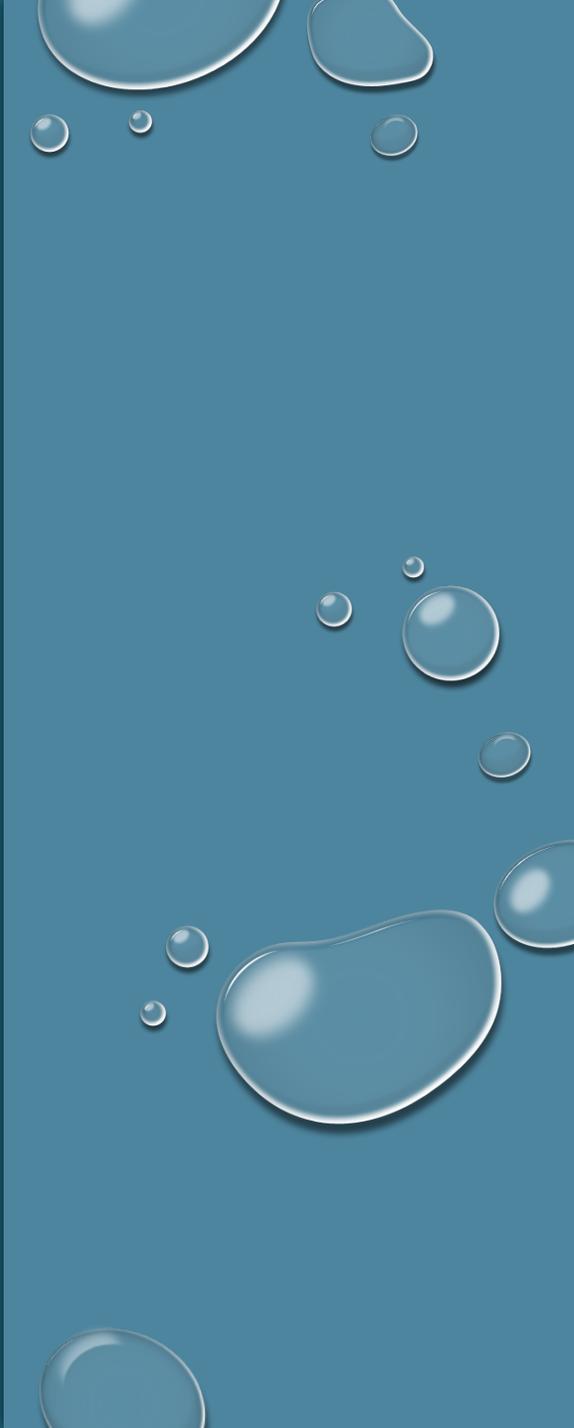# EMAIL MARKETING

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TODAY'S AGENDA

- IMPORTANCE OF EMAIL

- LIST BUILDING

- BEST PRACTICES

- EMAIL PLATFORMS

- CONTENT CREATION

- LIST HYGIENE

INTRODUCTIONS

IF THIS IS YOU, HAS BEEN YOU, OR IF YOU KNOW SOMEONE LIKE THIS YOU'RE IN THE RIGHT PLACE

HTTPS://YOUTU.BE/HTGYHHKSOZW

EMAIL PART 1: IMPORTANCE OF EMAIL & LIST BUILDING

- **BUILD CREDIBILITY**

- **GENERATE CALLS**

- **INCREASE DONATIONS**

- **STRENGTHEN RELATIONSHIPS**

- **IMPROVE COMMUNICATION**

- **BUILD YOUR BRAND**

- **BOOST SALES**

- **LEARN WHAT WORKS**

- **REACH PEOPLE ON ANY DEVICE**

- **INCREASE WEB TRAFFIC**

- **MARKET WITH A PERSONAL TOUCH**

- **GET IMMEDIATE RESULTS**

- **GENERATE LEADS**

- **BUILD EXCITEMENT**

- START A CONVERSATION

- GROW YOUR AUDIENCE

- INCREASE YOUR VALUE

- ATTRACT NEW AUDIENCES

- STAY TOP OF MIND

WIIFM?

