Email Marketing Bootcamp

Presented by:
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MOVING FORWARD SMALL BUSINESS

Start Small Think Big

About Jimmy Newson

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Jimmy Newson is the founder of Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy. He is also the senior advisor for the New York Marketing Association. He presents workshops and trainings regularly with the Start Small Think Big, NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international SaaS companies.

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Our Agenda

- Email Marketing Overview
- Pros and Cons of Email Marketing
- Getting Started with Email Marketing
- Tips for Crafting Your Emails
- Bad Email vs Good Email
- Industry Specific Ecommerce/Product-Based Emails
- Industry Specific Service-Based Email Nurture Sequence
- Best Practices
- Industry Open Rates
- Next Steps
- Additional Resources
- Q&A

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Email Marketing Overview

WHAT IS EMAIL MARKETING

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

Wikipedia

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WHO IS THIS FOR?

1. Anyone with a product to sell
2. Anyone with a service to sell
3. B2B and B2C businesses
4. Business with short and long sales cycles

If you have a website, you need to be collecting and nurturing clients and customers via email.

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GDRP

What Is the General Data Protection Regulation (GDPR)?
The General Data Protection Regulation (GDPR) is a legal framework that sets guidelines for the collection and processing of personal information from individuals who live in the European Union (EU). Since the Regulation applies regardless of where websites are based, it must be heeded by all sites that attract European visitors, even if they don't specifically market goods or services to EU residents.
The GDPR mandates that EU visitors be given a number of data disclosures. The site must also take steps to facilitate such EU consumer rights as a timely notification in the event of personal data being breached. Adopted in April 2016, the Regulation came into full effect in May 2018, after a two-year transition period.

https://www.investopedia.com/terms/g/general-data-protection-regulation-gdpr.asp

Pros and Cons of Email Marketing

PROS OF USING EMAIL MARKETING

1. It's very affordable
2. You can reach and communicate with many people easily
3. Easy to track efforts
4. Helps build customer relationships
5. Very customizable (and can personalize)
6. Can segment for better relevance

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CONS OF USING EMAIL MARKETING

1. You can end up in the spam folder
2. You may no be talking to the right audience
3. It requires consistency
4. Emails can feel impersonal
5. Easy to unsubscribe

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Getting Started with Email Marketing

	ActiveCampaign	AWeber	Constant Contact	ConvertKit	Drip	GetResponse	Mailchimp
Marketing Features							
Native Conversion tracking	✓	✓		✓	✓		
Web activity tracking	✓	✓			✓	✓	✓
Splittesting Campaigns	✓	✓	✓	✓	✓	✓	✓
Splittesting Automations	✓						
Dynamic Personalized Content	✓	✓	✓		✓	✓	✓
Multichannel Attribution	✓						
Site Messaging	✓						
Facebook Integrations	✓	✓	✓	✓	✓	✓	✓
SMS Integrations	✓	✓	✓	✓	✓		
Webinar integrations	✓	✓	✓	✓	✓		✓
Native Landingpage builder			✓	✓		✓	✓
Native Shopping Cart							
Sales & CRM Features							
Leadscoring	✓		✓		✓	✓	
Native CRM System	✓					✓	
Task Management	✓						
Realtime Sales alerts	✓		✓			✓	
Gmail integration	✓	✓	✓	✓	✓	✓	
Mobile App CRM	✓						
Create quotes & invoices							

Want to see which Email Marketing Service scores best? Check out our top-to-bottom Best Email service provider ranking overview.

Chart: emaildrips.com

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Start Collecting Emails Immediate

1. Add opt-in forms on your highest performing landing pages
2. Aligned opt-in forms on all of your web pages
3. Craft your welcome email
4. Create a checklist or resource guide
5. Create an eBook
6. Share offers on your social media channels
7. Keep signup info request to a minimum
8. Run a contest, giveaway, or sweepstakes
9. Host a webinar
10. Offer first-time offer or discount to new subscribers

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Communication Emails

Now it's time to develop a relationship

1. Immediately send a confirmation/welcome email (automate this)
2. Send a Getting Started Email
3. Start sending relevant emails
4. Share case-studies, helpful tips, educational content
5. Ecommerce can showcasing merchandise and deals
6. Send an offer to get subscriber to take action

