

EMAIL
MARKETING EXCELLENCE

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Your Email Marketing Mastery Resource Sheet

Now you know everything you need to know about email marketing, you should be a one-man (or woman) list-building machine!

But even a list building machine can benefit from using some additional tools and resources to enhance their effectiveness and productivity. Here then, you'll find a wide selection of different tools you can use to grow your list faster and further and to enhance your marketing skills.

Some of these we mentioned in the eBook, others you'll be encountering here for the first time.

Autresponders

MailChimp

www.mailchimp.com

GetResponse

www.getresponse.com

AWeber

www.aweber.com

All these three autoresponders are very similar and provide similar features and benefits. The choice will likely come down to price. Refer here:

MailChimp:

Subscribers	Monthly Fee
500	\$10
1,000	\$15
10,000	\$75
20,000	\$150
30,000	\$215
40,000	\$240
50,000	\$240

AWeber:

Subscription Plan	Fee
Monthly	\$19
Quarterly	\$49
Yearly	\$194

This is then on top of the following monthly fee:

Subscribers	Additional Monthly Fee
< 500	N/A
501-2,500	\$10
2,501-5,000	\$30
5,001-10,000	\$50
10,001-25,000	\$130
25,001+	Not Listed

Get Response:

Subscribers	Monthly Fee
1,000	\$15
2,500	\$25
5,000	\$45
10,000	\$65
25,000	\$145
50,000	\$250
100,000	\$450

Volusion

www.volusion.com

Volusion is an interesting alternative to the other three autoresponders. This one comes with a built-in ecommerce section, affiliate marketing option and more. It's an 'all in one' marketing product, which will appeal to a certain type of business/marketer.

Listwire

www.listwire.com

Listwire is a free alternative. This has obvious appeal but as you can imagine it is also a little underpowered compared to the paid options.

Tools

SumoMe

www.sumome.com

SumoMe offers a range of different services but the one we're interested in here is the pop-over. Use this to create your pop-overs with your optin forms and make sure they don't keep showing.

OptimizePress

www.optimizepress.com

This is a great tool for creating landing pages and squeeze pages. It's a simple theme that you can use alongside WordPress.

Rapportive

<https://chrome.google.com/webstore/detail/rapportive/hihakjfhbmlmjdnnehgiciffjplmdhin?hl=en>

This is a great tool that lets you see the LinkedIn profiles of anyone who emails you. This is an excellent way to find out more about people on your list who communicate with you.

Articles and Information

<http://www.digitalmarketer.com/write-better-blog-posts/> - A great article on how to write better content for your blogs. This is important because it's going to help you to sell your emails.

<http://fourhourworkweek.com/2014/07/21/harrys-prelaunchr-email/> - Blogger and author Tim Ferriss discusses how to gather 100,000 emails in one week. This is a great resource as it also contains a lot of templates, code and more.

<http://fourhourworkweek.com/2014/07/21/harrys-prelaunchr-email/> - Some beautiful examples of e-mail marketing that will show you just what you can do with a quality email campaign. And guess what, Brain Pickings is on there! (You may remember we discussed Popova in the book).

<http://unbounce.com/email-marketing/33-new-email-marketing-resources/> - Have we not provided enough resources for you? This is a massive list of 33 more resources for you to dig into. That should keep you going for a little while!

Keep reading because when it comes to email marketing, knowledge is very much power!