

Virtual Marketing Blueprint

Lead Generation

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms
- 3) Writing High Powered Auto Responders
-  4) **Setting Up Your Email Marketing System**
- 5) Simple System To Create Squeeze Pages
- 6) Split Testing & Tracking Profit Enhancement

Rei Rockstars

Introduction to Email Marketing

Email Marketing

What Is It?

Reaching out to your prospects via email by using auto responder messages or broadcast messages.

Why Is It Important?

So you can stay in communication with them to continue to build trust and rapport. Some will buy your product/service immediately and some will buy after awhile or in the future.

Step
1

Log in to your AWeber account and select the list you want to create an auto responder campaign for. Then click on “Messages” in the top menu bar and then click on “Create A New Follow Up Message”.

Objective 4 Setting Up Your Email Marketing System

The screenshot shows the AWeber interface for managing follow-up messages. At the top, there's a navigation bar with 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. Below this, a yellow bar indicates the 'Current List' is 'ofhomesellers'. The main heading is 'Follow Up Messages' with a sub-instruction: 'Drag and drop your Follow Up messages to change their order.' Below the heading is a table with columns: 'Msg', 'Interval', 'Type', 'Modified', 'Click Tracking', 'Subject', 'Spam?', 'Test', 'Copy', and 'Delete'. A green button labeled 'Create A New Follow Up Message' is prominently displayed. Below this is a 'Campaign Sharing' section with a 'Save' button and a 'Load Campaign' button. Three red callouts are present: '1' points to the 'Current List' dropdown, '2' points to the 'Messages' menu item, and '3' points to the 'Create A New Follow Up Message' button.

Step
2

Copy/Paste Your pre-written "Subject Line" into the Subject Field.
Copy/Paste Your pre-written "Email Content" into the HTML Message Field.

Objective 4 Setting Up Your Email Marketing System

My Account | My Apps | Help | Logout

Home My Lists Messages Subscribers Web Forms Reports

Current List: ofhomesellers (Create and Manage Lists)

Follow Up #1 Edit

Enter your plain text or HTML/text message below. To finish click "save" and use the "test" link to send yourself a copy of the message for preview.

Subject: [7 Secrets Report] Sell Your Home Fast and For Top Dollar Personalize

HTML Message:

Hi {fname}.

blah,|blah, blah

Templates:

- Basic Plain Template -- (none)
- Bakery (aqua/pink)
- Bakery (blue/pink)
- Bakery (brown/blue)
- Bakery (brown/green)
- Bakery (green/orange)
- Bakery (orange/beige)
- Bakery (red/orange)
- Be Mine (blue/red)
- Be Mine (gray/red)

Rei Rockstars

Step
3

Copy/Paste Your “Email Content” into the Plain Text Message Field,
and then click on “Wrap Long Lines”.

Objective 4 Setting Up Your Email Marketing System

Plain Text Message:



[Wrap Long Lines](#) [Personalize](#)

Hi [fname],
blah, blah, blah

Dani Lynn

1

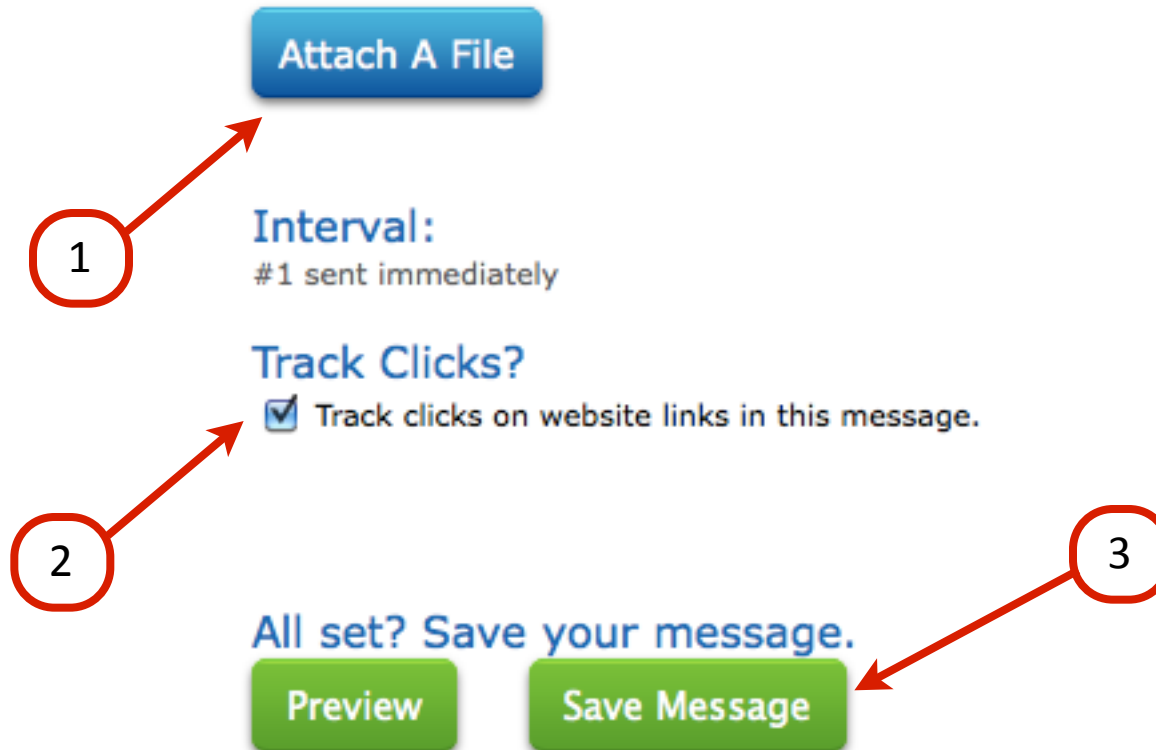
2

< RECOMMENDED
WIDTH

Rei Rockstars

Step
4

Click “Attach A File” if you wish to attach a report of some kind and click “Track Clicks” if you wish to track who clicks any links in your message. Click “Save Message” when you’re done.



Step
5

Repeat this process again for email #2, 3 and so on, except this time you will need to choose how many days will pass before this next message is sent.

Objective 4 Setting Up Your Email Marketing System



Attach A File

Interval:

#2 sent day(s) after previous.

Only deliver this message on certain days and times.

Track Clicks?

Track clicks on website links in this message.

All set? Save your message.

Preview

Save Message

TIP

If you are in a business where you need to manually add prospects or clients to your auto responder, iContact is a one of the best email management systems available in terms of ease of use and deliverability. Go to VMB Resources and click on “iContact” under Email Marketing.

Objective 4 Setting Up Your Email Marketing System



Rei Rockstars

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Creating a Profitable List Building Bribe
- 2) Creating & Installing Custom Web Forms
- 3) Writing High Powered Auto Responders
- 4) Setting Up Your Email Marketing System
- 5) Simple System To Create Squeeze Pages**
- 6) Split Testing & Tracking Profit Enhancement

Rei Rockstars