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Tips for crafting your emails

CONFIRMATION/WELCOME EMAIL

1. Send immediately after an action is taken
2. Action should be to have them confirm email address
3. Let them know what to expect
4. Should be short and to the point
5. Set expectations

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SEND GETTING STARTED EMAIL

1. Send after they confirm email or as first email with no confirmation
2. Send promised asset
3. Invite them to connect with you on social media
4. Send a link to your best content if they signed up for your newletter
5. Ask them what their most pressing problem is

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START SENDING RELEVANT EMAILS

1. Keep your messaging consistent to why they are there
2. Make it personal/talk like a real person
3. Dive deep on a specific topic
4. Include one aligned Call-to-action (CTA)
5. Keep it short (repeat from earlier)

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SHARE CASE-STUDIES, TIPS AND EDUCATIONAL CONTENT

1. Send case studies that are relevant of client wins
2. Share with them frequently asked questions
3. Give them a free gift – deliver value up front
4. Find great educational content internally or externally
5. Prep them for a future offer

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SEND AN OFFER

1. Present them a solution to their problem
2. Make a clear offer
3. Send to only those lead who have engaged with your email so far
4. Continue to ask for feedback

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Bad Email vs Good Email

40% Off Product!!!! 1

Inbox x

noreply@hubspot.com
to me 2

HANNAH'S MONKEY WRENCHES 3

Dear {(First Name,Last Name)}, 4

Monkey wrenches go on sale today for a limited time only! Don't miss out!! Hannah's is giving you **40%** off because you are a valued customer. 5

Not looking for a monkey wrench? See our other products: 6

- Hammers
- Lawn mowers
- Screwdrivers
- Hard hats

7

A Few Updates...

8

Have a great day!!!!

Regards, 9

Hannah's Monkey Wrenches*

*Do not reply to this email. Call our customer service line for inquiries at 1-800-MONKEY

A Few Updates...

Please allow 2-3 weeks to process if you choose to unsubscribe 10

Bad Example:
via HubSpot

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Good Example:
via HubSpot

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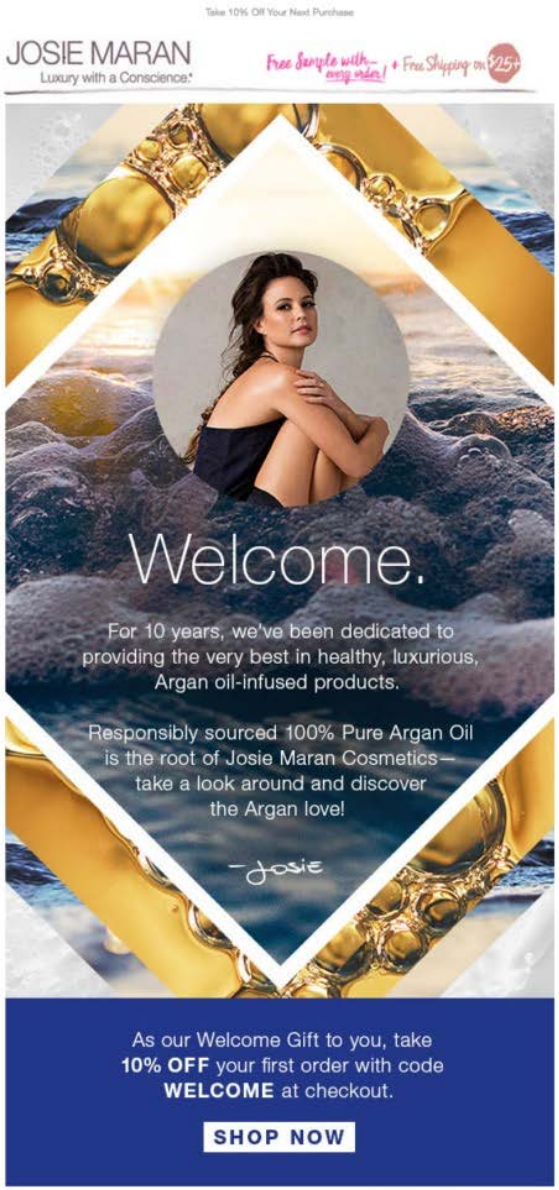
Industry Specific Ecommerce/Product-Based Emails



Email 2

Email 1

JOSIE MARAN

Luxury with a Conscience.

