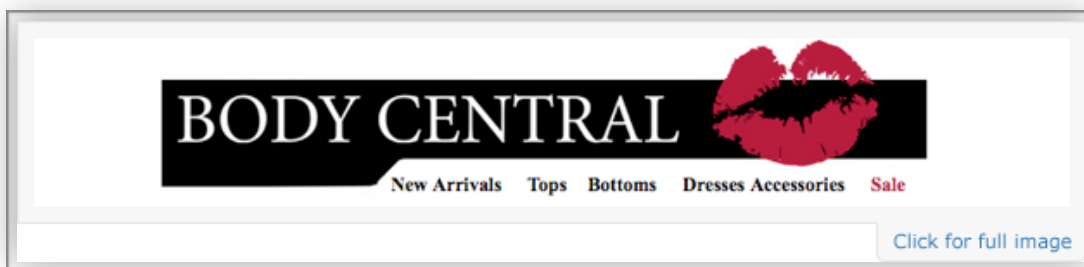
Throughout the design



Vosges' logo borders the email at the top and bottom and extends into the rest of the design. For Vosges, the logo is part of the brand experience. Elegant and feminine, it denotes the luxury of gourmet chocolate.

This full-design overhaul goes further than simply inserting a logo. Think about ways you could incorporate elements of your logo into the rest of your creative with colors, fonts and other images.

Invoking your website



The goal of Body Central's email is to encourage shopping on the web site. Accordingly, the logo here is arranged as a full banner across the top just like the banner on the site pages.

Tip – No matter where you position your logo, make sure to include alt text in case images aren't displayed.

Pay Attention To Subscriber Behavior

If someone purchases something from you, they are more likely to purchase from you again.

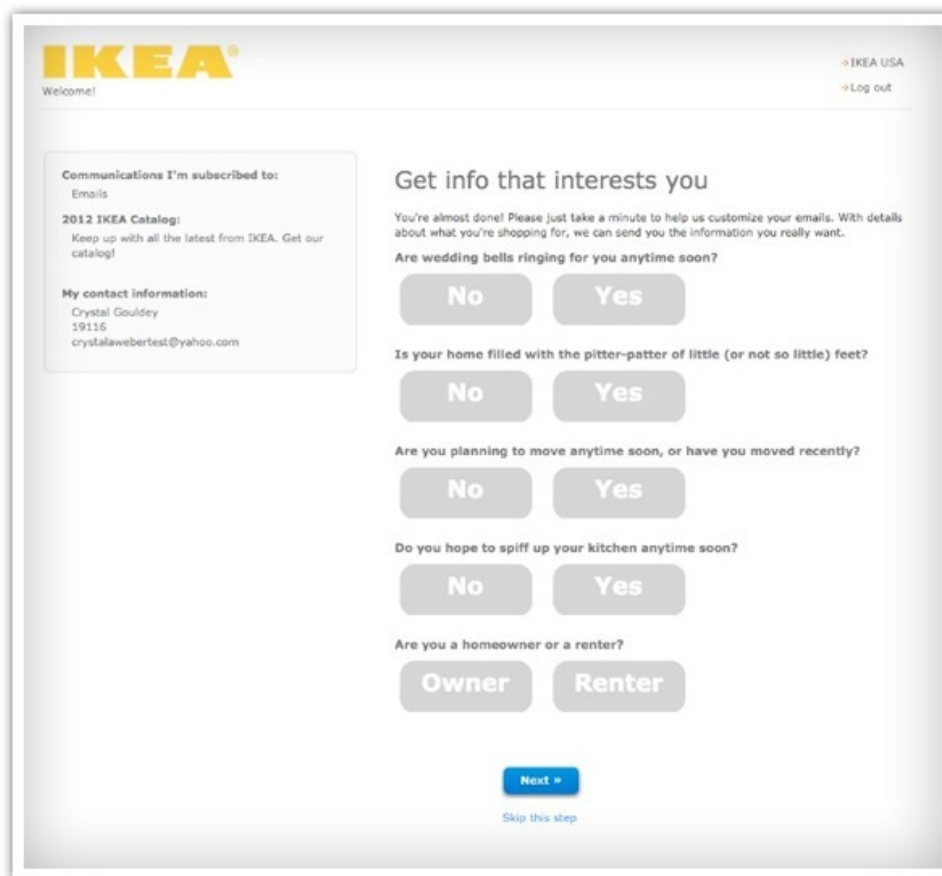
Keeping this in mind, AWeber allows you to track [who's opening messages](#) and [who's clicking on links](#). [Setting up analytics](#) will take this one step further. You'll be able to track [sales](#), clicks through your site even if that URL wasn't specifically in your message and [downloads](#).

