

# Email Marketing and You



## Why do Email Marketing?

- Gain access to some of the 3.7 billion email users in the world
- Open rate for marketing emails are 25% (high)
- Compare that to Google Search pay per click ads with open rate is 1.9%
- Compare that to Facebook ads with open rates of 0.9%
- Provide value to your customers
- Build customer trust
- Provide offers to customers. Control your customer lifecycle journey.
- Create an automatic email sequence from subscription. Broadcast emails at any time.

## How to Start an Email List?

1. Create a customer persona for your ideal customer. What do they want?
2. What is the biggest customer frustration that your products and services solve? Create a lead magnet to help solve this issue like below. Add an Opt-In web form to gain an email address for the lead magnet.
  - a. Frequently asked questions and answers PDF
  - b. Online course
  - c. eBook
  - d. Printables
  - e. Checklists
  - f. Downloads
  - g. Free shipping offer
  - h. Membership group
  - i. Tutorial
  - j. Shopping list
  - k. Video training
  - l. Guide / manual
  - m. Case studies
  - n. Templates
  - o. Discount code
  - p. Digital White Paper
  - q. Resource list
  - r. Workbook
3. Content Upgrade - Create a specialist Opt-In and lead magnet to further support a specialist web page. Their email address will unlock your valuable content.
4. Survey your email list for preferences, topic, issues and content suggestions.
5. Add a landing page Opt-In link in your email signature block. E.g. Free course, free checklist
6. Host a Webinar and collect email address at registration
7. Be a guest for an interview and use a Landing Page URL opt-in for more information.
8. Update your social media training for the platform where your customer frequent. Share opt-in link.
9. Email people one by one who would likely be interested in the lead magnet.

# Email Marketing Best Practices

1. Only send email when you have something to say.
2. Keep emails simple and focused.
3. Write great copy.
4. Keep email short and under 500 words.
5. Provide more value emails than offer emails.
6. Track your email open rates and link click rates.
7. Use modern design for web pages linked from email.

## Emails for Ecommerce

1. New client purchases follow up welcome email. Ask to follow on social media.
2. Abandoned cart email. You can offer a discount.
3. Post purchase follow up email. Ask for a review. Display complimentary products. Link to FAQ.
4. Re Engagement email. Upcoming sale. Free product sample. 10% off on next purchase.
5. Trial premium feature offer. Offer free products if spend is over a threshold.
6. Educational content to build trust. Product best practices, frequently asked questions, maintenance.
7. Segment clients by purchase history and send relevant offers.

## Modern Email Trends

1. Segment email list by customer segments.
2. Optimize emails for mobile email users.
3. List cleaning maintenance.
4. Social media sharing of emails.
5. Remarketing - Send reminders emails to purchase.
6. Using video content.
7. Offer multiple channel interaction. E.g. Phone, chat, web form, email, social media.
8. Lead nurturing and scoring - Track who clicks links in email and increment their score.

## Email Structure Guidelines

Subject Line - Enticing enough to get the user to open the email. Emotive, convincing, short and clear.

First Sentence - Convey the theme and purpose of the email.

First paragraph - Create common ground with reader.

Layout - Header email address, Subject, Attachments, Body, Call to Action, Closure. Include images.

Closure - Last sentence to promote products and services. Professional signature block with contact types and social media sharing.

## Segmentation of email list

E.g. Local clients, small clients, large clients, industry sector, company size. Segment targeted email have higher conversion rates. Customer Relationship Management or Smart Tags can be used to segment email list.

**Build raving fans with email marketing**