Thanks for Registering at Josie Maran Cosmetics

Hi Lorem,

Thank you for creating your account at Josie Maran Cosmetics. Your account details are as follows:

Email Address: xxx@xxx.xxx
clave: [The clave you specified]

To sign in to your account, please visit https://www.josiemarancosmetics.com/account.php or click here.

If you have any questions regarding your account, click 'Reply' in your email client and we'll be only too happy to help.

Josie Maran Cosmetics
http://www.josiemarancosmetics.com/

Source: www.bigcommerce.com

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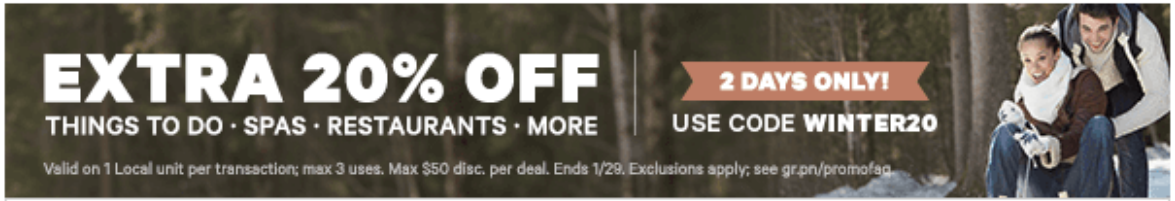
GROUPON

View All Deals



Dairy Queen

Ice Cream Cake

Sweet, playful ice cream cakes made with layers of different toppings, fudge, and DQ's signature soft serve

~~$24.99~~ **$12**

View Deal

Mastermind Escape Games

Escape-Room Game

Solve riddles and clues in order to escape from one of several themed rooms, including a bank heist and a magic shop

~~$56~~ **$49**

View Deal

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What I Love About You Journal