Tracking subscriber activity allows you to use their information to send more personalized messages by [sending to segments](#). Sending messages that are more personalized will help encourage subscribers to remain on your list.

In the MarketingSherpa 2011 Email Marketing Benchmark Report, 99% of email marketers surveyed responded that sending to segments based on behavior was somewhat effective to very effective.

You might also want to consider setting up subscriber preferences right at sign up.

[IKEA](#) is a good example of this:



The screenshot shows the IKEA website's subscriber preference form. At the top left is the IKEA logo and a "Welcome!" message. At the top right are links for "IKEA USA" and "Log out". The form is divided into two main sections. The left section, titled "Communications I'm subscribed to:", lists "Emails" and a "2012 IKEA Catalog" with a description: "Keep up with all the latest from IKEA. Get our catalog!". Below this is "My contact information:" which lists "Crystal Gouldsey", "19116", and "crystalaweber@test@yahoo.com". The right section, titled "Get info that interests you", contains a sub-header "You're almost done! Please just take a minute to help us customize your emails. With details about what you're shopping for, we can send you the information you really want." followed by five questions, each with two buttons: "No" and "Yes". The questions are: "Are wedding bells ringing for you anytime soon?", "Is your home filled with the pitter-patter of little (or not so little) feet?", "Are you planning to move anytime soon, or have you moved recently?", "Do you hope to spiff up your kitchen anytime soon?", and "Are you a homeowner or a renter?". The last question has buttons for "Owner" and "Renter". At the bottom of the form are two buttons: "Next >" and "Skip this step".

Giving subscribers the option to enter more detailed information about who they are and what they're looking for will allow you to create messages relevant to what they need.

If you want to learn subscriber preferences right away, you can set up [custom fields](#) in your web form and use that information for segmenting, or even to place the subscriber [in the appropriate list](#).

Your Messages Will Be Key

Implementing these tips will help keep subscribers, but your goal isn't just to have high subscriber numbers. You want your subscribers reading your messages as well.

If your messages are good, subscribers will stay on to keep receiving them and responding to what you're sending.

Get Your Messages Opened

Before your subscribers even read your message, you have to convince them to open it.

Part of this will have to do with setting those expectations we talked about and consistently delivering quality content. The other part will be how your message appears in the subscribers' inbox.

Find A Good Subject Line

Out of all the emails in your subscribers' inboxes, you need to make sure your email gets noticed. The subject line will need to get their attention and persuade them to look at the whole message- a big task for just one line.

Here are some ideas you can try out for your subject line:

Best Shoulder Stretch [video] & Freebie DVD - WATCH M	OFFER TO TEACH SOMETHING
The QuickLift. Does It Really Work? - Erase up to ten year	ASK A QUESTION
Zino Platinum introduces the new Z-Class Series - Email	ANNOUNCE A SALE OR PRODUCT
Newsletter: Bad Breath - 3 Places to Root It Out - Have t	OFFER A SOLUTION TO A PROBLEM
In honor of the Royal Wedding, take advantage of this ex	BRING UP A POPULAR TOPIC

Copyblogger also offers a great [guide to writing headlines](#) that can easily be applied to subject lines.

