

How To Create Marketing Materials

S1: Launching a product online comprises of many aspects. Once you've set up your product and sales letter, you then need to move on to creating your marketing materials. These are materials which will help you promote your launch and get sales from your followers. While you could run the gamut of marketing materials, there are two types of marketing materials which you should pay very close attention to; promotional e-mails and web banners.

Promotional E-mails

- Promote your launch to your list
- Start sending them out during your pre-launch (2 weeks or 1 month before your launch)
- Send anywhere between 2 – 8 e-mails

S2: Firstly, let's take a look at promotional e-mails. Promotional e-mails are what you use to promote your product launch to your mailing list. It's the easiest way to tap into your leads and get sales, provided that your list has already been effectively built up.

Ideally, you should start sending out promotional e-mails a couple of weeks or at least a week before your projected launch date.

Expect to be sending out anywhere between 2 and 6 e-mails to your list during your pre-launch and launch period. This is so that you can steadily build hype with your prospects and start getting them interested.

Types of Promotional E-mails

- The Teaser – drop hints and build hype without revealing specifics
- Product Introduction – let them know the product is launched, and highlight unique features

S3: While you can come up with the content for your promotional e-mails from scratch, there are some e-mails which have proven to be very successful at enticing readers.

Teaser e-mails are usually the first promotional e-mails that you will send out to your list. Teaser e-mails are there to create curiosity and to hint at your newest product.

The point here is to not reveal too much – you want to tell your list that you have something new coming up but you don't want to mention specifics. Some people choose to send out two or three teaser e-mails during the pre-launch period.

Another promotional e-mail which is usually sent out is the product introduction e-mail. This is the e-mail that you will send out on your launch day to let your list know that the product is now available online.

You can enclose the highlights of your product and its unique features in this e-mail as well. You should also include a link to the product's sales page and you can even state the price of your product but remember - this e-mail is NOT meant for you to start selling to them.

Types of Promotional E-mails (cont.)

- Benefits – Sell the benefits of your product & sell the dream
- Additional Bonuses – talk about upgrades and expansion packs and subscriber bonuses

S4: Another e-mail which you can send out is the Benefits e-mail. This e-mail focuses on highlighting the benefits of your product. You want to tell your prospects what's in it for them if they purchase your product.

Benefits are usually paired with features, but for the purpose of this e-mail, make the benefits the champion. You need to make these benefits compelling to your prospects – sell the dream.

The additional bonuses e-mail is a promotional e-mail which helps promote your other bonuses. As mentioned in previous modules, the bulk of profit from your launch will come from the sales you make via your sales funnel. Because of this, you should have a promotional e-mail dedicated to talking about your bonuses.

This e-mail doesn't just have to be about the expansion to your front-end product – it can also be about subscriber-only discounts. You want to let your prospects know that they have access to bonuses if and when they choose to get in on the bandwagon.

Bypassing Spam Filters

- Have plain text versions of HTML e-mails
- Strike a balance between graphics, links and text
- Pick attachments wisely

S5: Now, let's take a look at how to ensure your promotional e-mails get through spam filters. If your e-mails aren't done right, they will be flagged as spam by e-mail service providers and this will affect your product launch. Luckily, there are a few things that you can do to make sure that doesn't happen.

If you are using HTML for your promotional e-mails, ensure that you enclose a plain text version of your e-mail. This is a very effective way to prevent your e-mail from ending up in the junk folder.

You should also strike a balance between your graphics, links and text. You should try to avoid inserting graphics in your body copy altogether. But if you must, then ensure that the accompanying text makes up at least 70% of your e-mail content. And as for links, you want to keep them minimal. Try only having between 2-4 links in your e-mail's body copy.

Lastly, you want to avoid sending any executable attachments (.exe, .zip, .swf, etc.) as these will likely cause your e-mail to go straight into the junk folder. JPEGs, GIFs, PNGs & PDFs are attachments which work best, as long as your e-mail body copy has text to back it up.

