



Emailed to inboxFX clients and people who have expressed an interest in custom email stationery.

Making a Great Impression...One Email at a Time!

Check out our great new (under construction) sample email stationery page by [clicking here](#).

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Know Any Good Referrals?

The one thing that separates our clients from the marketing mainstream is their understanding of how important it is to market with professional email stationery to spread their branding and drive traffic to their web site. My guess is you probably know a business associate who would also benefit, but they probably need a push from you.

A referral to our service will reflect positively on you and to thank you we will credit your account \$ 25.00 for each referral. If you would prefer that we make the contact we will guarantee a timely, professional response and all you have to do is give us an email address. The current fee is \$ 199.00 for the first year and \$ 150.00 for each additional year. (although you may be paying less).

Thanks for thinking of us.

3 Urban Legends of Email Marketing

Loren McDonald wrote an interesting article for a newsletter called Email Insider exploring three email urban legends. The first explanation is a bit technical, but it sums up the Blackberry situation well.

Urban Legend 1. Email software automatically sends mobile devices the text part of a multipart message.

This legend springs up because many people don't understand either how a multipart message works or how smart phones currently render email. inboxFX sends your message as a multipart/alternative, which means that it sends both a plain text and HTML version within the same message (assuming you created both). The receiving email client or reading device presents the version it is able to render or version selected if the email client allows the user to set a preference. So, unless your recipient has set their mobile device up differently they will most likely receive both parts of the multipart message.

However, almost all smart phones today do in fact accept the HTML version. Most just make a mess of it. For example, all current BlackBerry models will render the HTML part of a multipart message, but the RIM operating system strips out the HTML code and then presents the text portion of the HTML and full HTML links and image URLs. RIM is expected to rectify this in the coming months.

Palm devices do not render images or multiple columns and only some colors. Similar to RIM, the Symbian platform (used on Nokia devices among others) strips out HTML code and presents the plain text from the HTML message. On the other hand, the iPhone and Windows Mobile 6 render the full HTML format, with Windows Mobile having images off by default.

Urban Legend 2. Using "free" in your subject line will get your email blocked.

ISPs and any companies that use SpamAssassin or similar rules-based filtering algorithms typically assess a fraction of a point for using "free" in the subject line. But with most filters not blocking messages unless your test score reaches about 4.0 points, you should have little problem getting your message delivered to most recipients when using this popular word. Free is a powerful word.

Don't spell the word in upper case or use an exclamation point with it. These examples will likely penalize you more points with many filters and might even get your email filtered to the junk folder from default settings in some email clients.

A second exception: those pesky network administrators (who tend to dislike marketing messages in general and HTML email in particular) or individual users who set up their own content filters to block email with content they dislike.

3. {Insert day here} is the best day to send email.

The magic best emailing day doesn't exist. Every email marketing program has its own quirks and characteristics. The "best" day varies not only by business but by segments within your database. But the right day and time can make a difference in your results. I think middle of the afternoon works best as the volume of email has tapered off and I find that weekends work well with this newsletter.

Have you got news you would like me to spread? Send an email or call Mike Blaney at 800-568-8338.

Welcome To Our New Clients

Thank you to the following businesses (among others this past month) for choosing inboxFX.

Barry & Betty Tashakorian - Coldwell Banker - www.lajollashoreshomes.com
Specializing in La Jolla, CA real estate

Brittany Sackett - Settlement One - www.settlementone.com
SettlementOne is an industry leader in providing cost efficient bundled settlement services to the mortgage and lending industry.



BrandsBC Marketing Development Ltd. - www.brandsbc.com
We strive to be the catalyst to take your products to the next level by expressing each product's spectacular DNA through innovative brand strategies.

Get Dressed - www.getdressed.ca
A specialty women's boutique clothing store delivering a West Coast "casual but current" style

Carolyn Moriarty, P.A. - RE/MAX Select - www.carolynmoriarty.com
Specializing in greater Orlando Central Florida Area real estate.

Carol Martin - Coast Realty - www.realestateongabriola.com
Specializing in Gabriola Island, BC real estate.

Thanks for the Testimonials

Thanks for the testimonials. Here is one that we are proud to share with you.