Love Your Face Card

Post to Facebook
Share this email with your friends

Share on Twitter
Tweet this email to your followers

FANCY

Download on the App Store

GET IT ON Google play

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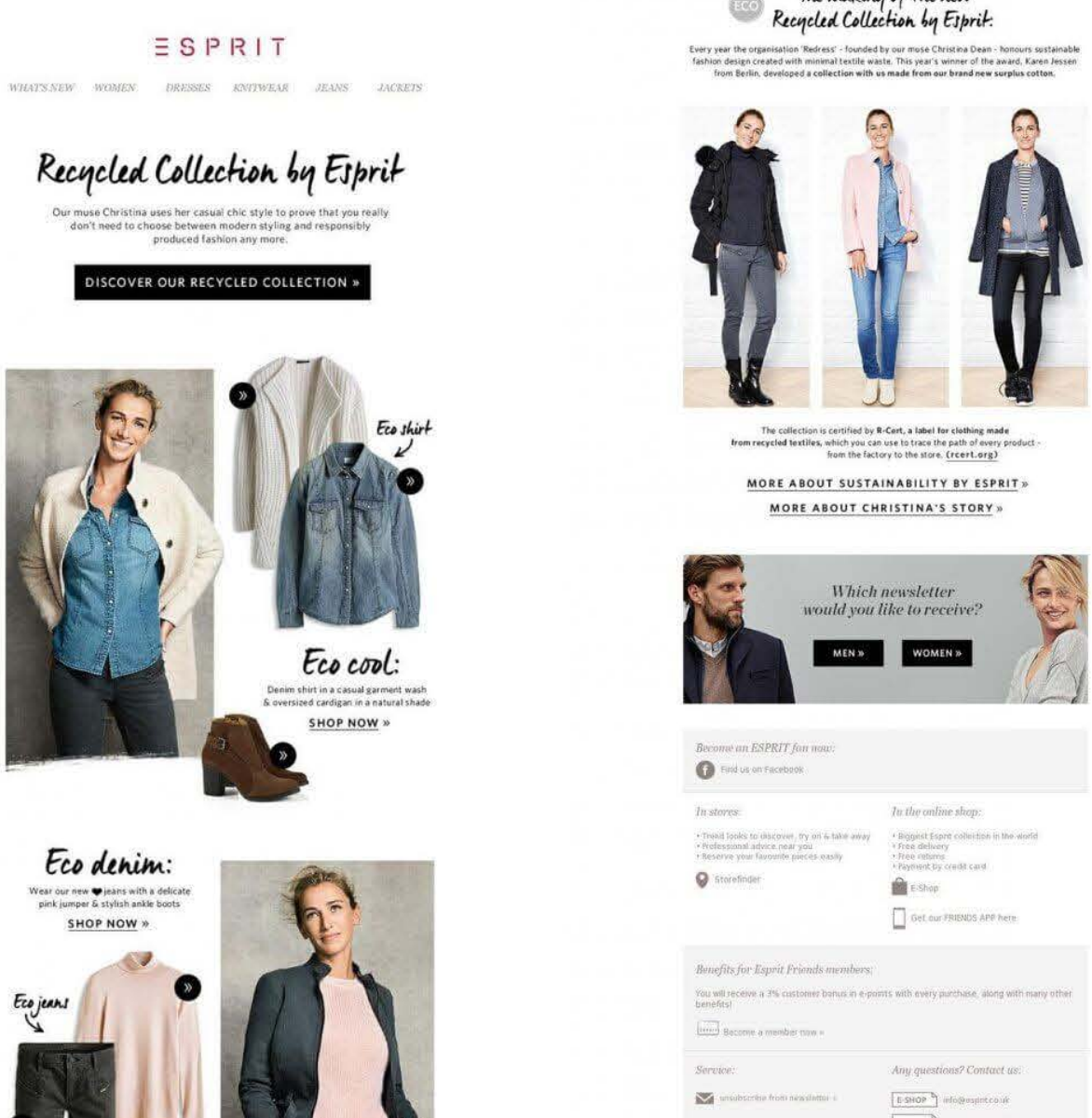

Source:
www.easysendy.com

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Let's Get Started!

kayla ITSINES

CONGRATULATIONS AND WELCOME!

You have just joined **10,000,000 women worldwide** who are motivated to change their bodies, health and confidence. Click below to download my 7 day free trial!

Check out a few of the girls below who have used my guides!

Click Here To Download Your Free Workouts!

Get a FULL 7 Day FREE trial of my app Sweat With **Kayla** on your iOS or Android device. Click the link below!

Download on the App Store | GET IT ON Google Play

Thanks for signing up to my Free Week of Workouts. I can't wait to hear how you go, I really hope you feel inspired and motivated just like the millions of women who use my guides worldwide. We are all in this together!

SAVE 10% INSTANTLY!

Simply enter the code livehealthy123 before you checkout

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Your First Workout

Kayla Itsines 28 jan.

kayla ITSINES

YOUR FIRST WORKOUT!

So you either would have already tried it, or are just about to do your first workout. I know you're going to love my exercise style! I have helped millions of women worldwide to lose weight and achieve their dream bikini bodies. Check out two of my most popular blogs below, these will give you additional info on weight loss and some tips and tricks on how to accelerate it!

You know those foods you eat that you think aren't THAT bad for you?! Well they could be reason you are not losing any weight! Check out this blog to find out exactly what to avoid in order to lose weight!

We've all done it, stared in the mirror after a workout searching for those immediate results. While results may not happen overnight there are certain things in your routine you can change to speed up the time it takes to reach your goal.

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SPECIAL OFFER!

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Simply enter the code livehealthy123 before you checkout

BUY NOW

I love helping girls reach their goals and feel confident within their own skin. If you are loving the Free Week of Workouts, my guides will take you that step further. Do you want to feel energized, healthy and happy? Join the millions of girls worldwide and regain your confidence, I am here to support you 100% along the way!

EPIC TRANSFORMATIONS

GET A BIKINI BODY IN 12 WEEKS OR LESS! DOWNLOAD

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You are receiving this email because you opted in at our website.

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12 Hours Left ONE TIME ONLY SPECIAL OFFER!