Once you have tried out different subject lines, you can try [split testing](#) different versions of them. This will give you a better idea of what your approach really is.

Utilize Snippets And Preview Panes

Your subject line gets their attention, but some email programs will let you take it a step further by displaying more of your email. Make sure your emails are benefiting from this.

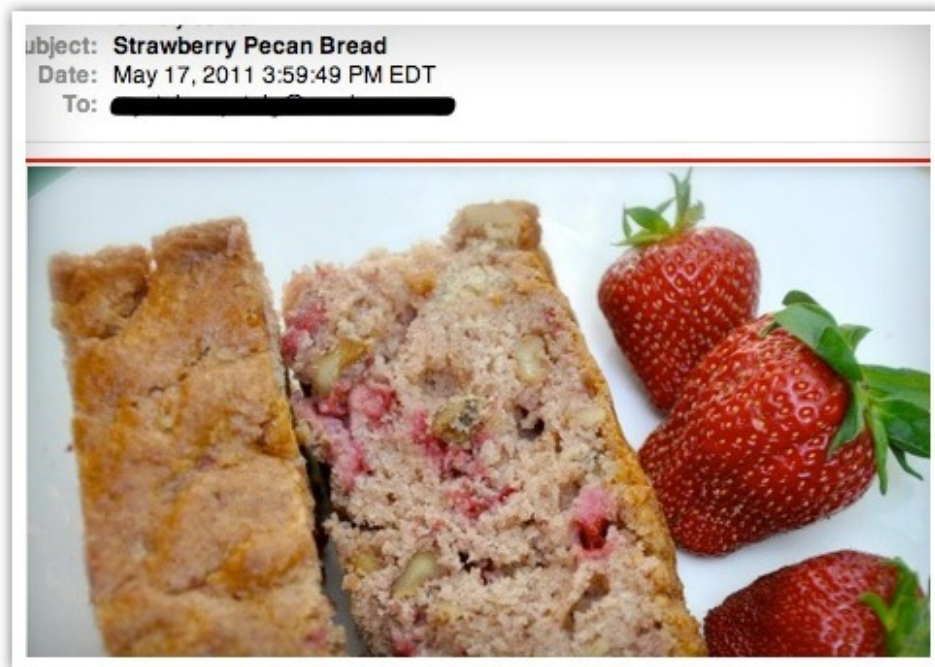
Some email clients do this by displaying a snippet. An example of an email client that does this is [Gmail](#), so you can set up a free account and test your messages there. If you look at the example above you'll see how some of the snippet text appears after the subject.

Other email clients will allow users to see a larger part of the email, otherwise known as a preview pane. You can utilize the power of snippets and preview panes by including compelling content at the top of your message.

To see how a preview pane can help, let's take a look at how [Furniture Crate](#) handles this:

Notice they have the sale notice right at the top, a great way to get subscribers to scroll down.

[Southern Plate](#) uses just an image, but it works well for their recipe emails:



You just need to use whatever you think will convince your subscribers to keep reading.

[Microsoft Outlook](#) is one email client that uses preview panes, so check out your emails there or have a friend send you a screen shot of what they look like.

Design Messages for More Responses

Now that subscribers are opening your messages, you want them to take the next step: take action.

Make Your Messages Readable

To make sure everyone sees what you've created, you should include a link to a web-based version of your message.

How can you do that? You just need to [archive it](#) while you're on the message editing page. This will give you the direct link to that message:



You can then link to that web-based version in the pre-header of your message.

Focus Their Attention on Your Links

After working on getting subscribers to open and read your message, you don't want to drop the ball now. In order to get more clicks, you want subscribers' focus on your [call to action](#).

