

How We Use Email Marketing To Generate All the Leads We Can Handle Workbook



**How To Build A
Multimillion Dollar Business**
Your Step-By-Step Marketing Roadmap

The E-Learning Marketing System™

Email Marketing

- Email marketing remains an important and extremely cost-effective solution when you need to generate new leads and attract more clients to your business
- It's an excellent way to build, maintain and nurture long-lasting relationships with your clients
- An expertly crafted marketing email can jump-start the sales conversation with valuable leads and help you stay connected to your most profitable clients



7 Step Email Marketing Strategy

- **Step #1... define your objectives**
- Start with a primary objective and build from there
- When you have a limited number of contacts and you continuously flood them with email offers you run the risk of abusing your list and turning off those prospects before you have a chance to win them over



7 Step Email Marketing Strategy

- Do you want to generate more leads?
- Do you need to educate your target market?
- Are you reactivating stale clients?
- Are you introducing a new product or service, a compelling offer or attempting to boost your brand and reputation?
- Do you want to generate more sales?



Types of Email Messages

- **Product or service announcements**
- The primary goal is to introduce your product or service in a compelling way
- Keep your email short and to the point
- Your email message must be laser-focused on your target audience and their specific wants and needs



Product/Service Announcement

- Include a specific call-to-action attached to a compelling offer that's appropriate for your target customer
- Your call-to-action should offer access to content on your website that the prospects will consider valuable
- A standard offer today can include a product demo, a whitepaper or a free report
- Be sure you send these prospects to a designated landing page where they can register for the whitepaper by entering their first name and email address



Types of Email Messages

- **Newsletter**
- The easiest and most effective way to build loyalty and gain trust from your prospects is to establish your preeminence
- A newsletter sent by email offers you an excellent opportunity to establish yourself as a thought leader in your industry by publishing regular articles on topics and trends in your area of expertise



Newsletter

- A newsletter is the perfect email marketing tool to inform and educate while building credibility for what you sell
- Newsletters provide the content your target market wants
- Give your prospects what they need to develop new skills or grow their business



Newsletter

- The size and content in your newsletter depends on your financial and non-financial resources
- It can be a clear and concise 500 word article focusing on a single topic that you write, or a complex collection of articles collected from different online content sites
- Re-purpose previous marketing content for your newsletter
- Case studies, articles and blogs can all be highlighted in your newsletter



Newsletter

- Always include links to different sections of your website that are relevant to the content within your email and archive your newsletters on your website for later reference
- Include links to your company blog and social media pages
- Include links that are calls-to-action like “Schedule a call”
- Share icons such as “Email this article,” “Like this article on Facebook,” “Retweet this article” and strategically place them within your newsletter so readers can easily spread your content across their social media networks



Types of Email Messages

- **Offer emails**
- Help you increase sales and maximize exposure by offering discount pricing or bonus incentives
- Product and service offers are not as valuable to your readers as informative content, but they do generate sales, especially when used in a limited capacity and appropriately positioned
- A continuous stream of “buy now” emails will definitely have a negative impact on your response rates



Types of Email Messages

- **Event invite**
- Email marketing campaigns used to drive traffic to a specific event your organization is hosting or participating in
 - exhibiting at a trade show
 - attending a conference
 - hosting a webinar
 - delivering a keynote address
 - speaking engagements



Event Invite

- Straightforward emails that include your company's branding along with the details of the event
- Ask prospects to register for the event
- Allows you to capture their contact information and have a record for attendance
- Make it easy for contacts to share your invite registration form with their social network by adding social media sharing links that can be used on Facebook, LinkedIn, Twitter, etc.



Types of Email Messages

- Product / service announcements, a newsletter, offer emails or event invites can all be used to build a comprehensive email marketing strategy
- Create templates that can be re-used for future campaigns
- These templates require little effort and helps you keep a consistent look and feel throughout your email marketing efforts



7 Step Email Marketing Strategy

- **Step #2... manage your lists**
- Keep your contact information up to date
- CRM applications have export tools that allow you to nurture your leads and pull lists organized by contact information
- If you aren't computer savvy, use a 3x5 note card to jot down relevant prospect information
- Use contact details to personalize and segment your lists



Manage Your List

- Your database of contacts is your most valuable marketing resource... as well as a valuable and lucrative asset
- Choosing how you build your email marketing lists is a critical detail when preparing to execute your email marketing strategy
- Should you buy a list?
- NO... purchasing a random list to dump into your database for the sake of increasing your prospect numbers can be detrimental to your email marketing initiatives