Kayla Itsines 29 jan.

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Simply enter the code livehealthy123 before you checkout

BUY NOW

Join millions of women worldwide.

This is a ONE TIME ONLY limited offer.

Take advantage of this amazing deal and regain control, remember the first step is to START!

Buy Now

COUPON CODE: livehealthy123

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Industry Specific Service-Based Email Nurture Sequence

Email Template 1: The Confirmation Email

DESCRIPTION: For purchased items, you have to send a receipt with a confirmation. For subscribing to a newsletter, you need to deliver a "Thank You" email automatically. Make this sequence short and on point.

Subject: Thanks, [FName] for subscribing/your purchase. Please confirm your email.

Body:

Hi, [Fname].

Welcome to our online community.

Please confirm your email by clicking the link below. This will allow us to make sure we send out your [item] immediately.

Confirming your email address will allow us to send you your access/requested information. If you do not want to receive any communication, please ignore this message.

CTA: Please confirm your email by clicking the link or you received your purchase.

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.

Email Template 2: Get Started

DESCRIPTION: After they confirm their email/subscription, send them a link to your best content. If they subscribed to gated asset, send them the link to that asset. This should go out immediately.

Subject: Hey, [FName]. Here is access to your purchase, blog post, free asset.

Body:
Thanks for signing up.

Here is your free eBook.

[title of book]

I'm glad you decided to join the many [*target audience*] in the [*industry*] community.

Periodically, I will send you helpful content and resources that will help you [*whatever you help them do*].

By downloading this ebook, you are on your way to [desired result].

Connect with me/us on social media at [social platform(s)].

If you have any questions, please don't hesitate to reach out to me anytime.

All the best with [desired result].

Best,

CTA: Download/Access your asset and connect with us on social media.

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.

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Email Template 3: Did You Download/Access Yet?

DESCRIPTION: Send this email to all subscribers, both hot and cold leads. This is a "did you take action yet" type of email reminding them to access their purchase, download the asset or read the blog post. This is a perfect time to ask if they found something work sharing, would they share their thoughts on your social media accounts too.

Subject: Hi, [FName]. Did you download your ebook/access your membership yet?

Body:
Hey, [FName],

[Your Name] here from [company].

I wanted to take a minute and thank you personally for downloading/purchasing [item].

If you had any problems accessing the material please contact us immediately at [contact]. We want to make sure you get access to the information you need to [problem].

If you found something worth sharing, please consider sharing your thoughts or ah-ha moment on our social media channel so we can help more people with [problem].

P.S. From time to time we'll send you updates and articles on the latest tips, tricks and techniques you can use to get incredible results with [problem]!

So keep your eyes peeled!

CTA: Communicate your feedback on our social media accounts.

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.

Email Template 4: Tips For Success!

DESCRIPTION: This is where you should split your emails. For those cold leads who have yet to open the email or download the asset, send them a kind reminder. Try to include a few highlights of the eBooks/whitepaper/asset they have subscribed for.

For those who have read the asset, offer them a list of "tips for success" that will help their businesses thrive. This is a "how to get the most out of " type of email that allows you to establish your business as an authority in the eyes of your subscribers.

Subject 1: Hey, [FName]. Did you know [target market] can [action] with [tip from product]?
Subject 2: Hey, [FName]. Here are 3 tips [target market] do to immediately start seeing results with [topic].

Body 1:
Hey, [FName].

Make sure you read/check out this part. It is very important.

I know you're probably busy, but I wanted to point out something important you should NOT skip over or miss in [item].

On page (x) we show you how to [something worth pointing out].

This is important because [why].

We just wanted to make sure you didn't miss that because it's critical for your success with [problem].

Body 2:
Here's a tool / software / info, etc. that will help you get BENEFIT, BENEFIT, and BENEFIT!

It will help you with your higher conversions in three very specific ways:

1. It (FEATURE) so you can (BIG RESULT)
2. It eliminates BIG PROBLEM THEY HAVE
3. Most importantly, it saves you from (BIG EXPENSE / BIG FRUSTRATION / BIG EFFORT)

Enjoy!

