

Maximize The Sales and Profits Of Your Next Email Promotion

In my last article titled "[Tracking the Success of Your Direct Email Campaigns Accurately](#)", I spoke about the importance of tracking accurate stats from your email campaigns (if you haven't had a chance to read that article, [click here](#) to read it now). In this article we'll take a closer look into the most important practices that expert email marketers use to **maximize the sales and profits of every email promotion they send out** and how you can put your stats to practical use to do the same for your online company...

1. **Multiple Subject Line Tests** -- This is by far one of the important things that can make or break a promotion. Subject lines are what draws your audience to your email and causes them to open it. Without this very integral part of the promotion pulling at it's maximum ability, it doesn't matter how good your email message or sales letter is, you won't make the sales if you can't get your audience past the "should I delete this email?" stage. **The subject line of your email message has to be so compelling that it demands to be opened without any thought.**

However, making successful subject lines every single promotion is easier said than done -- right? Right, that's why testing each subject line that you come up with is absolutely necessary if you want to have the best chance of having your email appear in front of the eyes of your potential buyer. When coming up with email subject lines, make sure to use 2-3 of the most attention grabbing subject lines you can come up with and run a test email to just a fraction of your list using each one. Don't forget to track the open rate of each email (if you don't recall how to track this stat or any other stat mentioned in this article, please follow my instructions in the article titled "[Tracking the Success of Your Direct Email Campaigns Accurately](#)").

Once the results are in for your email's open rate, you'll have just what you need to compare each subject line. Obviously, the subject line with the highest open rate, will be the subject that will help you the most in your quest to achieve the highest return from your promotion.

2. **Testing Different Email Messages** -- While testing your subject lines, you should also be tracking your click-throughs or visitors from your email message to your sales letter. This will let you know exactly how well your email messages are pulling your audience to your sales letter.

Typically, I compare the stats from the tests to my already determined "standard click-through rate" (this is different for every list, so you'll have to find out what click-through rate is standard for your audience). If I want my promotion to do very well, I make sure that the stats collected from the tests are above the standard rate. In this case, I know the promotion will be successful. However, if it's lower than my standard rate, then I know to test a different email message (making sure I use only the successful subject line chosen previously). This is exactly what you need to be doing as well if you want to hit your target yield from the promotion.

3. **Testing Different Sales Letters** -- This is where it gets a little tricky. Once you've figured out your optimal subject line and email message, you need to study the stats collected from your buy-through rate. Once again, you'll need to compare the results from your tests to your standard buy-through rate -- if it exceeds your standard you're in business. If it falls below, you've got an interesting problem. Let me explain...

When the buy-through rate in an email campaign is low, most people are immediately under the notion that there is a need to change the sales letter or offer because it's not closing well enough. However, this is a conclusion that is drawn far too quickly. Because your buy-through rate is so directly affected by your click-throughs or visitors, **it's very important to ask yourself if you've qualified your audience well enough.**

For example, the other day I received an email promising me a faster solution for downloading large files from the Internet. The message was a little vague and did not really tell me exactly what the solution was, but listed a whole bunch of features that I felt I could benefit from. Naturally, I was curious and clicked on the link. It turns out that it wasn't what I was expecting, so I didn't buy. What I'm trying to illustrate is that you can get a lot of curious people, but not necessarily interested buyers.

To sum up, when buy-throughs are low, it could very well be the that your email message is not qualifying your visitors well enough before they click-through to you sales letter. So what you might want to do first rather than changing your sales letter, is test a completely different email message and see if the visitors that it pulls to the sales letter give you a higher buy-through... Or if you've already tested different email messages, take a look at their visitor to buy through ratios. If each email message appears to yield roughly the same buy-through rates regardless of the amount of click-throughs or visitors, then you may want to take a look at your sales letter or offer and consider reworking it.

By implementing these three testing strategies according to your collected stats, you should be able to launch any email promotion with the confidence that it will yield the most sales and profits possible.

Get the skills without the spills!

Boris Chow
Internet Marketing Challenge

About This IMC Contributor

Boris Chow is a seasoned Internet marketer and member of the IMC Think Tank, the team of Internet marketing professionals who gather in the IMC Private Site to spill the beans about Web marketing breakthroughs -- as they happen!