

FREE REPORT



AUTOMATED
CUSTOMER
COLLECTOR

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Automated Customer Collector

Cinnamon Edge



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What is Email Marketing?

Email marketing is a method of staying in contact with past customers and future customers. It involves building a relationship with your 'list' through email. It is a cheap and effective way of increasing your business.

Why is it Important?

Email Marketing gives you:

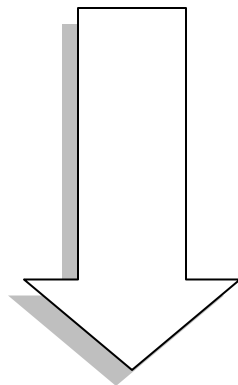
- ✓ Multiple chances to get a new customer
- ✓ More opportunities to sell to existing customers
- ✓ More opportunities to get referrals
- ✓ More branding and mindshare opportunities

It also helps position you as an expert.

How Does it Work?

1. You provide an incentive for visitor to input their email address
2. You embed a collection form on your website
3. You collect email addresses and build a 'list' of prospects
4. You send the incentive and future messages to the list

So, how do you do this? Read on to find out



Steps Needed to Set Up Your Email Marketing Campaign

Step 1 - Provide Visitors with a Reason to Input Their Email Address

Reasons could include incentives such as:

- Voucher
- Discount
- Free Report
- Free Gift or Complimentary Item
- Free consultation

In addition to receiving your incentive, they will be added to your newsletter list (from which they will be able to unsubscribe at any time)

Step 2 – Put a Form on Your Site to Collect Email

Forms can be made with:

- Java Script or PHP Form
- Google Docs WebForm
- Autoresponder Service
 - [Aweber](#)
 - [Get Response](#)
 - [Stream Send](#)

Step 3 - Collect Email Address on Website

When you collect visitors' information:

- Avoid asking for too much information
- So ask for their first name and email
- Or ask for email only
- Emphasize the benefit(s) of signing up to receive your incentive (Just saying "sign up for newsletter" is not enough!)

You want to automate the process to save you time and hassle and to guard against spam issues.

Step 4 - Sending Incentive and Future Messages

Once people are on your email list, keep in contact with things such as:

- Discounts – Coupons
- Promotions
- “Mistakes To Avoid” tips and reports
- “How To” tips and money saving tips
- Asking for referrals
- News of new products/services/up sells/upgrades
- A monthly/quarterly newsletter

And that’s all there is to it!

Summary of Email List Building Importance

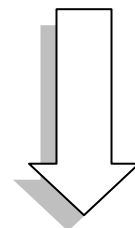
- ✓ Gives you multiple chances to get a new customer
- ✓ Gives you more opportunities to sell to existing customers
- ✓ Gives you more opportunities to get referrals
- ✓ Gives you more branding and mindshare opportunities
- ✓ Helps position you as an expert
- ✓ Allows you to market to your list anytime you want

BONUS: Ideas for Free Reports

Giving away a free report is a great way to get the contact information of your visitors.

Free Report Ideas...

- “7 Things You Need to Know Before Hiring A Contractor”
- “7 Reasons Why”
- “10 Things You Need to Know About”
- “7 Secrets to”
- “9 Mistakes to Avoid”
- “7 Mistakes People Make When”
- “5 Benefits of”
- “Consumer Awareness Guide”



Keep
Reading!

Have Your Automated Customer Collecting...

DONE FOR YOU!

We Can Do It All for You - From Start to Finish

- ✓ Help you create a great incentive
- ✓ Create free report if you want to go that route
- ✓ Put the collection form on your site
- ✓ Collect the emails
- ✓ Send out the incentive and emails

We Take Care of Everything

Contact Us Today To Get Started

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Email – Jacqui@cinnamonedge.co.uk

DON'T PUT
IT OFF!