



List Management
Getting The Best ROI
For Your Email Marketing

haley
MARKETING

Today's Agenda

- Building Your Email List
- Keeping Your List Updated
- Segmenting Your List
- Managing Opt Outs

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MARKETING

Building Your List

- Opt In Link
 - Facebook
 - LinkedIn
 - Twitter
 - Email Signature
 - Website & Blog



Building Your List

- How to Build Your List to 3,000 Names



Building Your List

- Opt In Card for All Candidates

Yes! I want my free membership in Career Club.

As a member of our Career Club, here's what you'll receive:

- early notice about our best job openings
- monthly newsletter with highlights of their activities
- tips and advice to get ahead in your career
- great prizes and rewards

Join today...all we need is your name and e-mail address.

NAME: _____

E-MAIL: _____

By providing your e-mail address, you give us permission to e-mail you.
We will NEVER use or share your e-mail address without your explicit permission.

FOR OFFICE USE ONLY

BACKLITTING: _____

OFFICE: _____



Keeping Your List Updated

- Why Bounces?
- Check Bounce Report – Follow Up

| Date | Sent | Bad | Bounces | Good | Views |
|---|-------|-----|---------|-------|-------|
| 2/6/12 3:04 PM | 4,532 | 0 | 33 | 4,499 | 538 |
| [Blink Chat] How to measure marketing ROI | 4,582 | 0 | 51 | 4,531 | 533 |
| [Blink Chat] Haley Goodies from Haley Marketing | 4,584 | 0 | 68 | 4,516 | 528 |
| [Blink Chat] Be an UNSTAFFING firm? | 5,924 | 0 | 34 | 5,890 | 615 |
| [Blink Chat] Overcoming the price objection | 5,987 | 0 | 33 | 5,954 | 668 |
| [Blink Chat] 15 ways to keep your staffing firm top-of-mind | 6,076 | 0 | 60 | 6,016 | 732 |
| [Blink Chat] The best staffing brochure | 7,221 | 2 | 215 | 7,003 | 780 |
| [Blink Chat] Social Media...Beyond the Hype | | | | | |



Keeping Your List Updated

- Check Bounce Report
- Regular List Updates
 - From bounce report
 - Additions
 - HaleyMail cleans duplicates and bad email addresses



Segmenting Your List

- Top Candidate Mailings
- Promotions to Segments



Opt Outs

- Remove Link



Opt Outs

- How to Look People Up In HaleyMail





Coming Next:
How to Get More Business from Existing Clients

Reserve your seat: www.lunchwithhaley.com
