

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
- 7) Addendum: Split Test Results

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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.

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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 'Follow Up Messages' page. At the top, the navigation bar includes 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. The 'Current List' is set to 'ofhomesellers'. Below the navigation bar, the 'Follow Up Messages' section has a title and a subtitle 'Drag and drop your Follow Up messages to change their order.' A table header is visible 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 the 'Campaign Sharing' section, which includes a dropdown menu for 'Campaign Sharing Off', a 'Save' button, and a 'Load Campaign' button. Three red callouts with numbers 1, 2, and 3 are overlaid on the image. Callout 1 points to the 'ofhomesellers' dropdown menu. Callout 2 points to the 'Messages' menu item in the top navigation bar. Callout 3 points to the 'Create A New Follow Up Message' button.

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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.

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The screenshot shows the AWeber email editor interface. At the top, there's a navigation bar with 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. Below that, the current list is 'ofhomesellers'. The main heading is 'Follow Up #1 Edit'. The 'Subject:' field contains '[7 Secrets Report] Sell Your Home Fast and For Top Dollar', with a red arrow pointing to it from a circled '1'. The 'HTML Message:' field contains 'Hi [fname].
blah,|blah, blah', with a red arrow pointing to it from a circled '2'. A red box contains the text: '[fname] is how you insert someone's name in your email so you can be more personal. Click on "Personalize" to learn more.' A red arrow points from this box to the 'Personalize' link in the HTML Message field. On the right, there's a 'Templates:' section with a list of templates like 'Bakery (aqua/pink)', 'Bakery (blue/pink)', etc. The 'Personalize' link is also circled in red.

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Step
3

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

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Plain Text Message:



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

Hi [fname],
blah, blah, blah

Dani Lynn

1

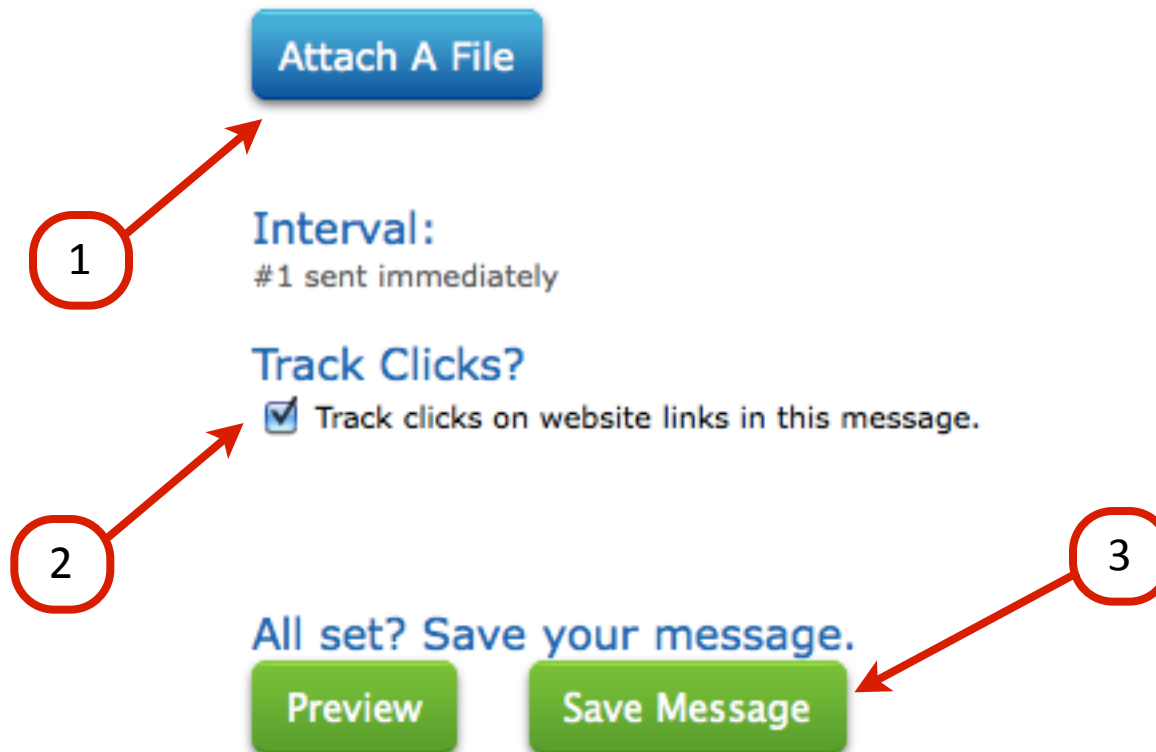
2

< RECOMMENDED
WIDTH

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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.

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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.

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Next Video...

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