



Grow Your Business With Email Marketing

Understanding email marketing and how to use it to increase leads and sales. Simple tips you can do now to increase brand loyalty and engagement.

Presenters



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Digital Marketing Footprint





What Is Email Marketing?

The use of email to develop relationships with potential customers and clients to promote products and services.

What Is The Role Of Email Marketing?

Role of email marketing is to assist in moving a customer from one stage of a customer journey to the next.

Email Marketing - Tip #1

Write emails as if you are talking to a person face to face.

Read your email out loud to yourself before sending.



Quick Facts About Email Marketing



94% Of Internet Users Use Email
-Host Papa



For Every \$1 Spent On Email Marketing, The Average Return On Investment Is \$44.25
-ExactTarget



Email Marketing Yields An Average 4,300% Return on Investment For Businesses In The United States.
-Direct Marketing Association

Email Marketing - Tip #2

Make sure your emails are mobile friendly.

50% of emails are opened on mobile devices.

-eMailMonday

Emails that display incorrectly on mobile devices get deleted within 3 seconds - Adestra

Mobile users check their email 3X more - Google



Email Marketing Platforms

- MailChimp
- AWeber
- Constant Contact
- iContact
- Campaign Monitor
- Active Campaign
- Infusionsoft
- Drip
- ConvertKit
- GetResponse



Why You Should Use One

- Predesigned Templates
- List Management
 - Auto remove hard bounces
 - Unsubscribe option
- Opt In Forms
- CAN-SPAM Compliance
 - Spam scores available prior to sending
- Email Address Reputation
 - Don't get banned by ISP's
- Statistics
 - View open & click through rates
- Marketing Automation
 - Drip campaigns

Additional Advantages of Email Marketing

- Personalization
 - Hello [FName], = Hello Melissa,
 - Birthday emails, discounts, special offers
- Tags
 - Did you enjoy your purchase of (tag)?
- Price
 - Inexpensive marketing campaigns
- Ease
 - Templates, opt in forms
- Tracking
 - Track opens, clicks & unsubscribes



Email Marketing - Tip #3

Be useful. Don't just email when you need something from your readers.

Be helpful. Be generous. Be friendly. Be like a real friend.

Ask questions. Imagine having a face-to-face conversation with your reader. You'd ask questions in that situation wouldn't you?



Getting Permission & Setting Expectations

- You need PERMISSION to email first. (GDPR)
 - Opt Ins, Events, Tradeshows, etc.
 - Current customer list
 - Leads
- Set expectations - Address these questions.
 - What do I get when I give you my email address?
 - Are you going to spam me?
 - How often will you email me?
 - Will I get discounts?
 - Will you send me relevant offers?
- Include reminder that includes how they signed up for your list.
 - Ex: Free Sample Email List - Hello, you are receiving this email because you requested a free sample from our website.



Types of Emails



Transactional

- Order Confirmation
- Purchase Receipts
- Shipping Notifications
- Account Creation
- Support Tickets
- Password Reminders/Reset



Relational (Content)

- New Subscriber Welcome
- Lead Magnet Delivery
- Newsletter/Blog
- Webinar Confirmations
- Surveys
- Review Requests
- Social Updates
- Contests & Announcements
- Referral Requests

Types of Emails

Promotional

- Promotional Content (Sales, Content)
- New Lead Magnet (Case Study)
- Sales Announcements
- New Product Release
- Webinar Announcements
- Event Announcements
- Trial Offers
- Upgrade Offers

Note:

Some promotional emails will also be relational emails



Email Goals

- Customer Service
- Brand Awareness
- Lead Generation
- Retention & Loyalty
- Engagement & Nurturing
- Sales & Upsells
- Increase sales
- Increase subscribers
- Increase open rate
- Increase click rate
- Reduce unsubscribes
- Minimal spam score



Email Marketing - Tip #4

Use your actual name as your from address.

Put your name and reputation on the line. That's more personal, isn't it?

Use the word *you*. Because it's one of the most persuasive words in the English language.



List Building

To build an email list you must add value. Free downloads, checklists, Top 10 lists.

Encourage your subscribers to share and forward your emails. (Social sharing options)

Make sign ups less invasive by initially requesting only an email address.

Leverage testimonials from satisfied recipients.

Promote exclusivity by offering subscribers something only they can get.

Include a sign up link in all your personal emails.

DO NOT buy email lists. (GDPR)

List Segmentation

One of the biggest mistakes you can make is to email your entire database with the exact same email.

Break your list up into different segments to better target the information they are interested in.

Example segments:

- Customer List
- Prospects List
- Event/Webinar Attendees
- Geography
- Age
- Gender
- Birthday
- Purchase Intent
- Buying Frequency
- Content Topic
- Change in Engagement Level
- Change in Buying Behavior
- Stage in the Sales Cycle
- Customers Who Haven't Reviewed Your Product

Segment your list based on factors that make sense for your business then send specific emails that focus only on that segment of your list.