CTA 1: Find out more by downloading/reading/accessing content here.
CTA 2: Let us know what success you may be seeing based on the advice.

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.

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Email Template 5: Give Them A Bonus Gift!

DESCRIPTION: You should send the bonus gift to both types of subscribers. However, for cold leads, make sure to remind them to read the asset and to interact with you on social media. For hot leads who have read the asset, remind them that you care for their needs and that you have a solution for their problems. Do not state the solution yet, but give them a free gift that would help solve a part of their problem.

The whole idea in this phase is to entice them to take action in the next email by revealing some of your "capacity to fulfill their needs.

Subject: Good Day, [FName]. I have a gift for you. Enjoy!

Body:
Hey, [Fname].

[Your Name] here with a short new video just posted for you. There are some excellent [problem solving] nuggets in this one...

==> VIDEO LINK

In this quick clip you get the answer to the question...

"BIG QUESTION IT ANSWERS?"

In fact, you'll also discover

- Point one
- Point two
- Point three

All in one short video!

Watch it right now:

==> VIDEO LINK

To your continued success!

PS - Feel free to leave your comments about the video on our blog/social! Let's bring some clarity to [the topic].

PSS – We have a lot of experience helping [target] with [problem] and we are here to help if you just want to start seeing results sooner than later.

CTA: Access your free gift now and see results [time frame].

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.

Email Template 6: Strike The Deal

DESCRIPTION: This is the moment we've been all waiting for. Present your solution in a "digestible" manner and make sure all of your customers understand what you have to offer. Send this email only to hot leads who have read the asset, interacted with you and got the bonus.

Subject: Hey, [FName]. Here is how we helped [past client] with [problem].

Body:
Hi, [FName].

This came in from a customer a little while back and I wanted to share it with you because we thought it might encourage you moving forward :-)

** Insert a

** CASE study OR

** RESULTS testimonial OR

** PRODUCT testimonial OR

** STORY about how a customer used the product

See, getting results in [problem] is simple when you just take action and believe it will work for you... and seeing what others have done really helps to give you that little extra oomph to make things happen!

We would LOVE to hear from you about how you're doing with the material in [item].

Drop us a line at [contact], and let us know :-), or reach out to us if you would like to see if we might be able to help you with [problem] and accomplish your goals.

Please click to schedule a free 15-minute call with me. Click the link to sign-up for a free 14-day trial.

Have a great day!

CTA: Schedule a consultation today, sign-up for your 14-day free trial

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.