EMAIL MARKETING LIES

- I'M ANNOYING PEOPLE

- I DON'T HAVE ANYTHING TO SAY

- I DON'T NEED AN EMAIL LIST

- IT'S OVERWHELMING

- I'M NOT A TECH PERSON

LIST BUILDING

STAY OUT OF EMAIL JAIL

- GET PERMISSION

- 100% OPT-IN

- NEVER BUY OR RENT A LIST

- HOMEPAGE POP-UPS, EXIT TO CAPTURE EMAIL

- UPDATE YOUR EMAIL SIGNATURE

- AT EVENTS – POST YOUR SIGNUP ON THE SCREEN AND GIVE PEOPLE THE OPPORTUNITY TO SIGN UP THROUGH TEXTING

- DURING INTERVIEWS ON PODCASTS, RADIO, TV, OR WEBSITES/BLOGS

- ASK FOR PEOPLE TO FORWARD YOUR EMAILS

- JOINT VENTURES

- WEBSITE – HEADER, FOOTER, ABOUT US, NAVIGATION, BLOG PAGES

- FACEBOOK GROUPS WHERE APPROPRIATE

- REPUBLISH YOUR CONTENT ON OTHER SITES LIKE MEDIUM

- **SOCIAL MEDIA**
  - FACEBOOK COVER IMAGE
  - INSTAGRAM BIO
  - LINKED IN BIO
  - FACEBOOK BIO
  - FACEBOOK GROUPS WHERE APPROPRIATE
  - IMAGES YOU POST ON PINTEREST

- **LEAD MAGNETS**
  - o **CONTEST**
  - o **FREE DOWNLOAD IN EXCHANGE FOR EMAIL**
  - o **WEBINAR**
  - o **ONLINE COURSE**
  - o **DISCOUNT/COUPON**
  - o **EXCLUSIVE CONTENT**

SO...LET'S TALK

END SESSION 1

EMAIL PART 2: BEST PRACTICES

SET GOALS

- How many subscribers in next 60 days
- What kind of open rate do you want?
- What kind of click rate do you want?
- How many sales, leads, or invitations do you want?

ANALYZE

Define what success looks like. Look at the data on your emails and determine what worked and didn't.

Did you have high engagement?
Were there mass unsubscribes?

Understand your history

ANALYZE

Turn your data into action. You had great open rates, AWESOME! Now take what you learned and apply to your future emails.

Make changes where needed.

BUILD TRUST

PERMISSION

- Be explicit about people are opting into.
- Clearly ask permission to send emails.
- Keep opt-in boxes unchecked by default and explain how the permission will be used.
- Whenever you collect addresses, make sure your subscribers are informed before agreeing to your terms.

SET EXPECTATIONS

- Tell your audience the benefits of signing up.
- Describe what you'll be sending them.
- Say why it's valuable.
- Explain how often they'll hear from you.
- Immediately after a subscriber opts-in send them a confirmation email reiterating the benefits.

SEE YOU LATER

- Nobody wants people unsubscribing from our emails but it happens.
- Make it easy to unsubscribe or change their preferences.
- An unsubscribe is better than a spam complaint.
- If someone hasn't opened an email in the past 90 days move them off your main list.

THE DETAILS

- Include your contact details in every email.
- Include social sharing buttons.
- Include an unsubscribe and preference link.

BE CONSISTENT

- Consistency in volume and frequency is critical.
- It keeps you top of mind and in front of your audience.
- It keeps you in good standing with internet service providers who are the gatekeepers.

EMAIL DESIGN

ON BRAND

- **The voice, tone, and look need to be connected with the rest of your brand.**
- **Create 2-3 templates that will be used depending on the messaging and type of email being sent.**
- **Design every message to fit in with all the other communications your subscribers could receive from your brand (socials, podcast, website)**

MOBILE FIRST

- *Make sure your email looks great on any device.*
- *Provide a great mobile experience.*

IMAGES

- Photography and illustrations can add context and interest but they can also be distracting.
- Make sure they appeal to the readers emotions and communicate functionality, don't use images for the sake of using images.
- Visuals can break up monotony but make sure they align directly with the message and subscriber.

CTA – CALL TO ACTION

- **Every email should be guiding your reader to take action and travel down their journey with you.**
- **Make sure your CTA's are highlighted by colors, text treatment or buttons.**
- **Make it easy for the reader to know where and how to take action.**

GET CHUNKY

- You've got 5 seconds to get your subscribers attention.
- Readers have a tendency to scan emails.
- Divide your email into bulleted text and short paragraphs for easy readability.

TEST, PREVIEW, REVIEW

- Send yourself the email before it goes to your list.
- How do the images look?
- Test each and every link.
- Check for typos and grammar.