Email Marketing - Tip #5

Be on their side. Remind people that they are not alone.

Tell them you understand their struggles. Empathize with them, ask how you can help.



Email Subject Lines

- Write subject lines that...
 - Use as many words as necessary when a subject is intriguing
 - Make explicit reference to your readers world
 - Use a number. Because digits - like 4 or 37 - stop wandering eyes
 - Suggest a case study within
 - Include personalization
 - Start with an action word
- Avoid subject lines that...
 - Begin with “how to”
 - Suggest un-fun work, such as comparative analysis
 - Talk explicitly about product catalogs
 - Are vague
 - Are cheeky with no substance
 - Include exclamation points and/or odd punctuation
 - That are deceptive



Email Marketing - Tip #6

Give people a reward for reading. Make sure people benefit from reading your emails.

How? Share a useful tip. Make them feel better. Inspire them.



Tye Medical - Drip Campaign - Case Study

Free Sample Drip Campaign

- Email #1
 - Subject Line: Have You Received Your Free Sample From Tye Medical?
 - Ask for Google review
- Email #2
 - Subject Line: Why Choose Tye Medical For Incontinence Supplies?
 - Included comparison video - LivDry vs. Leading Brand
 - P.S. If you liked them great! I'm going to send you a coupon code soon!
- Email #3
 - Subject Line - Your Coupon Code! - Tye Medical
 - To show our appreciation for trying our products I'm sending you a coupon code to take \$10 off your first order.
 - Coupon code = Give10 - \$10 off your order of \$35 or more. Free shipping.

Tye Medical - Drip Campaign - Results

Open Rate 27.3%

Click Rate 4.8%

Updated March 2018

Industry	Open Rate	Click Rate	Soft Bounce	Hard Bounce	Abuse Rate	Unsubscribe Rate
All non-labeled accounts	21.09%	2.61%	0.61%	0.39%	0.012%	0.23%
Agriculture and Food Services	23.12%	2.69%	0.57%	0.36%	0.012%	0.29%
Architecture and Construction	23.13%	2.55%	1.39%	0.91%	0.014%	0.35%
Arts and Artists	26.03%	2.66%	0.57%	0.34%	0.012%	0.29%
Beauty and Personal Care	17.01%	1.76%	0.38%	0.28%	0.013%	0.31%
Business and Finance	20.47%	2.59%	0.63%	0.46%	0.010%	0.21%
Computers and Electronics	19.39%	1.98%	0.92%	0.54%	0.012%	0.29%
Construction	21.01%	2.03%	1.38%	0.98%	0.018%	0.40%
Consulting	18.96%	2.15%	0.88%	0.58%	0.011%	0.28%

Email Marketing - Tip #7

The best time of day to email is between 9am and 11am or 1pm-3pm. MailChimp suggests 2pm as the optimal time to send emails.

Tuesdays and Thursdays are the 2 most popular days of the week to send emails but Wednesday is good also.

Avoid sending emails on Monday and Friday.



Tye Medical - Drip Campaign - Case Study

Customers Drip Campaign

- Email #1
 - Subject Line: Thank You For Your Recent Purchase!
 - Ask for Google review
- Email #2
 - Subject Line: Special Offer From Tye Medical
 - From time to time we'll email you with special offers because we appreciate your business.
 - Today is the day! Take 5% off your next order by using the coupon code: Take5
- Email #3
 - Subject Line: Time To Re Order?
 - Included comparison video - LivDry vs. Leading Brand
 - When you're ready to re order don't forget to use the Take5 coupon we sent you in a previous email and Shop Now.

Tye Medical - Drip Campaign - Results

Open Rate 40.3%

Click Rate 6.2%

Updated March 2018

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Arts and Artists	26.03%	2.66%	0.57%	0.34%	0.012%	0.29%
Beauty and Personal Care	17.01%	1.76%	0.38%	0.28%	0.013%	0.31%
Business and Finance	20.47%	2.59%	0.63%	0.46%	0.010%	0.21%
Computers and Electronics	19.39%	1.98%	0.92%	0.54%	0.012%	0.29%
Construction	21.01%	2.03%	1.38%	0.98%	0.018%	0.40%
Consulting	18.96%	2.15%	0.88%	0.58%	0.011%	0.28%

Resources

- Joanna Wiebe - CopyHackers
 - Copywriting, Email Subject Lines & Body Content
 - <https://copyhackers.com/>
- Neil Patel
 - Email Marketing
 - <https://neilpatel.com/blog/category/email-marketing/> - Neil Patel
- Hubspot
 - <https://www.hubspot.com/marketing-resources/email-marketing>
- Beginners Guide To Successful Email Marketing
 - <https://blog.kissmetrics.com/beginners-guide-email-marketing/>

Thanks For Coming!

