



**Why Should I Pay Someone
to Send My Emails?**



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To answer this question we will need to talk about spam, permission-based email and email service providers. And first we have to assume that it's important to you that your emails actually get delivered to your intended recipient.

What? Some emails don't get delivered?

Yes Virginia, there are a lot of emails that don't (or shouldn't) get delivered. In fact 97% of all emails that are sent today are spam*. That leaves us with 3% which are legitimate emails that need to get from sender to recipient's inbox.

Well, all of my emails should get delivered because I don't send spam!

That may be the case, but let's take a closer look.

** Source: Microsoft Security Report (April 2009)*



What Is Spam?

The most widely accepted definition of spam is:

E-mail advertising for some product or service sent to a mailing list

However:

Spam can also be ANY unsolicited email.

This means:

If you are sending email advertising to people who have not specifically requested that you do so, you are a spammer!



Here are some examples of spamming:

Sending emails to contacts from...

...any purchased list (it doesn't matter if you were told that the list is an "opt-in" list from people seeking the kind of products and services you offer).

...any list that came from a third party (even if you were told that these are "hot leads" interested in exactly what you are selling).

...a list you are renting from a third party.

...a list of registered voters.

...a list you built by searching online and/or offline directories, or by taking the emails from another website.

...a list of tradeshow attendees.

...a list obtained from the local Chamber of Commerce or other similar organization.

...a list received for free from a third party, such as a title company, MLS, D&B, etc...

So our first goal would be to make sure the emails we are sending could not be considered spam.



The most important thing you can do to avoid being a spammer is to follow this one simple rule:

Only send emails to people who have requested to receive them from you.

OK, I get the spam thing, but I have a question. I have a list that falls into one of the spam categories above. Can I send them all an email asking them if I can start sending them emails? Or better yet, can I just start sending them emails and put an opt-out link at the bottom of the email?

No, no, no, no, no! That email you send asking for permission would be spam!

OK then, let me real bold. What if I really don't care if someone else considers my emails spam? I offer a valuable product or service and if I send out 10,000 emails to a bunch of strangers, it won't cost me anything and there is bound to be 1 or 2 in that group interested in my offering.



Ouch, here's why you care:

1. After the 9,998 people who consider your email spam and mark it as such, you will be put on a blacklist. Once you are blacklisted, none of your emails will be delivered to anyone, ever! So when you email your mother on Mother's Day, your email will be dumped by the ISP's and never even get to your mother's spam folder, much less her inbox!
2. The 9,998 people who got spam from you will likely look at you and your business in a negative light.
3. Legitimate Email Service Providers would not let you send 10,000 emails to a bunch of strangers in the first place.

I get it, I get it. So now what?

Now that we have explained spam, let's talk about Permission-Based Email Marketing.



Permission-Based Email

Permission-based email is the only way to avoid the whole spam discussion. This is also known as opt-in email.

Permission-based email refers to the recipients consent to receive emails from you.

Permission based email marketing can be a very effective way to reach your potential, present, and past customers. When you market to people who have told you specifically that they want to hear from you, here is what you can expect:

1. Better response rates
2. More trust and brand loyalty
3. Better deliverability of the emails themselves



So, exactly how do I send permission- based emails?

1. You will need to have software such as AllClients to manage your subscribes, unsubscribes, bounces, and reporting stats like opens and clickthroughs.
2. You will collect email addresses from your web site by using lead capturing webforms (provided by AllClients) that offer the new subscriber something of value. For example: a free newsletter, or a free, special report.
3. When considering frequency, be reasonable. Generally speaking you will not want to send more than 3-4 emails to your list per month. Any more than that and you are not a marketer, you're a pest!

I get spam, and I get permission-based email. But why do I have to pay someone to send out my emails? Can't I just use my own email client and send them for free?



Email Service Providers

You can send your emails through your own email client, but I thought we decided at the beginning of this paper that it was important that your emails actually get delivered!

Companies who specialize in this area are called email service providers or ESP's. Some of more recognizable ESP's are Constant Contact, Vertical Response, iContact, and Aweber to name a few.

Delivering marketing email effectively is a complex undertaking, and best left to the experts. That's why you will WANT to pay someone else to send your email. Here is what the ESP will help you with:



Deliverability

You have spent energy, time and money to build your list and craft your messages. Now the most important thing at this point is to get that message delivered.

It is a complex formula for deciding what is spam and what is a valid email. The Internet Service Providers or ISP's (Gmail, AOL, Yahoo, etc...) have a serious challenge to make sure they identify the spam vs. the good emails that need to make it to your subscribers inbox.

Partnering with a good email service provider will greatly increase the chance of your message getting delivered to the inbox.

If you send a lot of emails from your company's internal email engine or from your personal email, you will probably get listed as a source of spam. Once this happens, ALL of your email looks like spam and will get dumped before reaching the recipients inbox.



ISP's don't like when you send more than a couple hundred emails a day from their servers, and most will not allow you to do it in the first place.

With a good ESP, you can expect deliverability rates greater than 95%.

If it's important that your messages get delivered, then it's worth spending a few bucks to leave it to the experts.

Stats

Wouldn't you like to know how many people opened your last email? Or how many people clicked on a specific link in that email? This information can give you some valuable insight and help you continually fine tune your messages. Most ESP's will allow you to track the performance of your emails, with excellent real-time reporting.



Subscribe, Unsubscribe, and Bounce Management

ESP's will take on the headache of keeping your list fresh. Who wants to be on your list, who wants to be off your list, and when you have bad email addresses, you want to know that too... don't you?

I get it! I get it! Thank you!



In Conclusion

Wow, you have made it to the end, Nice Job! That shows that you are serious about email and understand the value of doing it right.

You are an expert in your business, and organizations like AllClients are experts in helping you manage your marketing efforts. The bottom line is there is no real secret to getting your email delivered. Just follow the few simple rules and have fun with it.

Now go sell something!



Jeff Shamus is Co-Founder and CEO of AllClients LLC, the developers of AllClients.com and WhiteLabelCRM.com.

AllClients LLC
911 Medical Center Plaza
Windsor, Ca 95492
(707) 836-7767

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AllClients is the leading web-based marketing and client management automation software. Specifically designed for the non-technical, small business owner, AllClients handles client acquisition, management and follow-up, using web forms, autoresponders, and both online and offline marketing. AllClients is the Super-CRM that becomes the small business owner's all-in-one solution.