SO...LET'S TALK

END EMAIL PART 2

EMAIL PART 3: CONTENT

STAY RELEVANT

- Always write to one person
- Why are they receiving this message?
- Does it address what they're trying to do or what they want?
- Don't focus on the sell.
- Remember: WIIFM

TIMING

- Email is about creating a relationship so set expectations and be reliable.
- Use your content to help people get to know you better while providing them with solutions.
- Maintain a look, feel, voice, and schedule.

HIERARCHY

- Can your subscribers answer what, why, and how after just a few seconds of looking at your email?
- Put your content in an order so that the most important message is visible before any scrolling.
- Make sure every piece of content directs the readers where to go next and why.
- This all leads to the CTA.

STORYTELLING

- Email can make for a compelling narrative.
- How do you want to make your subscribers feel?
- What is your brand story and how are you making your reader the hero of the email?
- Email has to be out the reader – they are the hero YOU are the guide.

KISS

- Focus each email on one message.
- If there are multiple messages the design needs to be spot on to make it easy for the reader to follow.
- Sometimes a text only email is the best option vs. a fully designed out, image heavy email.

GRAB ATTENTION

- Short and medium subject lines have higher open rates.
- Subject lines are often truncated depending on the device or service provider – shoot for 50 characters or less
- Think of the subject line as a headline. It needs to raise curiosity and create the desire to open the email.

TYPES OF EMAILS

- **Welcome campaigns**
- **Newsletters**
- **Promotional**
- **Updates**
- **Win-back campaigns**

REPURPOSING CONTENT

PILLAR CONTENT

One long form piece of content (vlog, podcast, keynote, TV/Radio interview, blog post)

MICRO CONTENT

Short form pieces of content (articles, memes, images, quotes, stories, remixes, GIF's, etc.)

DISTRIBUTION

LISTEN

https://youtu.be/-4EDhdAHrOg

CREATE

DISTRIBUTE

EXAMPLE

INTERVIEW THAT WILL BE POSTED ON YOUR WEBSITE

- Record video before you do the interview to give context
- Record video and still images of behind the scenes
- Take clips from the interview to share on your social channels
- Pull 2-3 quotes to use as an overlay to images
- Transcribe the interview and create blog articles from the content or post the transcription under the video
- Create a GIF of you while you're doing the interview, like boomerang

ALWAYS LINK BACK TO THE PILLAR CONTENT

CONTENT CALENDAR

SO...LET'S TALK

END OF EMAIL
PART 3

EMAIL PART 4: PROVIDERS/PLATFORMS

STRATEGY

- Define your goals for email marketing

- Decide what types of emails you will send

- Decide what metrics you want to track

- Decide which features are important for your email marketing

FEATURES

- **Templates: Look for a range of mobile-friendly designs**
- **Tracking: Get a dashboard with all the statistics you need**
- **Automation: Include workflows for sending and scheduling**
- **Mobility: Ensure your emails are optimized across devices**

BUDGET

- **Make sure you have the right budget to achieve your goals**
- **Invest in email marketing to build customer relationships**
- **Look for an email service provider that offers a variety of payment plans**

DELIVERY RATES

- Look for an average delivery rate of 98% or higher
- Find a provider with solid relationships with the internet giants
- Choose an email service provider that works with clients to keep delivery rates high

CUSTOMER SERVICE

- See how long it takes to get through to a rep via email or on the phone
- Ask for help importing your list or creating segments
- Browse the online knowledge base
- Ask what other resources are offered

RESOURCES

- **REALLY GOOD EMAILS**
- **HUBSPOT**
- **COPYBLOGGER**
- **CONTENT MARKETING INSTITUTE**
- **UNBOUNCE**
- **ACTIVE CAMPAIGN**
- **MAILCHIMP**

SO…LET'S TALK

HOW TO BE SUCCESSFUL WITH EMAIL

1. BE YOURSELF

2. ENGAGE NATURALLY

3. ENGAGE FREQUENTLY & CONSISTENTLY

4. ENGAGE IN MULTIPLE FORMS

5. CREATE A SENSE OF EXCITEMENT

"PERSEVERE! CHANGE COURSE, START OVER, ALTER METHODS, GO OVER, AROUND, OR UNDER. DO NOT GIVE UP."

- JOHN WOODEN

THANK YOU

EMAIL ME FOR THE NOTES

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