

Email Marketing

101



OBJECTIVES

Email marketing is a great way to sell and connect with your audience directly so that they can get to know your business--AND you--better! However, it's essential to have a specific goal for each email/email series to fill up inboxes with pointless info. You need to have clear objectives, such as: selling a new product/service/course, announcing a sale or update of some kind, or something interactive like asking a question for feedback. Use the space below to map out some goals you would like to achieve with your email marketing...

Email Marketing Objectives

- What is your overall reason for wanting to start email marketing?
- What products do you want to sell with email marketing?
- What services do you want to sell with email marketing?
- Do you want to receive feedback about your business through email marketing?
- What kind of feedback would you be looking for?
- How much time do you have to dedicate to email marketing?

Notes

BUILDING YOUR LIST

The first thing you need to do once you know what you want your emails to do is figure out how to find people to email. Remember that you never want to send unsolicited emails to people who have given you business cards; buying email lists is not a good practice. Neither of these allows you to send emails to your target market, and it's also not legal to send emails to people who have not signed up for them. Brainstorm some ideas you can use to gather members for your email list. Make sure that you're coming up with ideas that don't involve spam of any kind. You want your business to have a good reputation!

Email List Building Ideas

- Friends and Family
- Via your business's social media pages
- Through social media groups
- Website invitation to stay updated or receive special offers
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WHO ARE YOU EMAILING?

Now that you've created a bit of framework for your email marketing plan with some goals and list-building ideas, it's time to consider who your audience is. Remember how we touched on your "target market?" Who is that? Who benefits the most from what you offer? This is important to consider as you move forward with your email marketing strategy. For example, if you're running a goat farm that sells meat, vegetarians and vegans would not be in your target market. On this page, figure out who your target market is so that you can more easily find them and build your list.

Target Market

- What general group of people benefits from what you offer?
- What sort of job(s) does this group have?
- What is this group's family life like?
- Does this group have the budget for what you offer?
- Where does this group of people congregate online?
- What problem(s) do you solve for this group?

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CREATING YOUR OPT-IN PAGE AND LEAD MAGNET

One of the most efficient ways to build your list for email marketing is to create an opt-in page that will entice people to opt-in using a lead magnet. An example of lead a magnet might be a 30 Day Self Care Journal if you're a life coach. So your opt-in page headline will go something like: "Download your FREE 30 Day Self Care Journal!" Then, once they click the link, a form appears for them to fill in their name and email so the journal can be sent to them. This way, you get their email, and they get something of value in exchange. Brainstorm some lead magnet details and come up with some copy for your page.

Lead Magnet Ideas

Coupons/Discounts	
Freebies	
Downloadables	
Courses	
Special Snail Mail Gifts	
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Headline 1:

Headline 2:

Headline 3:

Opening paragraph:

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Why should they get

this lead magnet?

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Call to action 1:

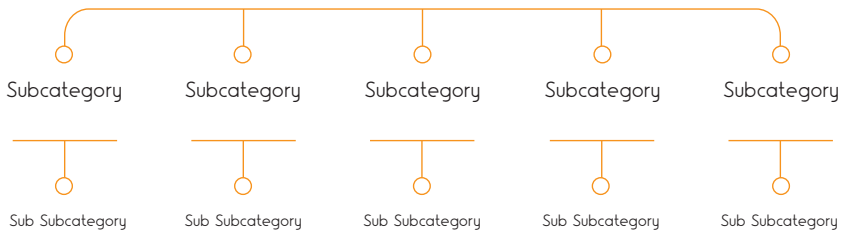
Call to action 2:

Call to action 3:

ORGANIZE YOUR EMAIL LIST(S)

Sometimes, you need to create subcategories within your email list to correspond with specific types of customers/clients. This isn't true of every email list. For example, if you're a press-on nail designer, you probably won't have varied client needs beyond customizing designs. So in that instance, a single email list is fine unless you want to offer a VIP program for a monthly fee then your VIPs could get separate emails. For other niches, such as life coaching, you could have different email lists based on the issues you coach with. For this example, you could have your main email list that receives all your general emails. Then, based on analytics, you could have three other lists that your main list breaks into Career Advice, Goal Setting, and Relationship Coaching. This kind of organization is called "segmenting" and helps you offer targeted emails to the potential clients/customers that need them. List the subcategories you think you can build from your niche and what emails you can send to them.

Main Emailing Category



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GENERAL BEST PRACTICES

Email marketing isn't something you can throw together with no plan and expect excellent results. It's important to approach it with a solid plan, proper scripting, good timing, a secure IP address, and consideration for being mobile-friendly.