Subject lines

- Stay away from overused sales jargon – “discount”, “deal”, “learn”, “act now”, etc.
- Less than 10 words or less than 50 characters
- Use verbs – prepare them to take action

S6: Getting past the spam filters is one thing – getting sales with your promotional e-mails is a whole different ball game. If your subject line doesn't entice your leads to click on your e-mail, then all your work would be for naught. Here are some easy tips which you can apply to your subject line to ensure your promotional e-mails get opened and make conversions!

People never want to be sold to. For this reason, try staying away from words like “discount”, “deal”, “learn”, “act now”, “report” when writing your subject line – the common words that are usually associated with sales and content marketing.

You should also keep your subject lines short. If your subject line has over 10 words, you need to chop it down. You could even use the popular 50 characters or less as a pointer. The easier it is for your prospects to read your subject line, the likelier they are to click “open”.

An e-mail subject line should also act as a call-to-action. Including action words or verbs in your subject line tells your prospect that there's something for them to do. Having verbs and an actionable subject line creates a sense of urgency and you're your leads up for taking action later on.

Banner Ads

- A form of online advertising
- Can be posted on websites to divert traffic
- Can be shared with affiliates
- Great for capitalizing on web traffic

S7: Promotional e-mails help you spread word of your launch to your list but how about the people who aren't on your list? If you have an active website or other webpages, there's a stream of traffic that you can tap into. All you need are banner ads.

Banner ads are a form of online advertising. Web banners are embedded into a web page and serve as advertisements. They are intended to divert traffic to a specific website. When it comes to product launches, banner ads are usually linked to your sales page or sales letter.

You can also share your banners with your affiliates, so that they can use it on their sites and landing pages, as tools to promote your product launch. With banner ads, you get to make the most out of the web traffic that you and your joint venture partners receive on a daily basis.

Banner Elements & Design

- Product Name – bolded or larger font
- Product Image or Logo – unobstructed
- Benefit – only if there's enough space
- Call To Action button – linked to sales page
- Color Scheme – similar to sales page

S8: The overall look and feel of your banner is really important. So, let's take a look at the elements which you should have on your banner.

Firstly, you should definitely display your product name – have it bolded or use a larger font size to help it stand out. If you have a product image or logo, include that as well - just make sure that it is displayed in full view without any obstructions.

If your banner size allows it, you can even have a sentence in the banner highlighting a strong benefit that your product offers. However, you don't want to cramp your banner ad with too much text so only include this if you have the space to accommodate it.

Another very vital element that you need to have is a Call to Action button. This should be a clickable button that links to your product's sales page. The text on the button can read "Buy Now" or "Get it now" or "Learn More" – it's completely up to you.

We would recommend that your banner ads follow the color scheme of your product's sales page or whatever page your Call To action button links to. There's nothing more off-putting than clicking on a link that directs you to a page that looks completely different from what you had in mind.

Recommended Banner Sizes

- 250x250 pixels: "Square Pop-Up"
- 728x90 pixels : "Leaderboards"
- 160x600 pixels: "Wide Skyscrapers"
- 336x280 pixels: "Large Rectangles"
- 300x600 pixels: "Half page"

S9: Now that you know the important elements of a successful banner ad, it's time to choose your banner sizes. Generally, you want to have at least 3 to 5 different sized banner ads designed.

If you're unsure of what banner sizes to choose, here are some common banner sizes which you may want to look into. You can also look online for the list of standard banner sizes, to find the ones which suit you and your affiliate network best.

250x250 pixel banners are sometimes referred as "square pop-ups". Banners of this size are great for pop up notifications.

728x90 pixel banners are known as “leaderboards”. These work best when they are placed at the top of a webpage. It offers lots of usable space.

160x600 pixel banners or, “wide skyscrapers”, work best when they are placed along the sidebars of webpages. These types of banners are good at accommodating product images.

336x280 pixel banners are also called “large rectangles”. You can usually use these at the bottom corners of webpages or at the end of articles.

300x600 pixel banners are known as “half page” banners. These give you lots of space to play around with, when it comes to design. They are usually placed along the edges of webpages.