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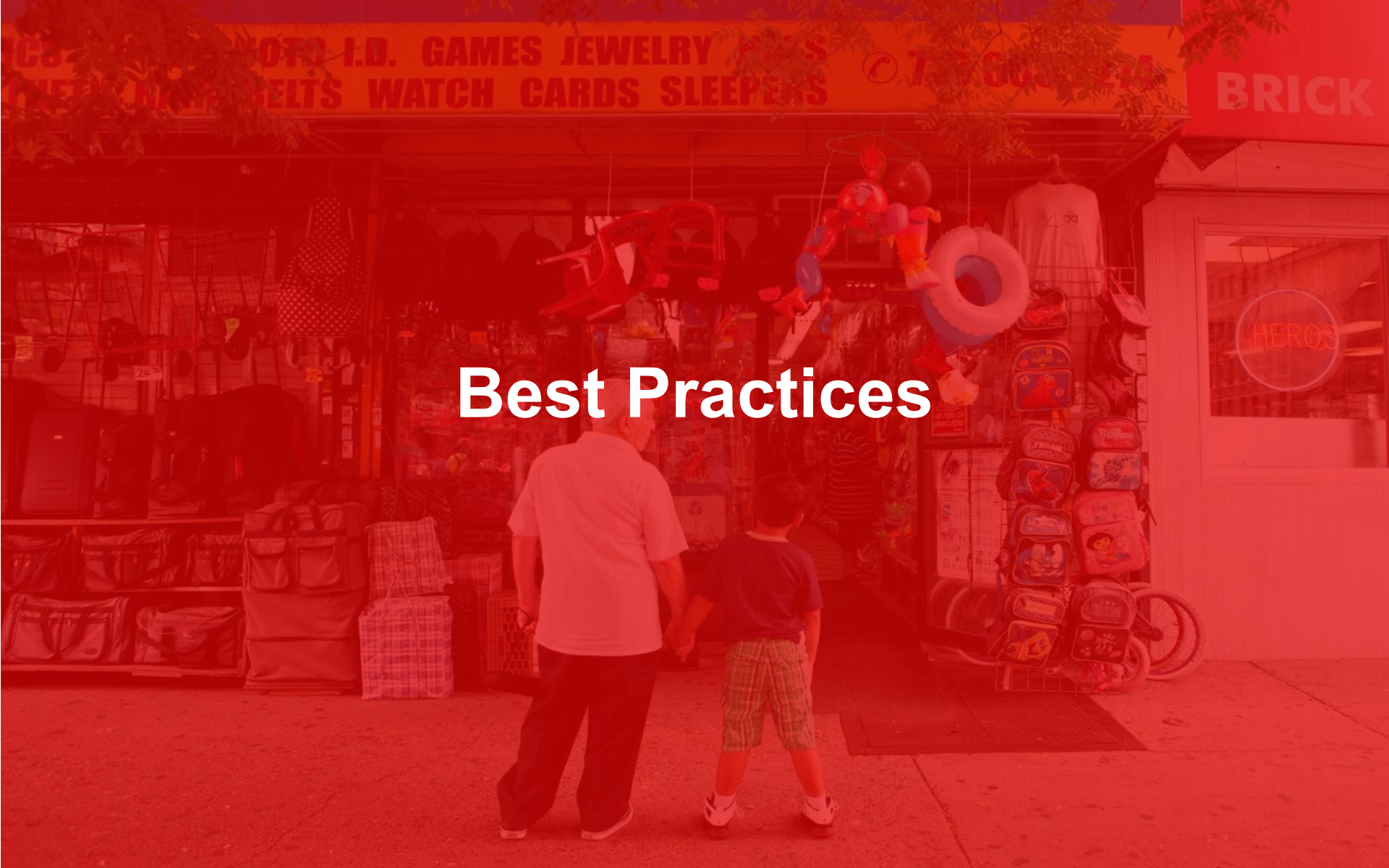

Best Practices

Best Practices

Here are few best practices when getting started with email

1. Use a reputable email service provider
2. Never add people to you list without their permission
3. Choose between double opt-in vs single opt-in
4. Use dedicated landing pages for better and higher conversions
5. Make sure the unsubscribe is easily visible
6. Don’t buy email mailing lists

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Industry Open Rates

Industry Open Rates

Industry	Average Open Rate	Average Click Rate	Hard Bounce	Soft Bounce	Unsubscribe Rate
All non-labeled accounts	22.71%	2.91%	0.40%	0.61%	0.25%
Agriculture and Food Services	23.31%	2.94%	0.32%	0.50%	0.28%
Architecture and Construction	22.51%	2.51%	0.73%	1.18%	0.32%
Arts and Artists	26.27%	2.95%	0.30%	0.51%	0.28%
Beauty and Personal Care	16.65%	1.92%	0.26%	0.33%	0.30%
Business and Finance	21.56%	2.72%	0.43%	0.55%	0.20%
Computers and Electronics	19.29%	2.08%	0.47%	0.79%	0.27%
Construction	21.77%	2.26%	0.86%	1.28%	0.39%
Consulting	20.13%	2.49%	0.50%	0.79%	0.27%

Email Marketing Benchmarks

Compare how your emails are doing with the average unique open, click, bounce, and abuse complaint rates for thousands of Mailchimp users.

Visit URL source below to see complete list of industries.