"We have had the pleasure to work with Mike Blaney & inboxFX for our email stationary over the past year. They have been professional, helpful, and extremely timely with all of their work. They have gone out of their way to make sure our stationary is just as we want it and echoes the high standards of our business. They have repeatedly made changes and revisions with no complaints and with the same pleasant demeanor. We would recommend him to any company." Gina Miller & Associates, Inc., RE/MAX United

Marketing Tips - Dollars off Or Percent Off

If you have not had a chance to visit my marketing blog at www.themarketingguy.wordpress.com then these tips will be a sample of what you can find on my blog.

I wrote a blog post called Dollars Off or Percent Off - Which Works Best. The bottom line is it depends on the value of the goods or service you are selling, but in the case of Evo (formerly Evogear), a supplier of everything outdoor the dollars off worked best. They were trying to counter-act the economic slump that has consumers tightening their purse strings. They also wanted to turn around their regular summer slowdown. They had seen an intriguing but mixed bag of results in past emails that utilized either a "\$ Off" or a "% Off" pitch to customers. But they had never directly tested the two pitches against each other. They wondered which of them would actually work best in this sobering economic climate. It was well worth the brief time it took to do the test for Decker and his team.

- o \$50-Off Coupon generated 170% more revenue than the 15%-Off Coupon.
- o \$50-Off Coupon had 72% higher conversion rate.

Since then, the dollar-amount offer has been helping Evo create sales during the tough summer-sales period.

"It turned out that the dollar-off coupon was a better way to position offers because the perceived value is higher for our customers. The 'defined amount' that you get turned out to be a much more effective incentive. Going forward, we are going to use the dollar-off [tactic] to drive more sales."

Decker adds that eliminating the prospect of the recipient having to do some percentage math to figure out their savings also was a likely factor.

"The dollar-amount was simpler. And it was clear what the offer was from the second the person looked at. They didn't have to think about it, and I think that has relevance."

Interestingly, the slight copy difference in the subject line didn't affect the open rates nearly as much as they did conversions. The "\$50-Off Coupon" got a 20% open rate; the 15% Off Coupon did almost as well with 19%. Also, the clickthroughs were nearly identical -- the 15%-Off coupon produced a 33% rate, while the \$50-Off came in at 32.4%.

The 15%-Off Coupon did generate an average order size that was 44% higher. For that reason, Decker says, marketers who value average-order size due to their customer niche may want to duplicate the test to see if they get the same lift. Based on revenue, however, choosing between the two going forward was a no-brainer for Decker.

Links to the inboxFX Web Site?

It would be great if you would be able to link back to our web site as links back significantly help our rankings in search engines. If you have the ability to add links we would appreciate it if you would add a link to inboxFX. If you need help do not hesitate to contact us.

Tips & Tricks

Ready To Go Newsletters - www.readytogonewsletters.com

Build long-term, fruitful relationships with your clients and prospects by sending them the only real estate newsletter with a mix of engaging articles and powerful response devices you can customize in as little as 15 minutes. (This is a service I offer my clients if you need some assistance)

Startup Nation - www.startupnation.com/

An interesting business forum frequented by entrepreneurs. Good source of leads and information

The Pocket - www.thepocket.com

An incredible web site with loads of interesting things to do on the internet. A great resource for newsletters etc.

SRFAX - Receive Faxes On Your Email

A friend and colleague has a great fax-to-email service called SRFax. This service allows you to send and receive faxes by email or web browser - anywhere- anytime. I have been using the service for a couple of years and can recommend them without reservation. Visit SRFax for more information. Tell them I sent you.

Running Out Of Business Cards?

Have you ever thought of upgrading your business cards to a thicker stock card with a silk finish that people always comment on? Well then call me. I design and print a lot of business cards and have an excellent source. Follow this link to my blog with a few recent designs. If you are interested in 1,000 cards (or more) with 4 colors on each side for only \$ 195.00 please call or email me at marketingguy@shaw.ca. I can add foil and die-cut any custom shape you would like. How about a business card in the shape of a house or perhaps an oval. While I may not be the lowest price, I guarantee they will get noticed.

Feedback

We would like to here from you. Any suggestions or comments will be appreciated so feel free to send your feedback to us at feedback@inboxfx.com or call Mike Blaney at 800-568-8338 (In Vancouver 604-618-5512)