Here's why:

Proper scripting helps you to stay out of spam filters. You want to avoid sounding overly salesy. Your email marketing voice is also what will keep people reading your emails. Email marketing is not only selling your products and services; it's also selling YOU. So make sure your language is authentic and that not every email is just a grasp for money.

Good timing means you're not blowing up your subscribers' emails and that they aren't getting your emails at crazy hours every day. Nobody wants to scroll through dozens of emails from the same person every day. You should also take the seasons and holidays into consideration, depending on your niche.

A secure IP address for email marketing has never been used to send spam before. No matter how non-spammy your emails are, a compromised IP address will send them all to spam.

Keeping your email format mobile-friendly means your potential and existing customers/clients can read them anytime, anywhere!

Use the next page as a checklist to refer to as you build your email marketing plan.

BEFORE YOU HIT SEND CHECKLIST

- A non-spammy script
- Consistent brand voice
- Timing strategy
- Secure IP address
- Mobile-friendly formatting
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AUTORESPONDERS

Autoresponders are triggered by specific actions taken by people who visit your website or online store. They are usually a series of emails that are specifically crafted to nurture the triggered leads. For the exercise below, you brainstorm email message topics for autoresponders based on actions such as abandoned carts, browsing habits on your website, downloading certain PDFs. Consider where you could set up autoresponder triggers and what each email series within them could say.

Autoresponder Triggers & Email Ideas

- Abandoned Cart
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- Browsing Habits
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- Downloading Habits
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- Purchasing Habits
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- Support/Customer Service
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On page 7, we discussed some of the general best email marketing practices. One of these was properly scripting your emails. This is especially important for all your sales/promotional emails since many commonly used sales words can be flagged and sent straight to spam. Generally speaking, avoid making any promises, as well as any statements that are adamant or hard-lined.

For example, "Make money now!" is not a good example of what you should have in your emails. Instead of making outlandish statements like this, you should be talking about how you are qualified to talk about the thing that could make your potential customers money.

Share your story, and rather than saying "You have to" invite your readers to learn more from your website, replying to your email, or downloading something of yours.

Use the next page to come up with a mock script that makes no promises or definitive statements. You may need to edit it a few times! Keep in mind that this exercise isn't to practice being vague. It's to help you train your mind to tell stories and facts rather than make a bunch of buzz word promises.

PRACTICE WRITING A SALES / PROMOTION EMAIL

● **Subject Line**

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● **Greeting:**

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● **Body:**

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● **CTA:**

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● **Closing:**

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● **Signature:**

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SCRIPTING YOUR "ARE YOU STILL THERE?" EMAILS

In every email list there will be at least one member who doesn't interact with your emails at all. They don't open them, and/or they haven't really visited your website since subscribing. This is when you can do a little bit of "weeding" and delete these members from your list. However, it's a good idea to send a little "Are you still there?" email that checks in to ensure the person is okay with being removed from your list. The way you word this should match your regular emails' voice and be a way of checking in with these inactive members.

For example, if your emails tend to have a lot of humor, you could preface the email by saying something like, "Okay, okay, I'll shut up now. " If not, you can say something more direct like, "Would you like to stay subscribed?" All you have to do is let the message suit your voice and send the message that they have an option to stay if they'd like. Use the space below to create a checking-in email of your own for when you have inactive subscribers.

* **Subject Line**

* **Greeting**

* **Body**

* **CTA**

* **Closing**

PLAN FOR HOLIDAYS

You will have lots of other emails over time for different announcements and/or holidays, so it's essential to have a plan for these as well. Depending on your niche, you may or may not want to acknowledge some or any holidays. This is when it's important to know your audience as well as possible. Not everyone celebrates every holiday, so consider perhaps creating a single email a month that mentions all the main holidays of the month, so your readers can all feel seen by you. You can also choose not to mention any holidays and simply keep your content contained to what specifically pertains to your brand.

Other things you can turn into email templates are announcements. These could be limited-time sales, new products/offers, updates to services, and much more. Use the space below to draft out a plan for holidays coming up in the next 3-6 months, as well as some templates for announcements you can build from.

Holiday:

Date:

Key Points:

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Holiday:

Date:

Key Points:

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Holiday:

Date:

Key Points:

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SCHEDULING YOUR EMAILS

Testing this out will be the key to figuring out what kind of sending schedule works best for your subscribers. However, some general tips to keep in mind for scheduling your emails are:

- Mondays through Thursdays are usually the best days, while weekend emails don't have as high of an open rate.
- Times between 10am and 2pm generally perform the best.
- Make sure you're considering what time zones your subscribers are in.
- Once/twice a week, emails generally perform well without inundating inboxes.

