



One of the most exciting aspects of email marketing is the ability to generate substantial revenue from an ecommerce (products or services) or a promotional email campaign. However, the perception of email marketing is often that you simply prepare your email, send it out and then sit back and watch the revenue roll in. Well, not so fast it really doesn't work that way.

A successful ecommerce program requires more effort than just sending out an email newsletter. As a result, many companies are missing out on revenue by using Outlook (as an example) where you don't have a lot of control over what you are doing; you're just sending out newsletters by email. Segmenting customers by specific interests and utilizing more advanced email technology features, such as the Dundee Internet Services, Inc provides will give you more control over your email newsletters. We include segmentation by demographics and actions, personalization, trigger-based emails, and detailed tracking of customer responses and so on. But achieving dramatic gains in revenue does not require an Amazon.com-like investment in technology or infrastructure.

With a little extra effort, ongoing analysis and testing and refinement, most companies can double or triple revenue from their ecommerce program in just a few months. Dundee Internet Services, Inc can provide tips and suggestions on list building, email creativity, list management, segmentation, offers, delivery and testing. And even if you aren't selling products or services via your email program, there are a number of ideas and tips we can give you that you can apply to your newsletter, announcement, or other emails.

We can show you how to:

How to grow your list of subscribers

How to be creative with your newsletter content

Actively managing your existing list

How to take advantage of segmentation

How to test your results.