Here are some things that might help:

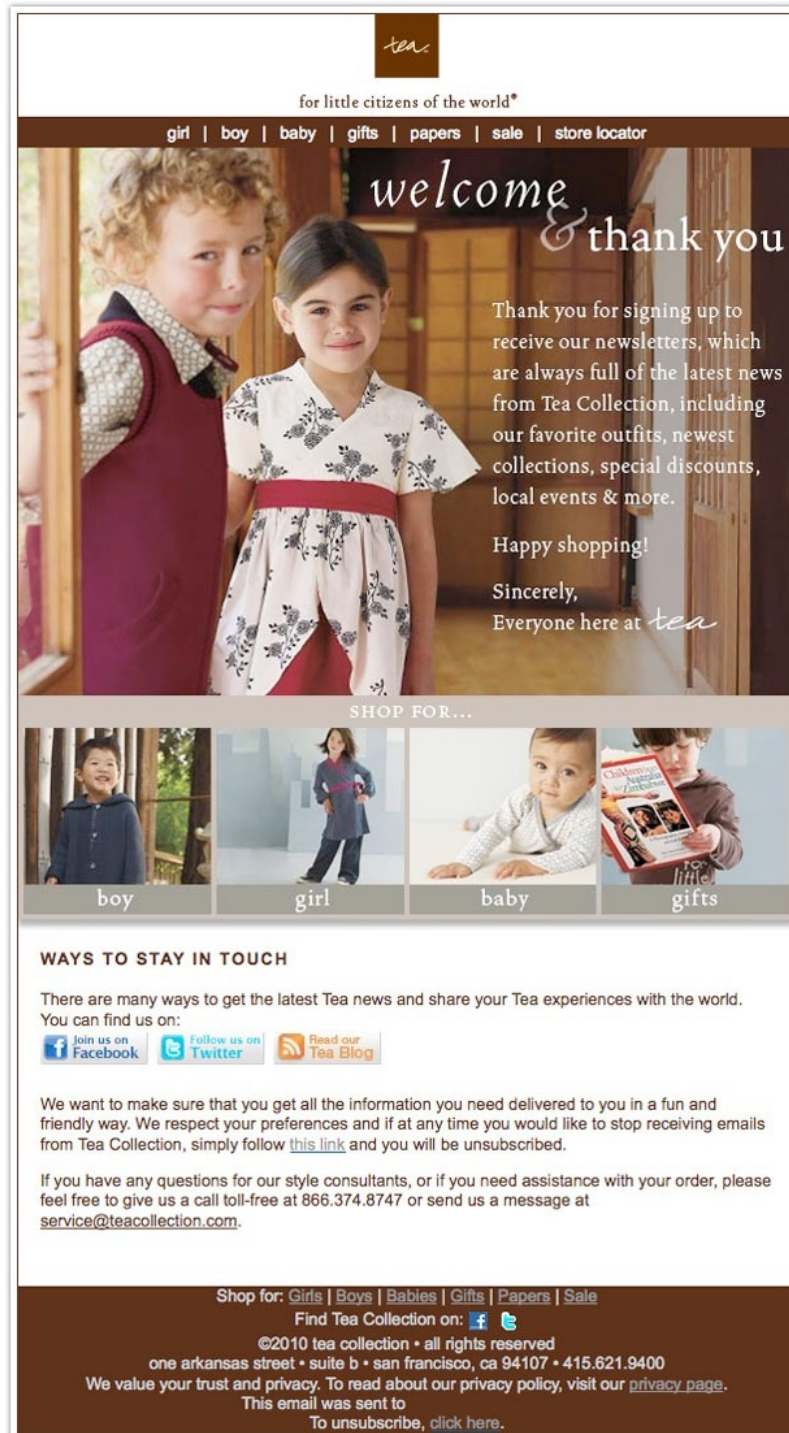
Find Out Where Clicks Are Happening

Are people more likely to click links in your header or footer? The only way to find that out is to track where the clicks are coming from. Once you know where, you put your most important links there.

To find out which of the duplicate links perform best in your messages, you simply have to use “tags” to make the links slightly different without affecting their functionality. For example, adding “#message_body” would be a tag you can use.

Once the different links are clicked, you can easily view the totals for the different links in your message statistics, which can help when you’re creating future messages and wondering where you should place really important links.