Use the space below to develop three different emailing schedules you would like to try for your email marketing campaigns. The analytics from these schedules can help you figure out a more exact strategy to help you gain more engagements from your subscribers!

SCHEDULING YOUR EMAILS

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Time: _____	Time: _____	Time: _____	Time: _____	Time: _____	Time: _____	Time: _____
Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____
Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____
Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____
Time: _____	Time: _____	Time: _____	Time: _____	Time: _____	Time: _____	Time: _____
Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____
Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____
Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____
Time: _____	Time: _____	Time: _____	Time: _____	Time: _____	Time: _____	Time: _____
Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____
Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____
Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____
Time: _____	Time: _____	Time: _____	Time: _____	Time: _____	Time: _____	Time: _____
Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____	Email Title: _____
Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____	Open Rate: _____
Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____	Click Through: _____

PROMOTION EMAIL SERIES

An email series is a set of emails related to each other for a specific purpose. These can be sent daily for a few days to keep your subscribers interested in the content. Sending email series daily also helps keep the content fresh in your readers' minds so that they are less likely to forget what the last email in the series said. However, you still don't want to crowd their inboxes, so be sure to create an email series scheduling strategy that won't do this. Use the space below to come up with three different email series schedules that you can try on your list. (Just like the last page, the analytics from these schedules can help you perfect your email series scheduling strategy!)

PROMOTION EMAIL SERIES

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:
Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:
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Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:	Time: _____ Email Title:

GOAL SETTING

When it comes to email marketing, you don't want to just blindly send out emails and hope they increase your traffic. It's important to have set goals that you can track to show you the growth your emails are meant to cultivate. You can track several things with online analytic tools such as opening rates, click-through rates, conversions, sharing, deliverability, growth, unsubscribers, and more! Now that you know a bit more about how email marketing works use the space below to develop some short-term and long-term goals you would like to achieve with your email marketing campaigns...

Autoresponder Triggers & Email Ideas

- How many more sales do you want your email marketing campaign to bring in within 6 months?

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In 1 year?

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In 3 years?

- How much do you want your list to grow within 6 months?

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In 1 year?

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In 3 years?

- How much do you want your social media following to grow within 6 months?

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In 1 year?

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In 3 years?

NEWSLETTERS

Newsletters are a great way to keep in touch with your subscribers in a slightly longer format than a regular email. Newsletters are generally a biweekly or monthly thing you can send out to subscribers to keep them updated about your business's general happenings. (You can also offer coupons, freebies, and other bonuses to help boost analytics!) Newsletters also offer some additional creative license that you can implement to help your subscribers get to know you that much better and see you as someone they can trust within the niche you work in. Use the space below to come up with a year's worth of biweekly newsletters. (If you only want to share monthly, then this will get you about two years' worth of newsletter ideas to pull from!) You can also use this time to develop some bonus offers you can add to your newsletters...

- Newsletter 1 -
- Newsletter 2 -
- Newsletter 3 -
- Newsletter 4 -
- Newsletter 5 -
- Newsletter 6 -
- Newsletter 7 -
- Newsletter 8 -
- Newsletter 9 -
- Newsletter 10 -
- Newsletter 11 -
- Newsletter 12 -
- Newsletter 13 -
- Newsletter 14 -
- Newsletter 15 -
- Newsletter 16 -
- Newsletter 17 -
- Newsletter 18 -
- Newsletter 19 -
- Newsletter 20 -
- Newsletter 21-

NEWSLETTERS

- Newsletter 23 -
- Newsletter 24 -
- Newsletter 25 -
- Newsletter 26 -

Bonuses to Offer

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CHOOSING AN EMAIL SERVICE PROVIDER (ESP)

An email service provider, or ESP helps you to automate the process of email marketing. With one of these, you can save a LOT of time, track the analytics you need, and help you stay organized as your email list grows. However, there are many to choose from, so you want to make sure you do plenty of research. Use the space below to write down some things you want from your ESP. This will help you narrow down your options and choose the perfect ESP for your needs!

What I'm Looking For In An ESP

- Within budget
- Allows for the number of emails you want to send
- Image allowances
- Autoresponder/triggered email ability
- Survey/poll generator
- Organizing tools
- Secure
- Good customer service
- Customizable
- Integration possible with other tools
- Analytic tracking for:
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CONCLUSION

I hope this email marketing guide helps you to create an email campaign that converts and grows your business that much more! Remember to always only email those who subscribe to you, stay true to your business's voice, and have as much fun as possible! There are endless opportunities that can open up from a successful email marketing campaign, so be sure to keep an eye out for any ways you can take advantage of these and improve your strategy as needed!