Manage Your List

- You won't know the validity of the emails you're purchasing until you send them out
- If you purchase your list without knowing how the emails were collected or exercising any opt-in practices before using the list, you're taking a huge risk
- Your emails may be flagged as spam and your company could be identified as a spammer for sending unsolicited emails



Manage Your List

- Consider co-sponsored email marketing opportunities such as joint ventures or strategic partner endorsements
- If another business has a list that would compliment your marketing efforts, partner with them and request they send an email on your behalf
- Ask them if you yourself can create the email and give them final editing rights before they send it



Manage Your List

- You can also pull leads from lead directories and databases such as LinkedIn, Lead411 and JigSaw
- Provide your staff with a template email
- The email can offer an opt-in registration link to your newsletter, a whitepaper or other valuable content
- Enter these leads as prospects into your CRM
- Take care that the information you enter is valid



Manage Your List

- As your database grows, customize your efforts by segmenting your lists and personalizing your messaging
- Better segmented lists drive much higher response rates
- Options for segmenting your lists...
 - by market
 - by size of the business
 - by location
- If you choose not to segment your list, divide your list between clients and prospects



Manage Your List

- The content you send to these two groups doesn't have to be significantly different
- Customizing your content can be as simple as adding a short greeting to your newsletter
- Drill further down by dividing them into two additional lists: hot prospects that are farther along in your sales cycle... and cold prospects that have fallen out of your sales process



7 Step Email Marketing Strategy

- **Step #3... create compelling content and irresistible offers**
- Getting people to read your emails comes down to providing strong content combined with valuable offers that truly benefit your target market
- The key to successful email marketing content is providing your readers with knowledge and insight and then teaching them how to apply whatever information you have to share
- You must develop content they will perceive as having tremendous value to them



Compelling Content & Offers

- Pull content from your past experience and business practices and then package it into valuable marketing collateral
 - case studies
 - surveys
 - industry reports
 - webinars
 - whitepapers
 - eBooks
- These are compelling resources that your prospects would be willing to give their contact information to receive



Compelling Content & Offers

- Focus on calls-to-action that generate responses
- Your call-to-action should be the first thing your prospects see
 - Position a graphic that says “Download eBook on Email Marketing” along with a series of bullet points that list what your prospects will learn and how the content will benefit them
- Your call-to-action should include a link to a landing page containing a simple registration form
- Provide a summary of the content directly above the form
- On the registration form, be sure you only ask for the information you need

Compelling Content & Offers

- The subject line... the single most important element
- If you can't get your reader past your subject line, then nothing else matters
- If prospects are familiar with your business, include your company's name in your subject line
- Limit the length of your subject line to 55 characters maximum
- If appropriate, include your offer in the subject line... such as “Attend webinar;” “Download whitepaper;” or “Read case study”



Compelling Content & Offers

- Keep your subject line format consistent
- Send emails from the same person so prospects instantly recognize the sender's name
- Avoid spam filters by omitting punctuation or words in all caps
- Avoid words like "free," "credit," "offer" and "act now"
- Increase your click through rate by using words such as "posts," "jobs," "survey," "week's" and "newsletter"... avoid monthly, "headlines," "latest" and "updates"



Compelling Content & Offers

- Offer reports, articles, whitepapers and other content from outside resources to generate new leads
- Repurpose what you purchase so it's part of your offering
- Partner with another business to create an industry report
- Offer each others clients participation in a case study
- Offer webinars that include a diverse panel of experts



Compelling Content & Offers

- Maintain a consistent voice throughout all of your email content
- “Voice” refers to your company’s tone and culture
- Prospects are much more likely to engage with someone they believe understands them or that they feel familiar with
- Create the majority of your email campaigns in HTML
- Keep your email content brief and position your offer at the top



Compelling Content & Offers

- Break copy into easy-to-read blocks and use bullet points
- Make sure the colors you choose for backgrounds and fonts... and the size of your fonts offer optimal readability
- Black text on a white background is still the best
- Your email marketing efforts should be mobile-friendly
- A marketing calendar makes it easy to organize and schedule content
- ALWAYS offer teasers for what’s coming in the next email



7 Step Email Marketing Strategy

- **Step #4... best practices**

- Avoid spam filters by running all of your email content through a spam-checker prior to sending it
- Here are several things to avoid...
 - suspect subject lines
 - messy HTML code
 - large attachments
 - words and phrases that trigger spam filters such as “Free,” “New,” “Act now” and “Credit”