Take for example this email from [Tea Collection](#), a clothing site for kids.



The image shows a screenshot of an email from Tea Collection. At the top, there is a logo for 'tea' in a brown box, followed by the tagline 'for little citizens of the world*'. Below this is a navigation bar with links for 'girl', 'boy', 'baby', 'gifts', 'papers', 'sale', and 'store locator'. The main content area features a large image of two children, a boy and a girl, with the text 'welcome & thank you'. To the right of the image, there is a thank-you message: 'Thank you for signing up to receive our newsletters, which are always full of the latest news from Tea Collection, including our favorite outfits, newest collections, special discounts, local events & more. Happy shopping! Sincerely, Everyone here at tea'. Below this is a 'SHOP FOR...' section with four categories: 'boy', 'girl', 'baby', and 'gifts', each with a small image representing the category. The bottom section is titled 'WAYS TO STAY IN TOUCH' and contains information about staying connected via Facebook, Twitter, and the Tea Blog. It also includes a note about email preferences and contact information for style consultants. The footer contains the company name, address, phone number, and copyright information, along with a link to the privacy policy and an unsubscribe link.

tea
for little citizens of the world*

girl | boy | baby | gifts | papers | sale | store locator

welcome & thank you

Thank you for signing up to receive our newsletters, which are always full of the latest news from Tea Collection, including our favorite outfits, newest collections, special discounts, local events & more.

Happy shopping!

Sincerely,
Everyone here at *tea*

SHOP FOR...

boy girl baby gifts

WAYS TO STAY IN TOUCH

There are many ways to get the latest Tea news and share your Tea experiences with the world. You can find us on:

Join us on Facebook Follow us on Twitter Read our Tea Blog

We want to make sure that you get all the information you need delivered to you in a fun and friendly way. We respect your preferences and if at any time you would like to stop receiving emails from Tea Collection, simply follow [this link](#) and you will be unsubscribed.

If you have any questions for our style consultants, or if you need assistance with your order, please feel free to give us a call toll-free at 866.374.8747 or send us a message at service@teacollection.com.

Shop for: [Girls](#) | [Boys](#) | [Babies](#) | [Gifts](#) | [Papers](#) | [Sale](#)

Find Tea Collection on: [f](#) [t](#)

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one arkansas street • suite b • san francisco, ca 94107 • 415.621.9400

We value your trust and privacy. To read about our privacy policy, visit our [privacy page](#).
This email was sent to
To unsubscribe, [click here](#).

There are multiple navigation links in the header, body and footer of this message that lead back to the same product pages on Tea Collection's website.

If we were tracking which particular links performed best in this email, we would tag each of the links with a certain identifying code or phrase when adding them to the message.

In this case, adding “#message_header,” “#message_body” and “#message_footer” to the end of each corresponding link would indicate *where* in the message the link was clicked.



With your own emails, you can use any tracking codes that you want at the end of your links (as long as they start with #) but if you have any anchors, they can't match any other anchors that already exist on the page.

Consider This URL: <http://aweber.com/blog/#footer>

Notice that if you click that link, you automatically jump to the bottom of the page, which isn't ideal. If we were sending an email with a link back to our blog, we couldn't use "footer" as a tracking code.

On the other hand, "email_footer" *would* work there, because "email_footer" is not an anchor anywhere on that page. You can see this by going to http://aweber.com/blog/#email_footer – it doesn't jump you way down on the page.

Once you add tags to your URLs and send your message, you'll find a separate statistic for each of the links that point to the same page on the stats summary for that email.

By testing the placement of call to action links over a period of time, you'll not only be able to see which links cause a click-through frenzy with subscribers, but you'll also be able to test things like language and wording of offers.

Don't Bury The Call To Action

Make the link prominent among other text and images. You want eyes to be drawn to it, so give it plenty of room. At the very least, put a line of space between your link and surrounding text.

Try Using An Image


[One study](#) found that including an image brought a 52% lift in total click rate..