Source:
https://mailchimp.com/resources/email-marketing-benchmarks/

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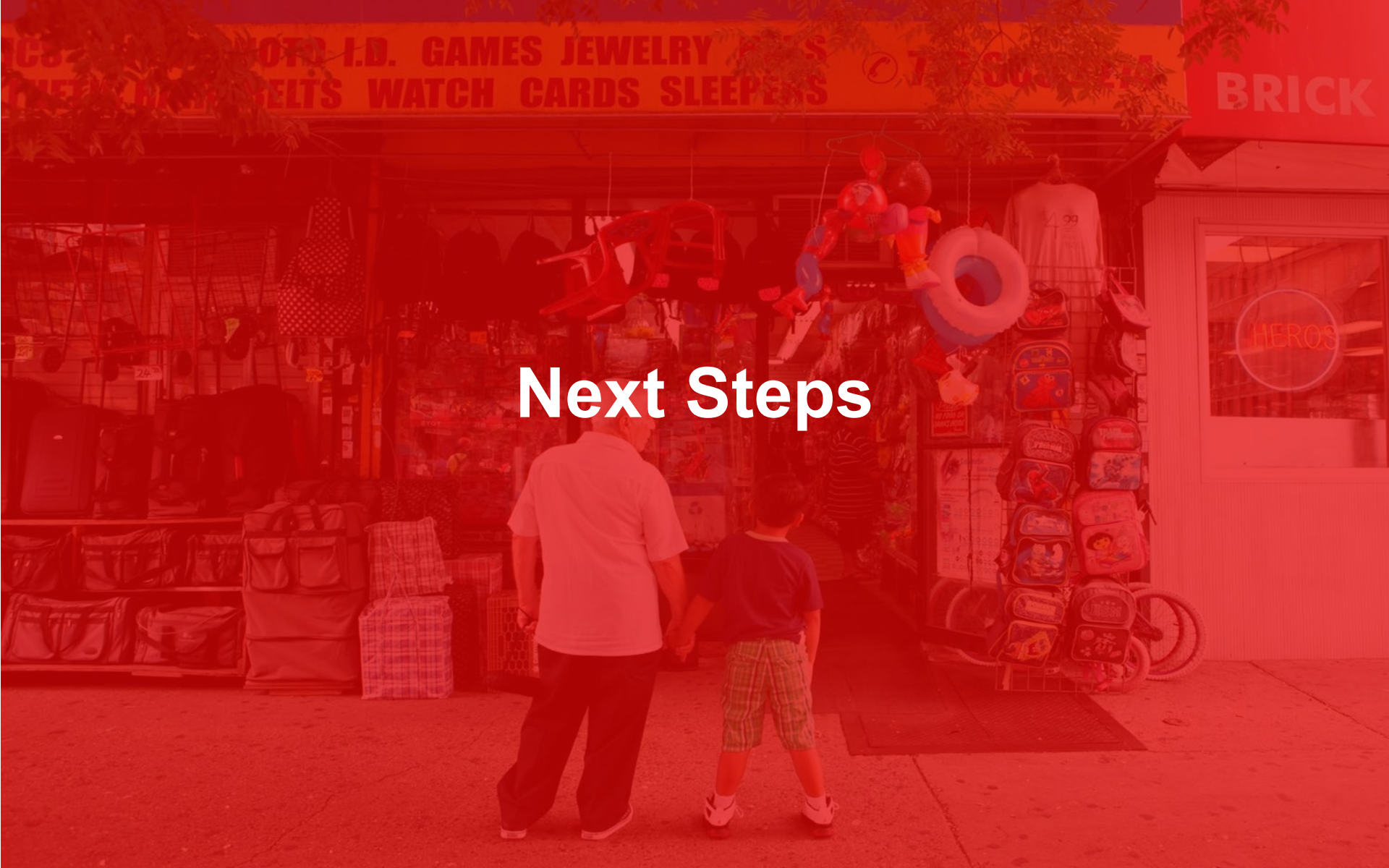

Next Steps

Now That You Are Collecting Emails

Here are a list of next steps

1. Use dedicated landing pages
2. Build nurture sequences
3. Automate your email delivery
4. Measure success with email analytics
5. optimize for better results
6. Rinse and repeat with other assets

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Additional Resources

ADDITIONAL RESOURCES

- Email Drip Campaigns:
  - https://www.emaildrips.com/
- Headline Grader:
  - https://coschedule.com/headline-analyzer
- Email Service Provider Software
  - https://www.activecampaign.com/
- Grammarly:
  - https://grammarly.com/
- Canva:
  - https://www.canva.com/
- Survey Monkey:
  - https://www.surveymonkey.com/

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Q&A Time

Thank You!