Best Practices

- Avoid an uneven ratio of text to images and cheap email marketing software commonly used by spammers
- Follow the CAN-SPAM Act - limits the outrageous number of unsolicited emails sent every day
- Avoid false or misleading content in all areas of your email, including the “From,” “To” fields, subject line and the message
- Define opt-out procedures and make it easy to unsubscribe
- Track your email marketing efforts



Best Practices

- Your opt-in policy can be automated through most CRM programs so contacts are added to your email lists as they register for your newsletter or sign up to receive your offers
- The frequency of your email efforts depend on the specific needs of your prospects and the content you're offering
- The secret to frequent email is to offer valuable content
- Email click through rates skyrocket on Saturdays and Sundays



7 Step Email Marketing Strategy

- **Step #5... choose a professional email service provider**
- Email service providers offer complete tools and resources to send professional emails with high deliverability rates
- Choose an email service provider based on what's important to your individual business since there's little variation between pricing, feature list options and capabilities among providers
- Credible email service providers make it easy to comply with best practices and increase your deliverability rates



Email Service Provider

- Make sure the provider's application is intuitive and easy to use
- Prices are generally determined by the number of emails you send, so determine your numbers as best you can beforehand
- Keep your send lists organized and maintained
- Ask if they manage responses, remove opt-outs from future lists, provide tracking reports, have tools to integrate your email marketing efforts with your CRM solution and what type of lead nurturing software do they offer to manage contacts as they move through your email marketing and into your sales cycle

7 Step Email Marketing Strategy

- **Step #6... measure your results**
- From tracking specific prospects clicking on specific links to seeing who unsubscribed and which emails bounced, you can determine a wealth of information that you can then leverage throughout your marketing efforts
- Knowing which metrics to track and how to apply those metrics can vastly improve all areas of your marketing



Measure Your Results

- Email marketing metrics that are most important to track
 - open rates
 - measures the number of recipients who open your email
 - click through rate
 - measures the number of recipients that responded to your email by following your call-to-action or clicking on various links
 - response rates
 - includes click through rates plus it measures contacts that simply reply to your email



Measure Your Results

- Email marketing metrics that are most important to track
 - bounce rate
 - measures the number of emails that didn't make it into an inbox
 - There are two types of bounce rates
 - hard bounce - the email address you're using doesn't exist
 - soft bounce - the receiving server has technical difficulty delivering your email
- Unclean lists slow down your delivery times and can damage your company's email marketing reputation



Measure Your Results

- When launching future email marketing campaigns, track the success rates of your subject lines, content and calls-to-action
- Consider ways to optimize successful subject lines
- Use key words from successful subject lines to craft ad headlines and ad copy for paid search
- Use popular downloads such as whitepapers, case studies and eBooks that get downloaded more often than others
- Use that information to craft stronger website content and create marketing materials your prospects will respond to

Measure Your Results

- Calls-to-action that generate high response rates should be used to create more compelling offers in your print ads, direct mailers and trade show offers
- By paying attention and getting a better handle on what your audience responds to, you can refine your email marketing strategy for higher response rates and improve your overall marketing efforts



7 Step Email Marketing Strategy

- **Step #7... maximize your content**
- Use your email marketing content and leverage it throughout all of your marketing initiatives and your SEO efforts
- Archive your newsletters on your website
 - improves your SEO by building a repository of online content
 - your staff can use this content to educate and inform prospects
 - Encourages your leads to move further through the sales cycle



Maximize Your Content

- Consider your company blog and social media sites
 - post your email marketing content to your company blog and share it on your company's Facebook and LinkedIn pages
 - use your content as material for guest posts on other blogs
 - posting on leading industry blogs increases your exposure and reach
- Send content to employees to share on their LinkedIn pages and within appropriate social media networks
- Consider trade magazines & industry news sites
- Repurposing your content to create a webinar



Bottom Line

- Professionals of all levels want your expertise
- Your valuable email marketing content extends an invitation to begin a mutually beneficial relationship that can result in more leads, more exposure, more clients and more sales
- A successful email marketing strategy will help you gain the trust and loyalty of your audience, opening the door to move prospects into your sales cycle, converting them into strong leads, and eventually winning their business



Bottom Line

- Know your objective
- Manage your lists
- Focus on compelling content and strategic offers
- Use best practices
- Find the right email service provider
- Measure your results
- Maximize your content



E-Learning Marketing System

Designed to get YOU results!