If you've been using just text links, try creating a button or linking up an image. [Snowboard Addiction](#) does that very well:

Whistler/Blackcomb has some of the best terrain parks around as well as lots of great natural features. We've put together a short video which highlights some of their freestyle terrain.

It's got some sick riding from the SA crew and is definitely worth a watch.

So check it out by clicking the picture below.



URL: http://www.snowboardaddiction.com/community/blog/whistler_blackcomb_park_checkout_vid

If the subscriber wants to see the video, they need to click on the screenshot to get there.

Note that while [images](#) and [videos](#) can be very effective, you should also include a text link in case the image is blocked.

Experiment With Wording

How you word your call to action can also affect your subscribers' decision to click or not. Take these examples:

Including "It's free!" [increased the conversion rate](#) by 28% for Soocial.

"You should follow me on Twitter here" beat out "I'm on Twitter" [by 173%](#).

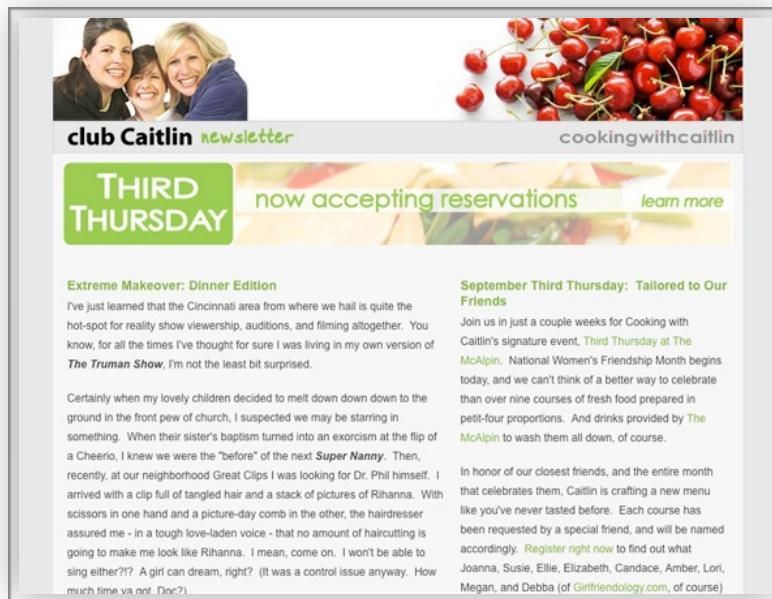
What could this mean? Free is a positive and people respond to more powerful, clear and personal calls to action.

Want a Designer's Opinion?

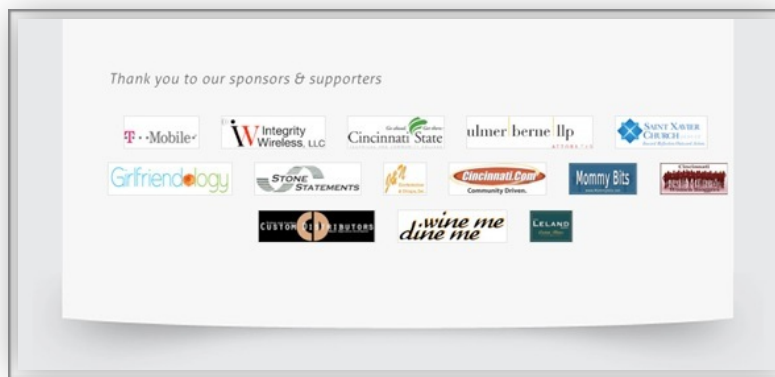
One of our web designers, Bob Ricca, has some thoughts of what makes a well-designed email. Here's what he thinks about some of our customers:

Newsletter: Club Caitlin

Bob's take: "I really like the way this newsletter was done. The contrast between the reds and the greens really makes it fun and interesting and its all tied together nicely with the gray background."




Whoever designed this email also spent time laying out the footer of the email (seen below)... something that can often be overlooked and neglected."



