How to write an Email while promoting a Software

1. What is Email Marketing??

In Simple words the type of online Marketing done through Emailers is know as Email Marketing.

Email Marketing is the most vital part of online marketing .Today Each and every company who is in online marketing field uses Email Marketing.

We use Email Marketing for promoting all our products,and we have also have a Standard Structure for writing Emails .Which you can Find Below.

In total we sent 4 mails for a particular Promotion.But in General we send 2 Emails each day.

The very first part of writing the email is to think for the right angle for the email depending on the working on the Software.

Let's take the Example of- Flick Dramatizer.

1st Email

1. In the First two para you will tell the people what they are doing recently and how is it affecting their online business .

2) In the next two para you are going to tell them that from now they would never face this same problem as the "XYZ" software will help them to solve that problem for them.

3) Then you tell them to take action by giving them link to click.And also need to write down the timing.

P.S- The link that has to be added will be of Bonus page that has to be taken from Affivision.

4) After this we need to write about the benefits of the software.

5) After that we need to tell them about the bonuses which we will be giving with the software.and will also give them link to click.

P.S- The link that has to be added will be of Bonus page that has to be taken from Affivision.

 2) In our Second Email the Structure is little bit different.

1. In the first Para we will say that the software has gone live. And in the Second Para we will tell them about one of the benefits of the software.

2) Next will come the link ,Where we will tell them to take Action before the Early bird gets over.

3) Then we will given the names of all our bonuses with their Description and Value as well.

4) Then again we will copy the same the benefit one part in the email .

5) In the last we will tell them again about our bonuses and tell them to take the action by giving them link to click.

3) In The third mail you will write your Email As follow.

Generally we write 3rd mail only if the product have performed good for us.(There is good sale of the product.)

So in the 3rd mail we give our customers 2 more Whitelabel bonuses which they can use with the Software.

    1. In the first Two Para you will tell people about the working of the software in short.

2) Next will tell them about the new White Label bonuses which we have Added & Scarcity of those bonuses. by telling them that those bonuses are for limited people itself.

We will also share the link for them to be Clicked

P.S- Here the link of Sales pages has to be Added.

3) Then we will give them Description about the New 2 Whitelabel bonuses we have added.

4) After that will give them a Detail information about the working of the Software.

5) In the final para we will tell them to have a look at our other bonuses with the message of taking the software before the discounted price gets over.

4th Email will be our Final Email for the Product .

This Email will tell our customers the Scarcity of the Product.

   1. So in the first Para will tell them about the Working of the Software

2) In the Next Para we will tell them that the particular product will be getting closed/ End in some particular hours.And Will hence tell them to take Action ASAP.

Thus our Email Campaign Gets over After Writing the 4th Email.