[Click here](#) to join Club Caitlin.

Newsletter: FB Gathering

Bob's take: "This newsletter design feels fresh. The pastel greens are very inviting and the imagery works well to balance out the newsletter."



[gathering]

No Group Tonight!

Hi friends, I have some good news and some bad news. The good news is that we have been working fast and furiously over here on our very first curriculum, and it is going to the printer today!


The bad news is that we will need to continue working on other elements into the night, in order to be ready to present this new material at next week's AACC conference.

Because of this tight schedule (and the number of 12-14 hour days I've been working this past week) I have decided to cancel tonight's meeting.

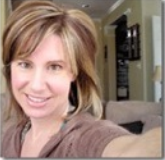
We will resume next Tuesday with "Masks" - an experiential session which will feature my good friend (and Fb prayer coordinator) Michelle Watson as well as two other ladies from our team who will be in town for the conference.

I can't wait for you to meet them (and for them to meet you!) so please make plans now to come, next Tuesday, at our NEW time, 6:30 - 8:00 pm.

Enjoy the night off!



Constance



Constance Rhodes
Founder and CEO, FINDINGbalance
Author, *Life Inside the Thin Copter*

FB Gathering is a spiritual growth group with an emphasis on eating and body image issues. It is a safe place to get real about how food and weight impact our lives, and to explore how God fits into finding the freedom we seek.

Upcoming Gatherings

9/8: NO GROUP TONIGHT!!

9/15: "Masks" with Michelle Watson, LPC and other special guests

9/22: Back to Basics: Improving our Relationship with Food

9/29: Back to Basics: Our Bodies


10/5: SPECIAL EVENT: Jenni Schaefer "Good-bye Fat" book signing and gathering at Landmark Bookellers with musical guest [Wes Pickering](#)

[Click here](#) to sign up to receive FB newsletters.

Newsletter: Eye Spy Spain Magazine

Bob's take: "Not only do the colors work very well but check out the exceptional detail they put into the text header above where the newsletter starts. That sort of detail makes an email look very clean, crisp and extremely professional. Bravo!"

To exclude yourself from all future mailings click the link at the end of this email.
If you cannot read this email correctly please go to <http://www.eyeonspain.com/newsletter/08092009.aspx> to read the online version.




Eye on Spain Newsletter - 08 September 2009

Buenos dias

Today's newsletter is a little different to the usual one.

The nice people at [bmibaby](#) have kindly donated a pair or return flights for the winner of our new competition!



Yes, 2 free return tickets on any of their Malaga, Alicante or Murcia routes!

OK, so what do you need to do to win these tickets?

Well it's very simple really. All we want you to do is answer a couple of questions about Eye on Spain for us and we'd appreciate your honest responses! And that's it.

We'll be announcing the winner (chosen at random) in two weeks time so you won't have to wait too long to know if the tickets are yours.

You can enter the competition at:
<http://www.eyeonspain.com/win-bmibaby-flights.aspx>

Best of luck!

Popular Links:

- [Spain Uncut Videos](#)
- [Spain forums](#)
- [The Sixsta Show](#)
- [Bargain property alerts](#)
- [Latest news](#)
- [Weather in Spain](#)
- [Susan's blog](#)
- [Justin's blog](#)
- [All EOS blogs](#)
- [EOS webcam](#)

Let's Be Friends:

- [Join me on Facebook](#)
- [Follow me on Twitter](#)

Useful Links:

- [Spain Uncut Videos](#)
- [Currency exchange](#)
- [Holiday Lettings offer](#)
- [Guide to renting your property](#)
- [Cheap car hire](#)
- [Property for sale by owner](#)
- [Jobs in Spain](#)
- [Spain maps](#)
- [Reputable Spanish lawyers](#)
- [Properties for rent by owner](#)

[Click here](#) to sign up for Eye Spy Spain Magazine.

About AWeber

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

For digital marketing advice, examples, and inspiration, follow us here:

