

**EMAIL MARKETING:**

**GROW Your List, WOW Your  
Subscribers and SELL More Stuff**



# **EMAIL MARKETING – GROW YOUR LIST, WOW YOUR SUBSCRIBERS AND SELL MORE STUFF**

## **Introduction**



You've no doubt heard many online authorities spouting how social media is the new way to stay in touch with customers; that email is dead.

But then why, if email is dead, does every major social network ask for an email address when you create an account?

Or why do people continue to check their email every day, often multiple times per day?

The reason is clear. Email is still one of the most effective and powerful ways you can communicate online.

People get satisfaction from receiving emails. It makes them feel like someone cares about them.

Email, then, isn't dead. It's still alive and growing more popular every day. It's here to stay.

According to a study by Radicati.com (Source: <http://www.radicati.com/wp/wp-content/uploads/2014/04/Email-Statistics-Report-2014-2018-Executive-Summary.pdf>), email accounts worldwide continue to grow. In 2014 there are over 4.1 billion accounts, and that figure is expected to grow to over 5.2 billion by the close of 2018. In addition:

- The number of both consumer and business users worldwide is increasing.
- Email is the most universal form of communication among businesses.
- Email is a big part of being on the Internet since an email account or address is needed to sign-up for any online activity including social media.

And a 2012 study by Harvard Business Review (source: <http://hbr.org/2013/06/e-mail-not-dead-evolving/> the average) concluded that email isn't dead, it is simply evolving like everything online.

Here are some interesting facts about email:

- The average person spends up to 50% of their time online reading their inbox mail.
- People consider 42% of their email essential or critical.
- The average worker receives 11,680 emails a year.
- Email is used for more than just sending messages. 76% of people use it to exchange documents.

No matter what many are saying, email marketing is not dead. Keeping in touch with your customers with email is one of the best ways to build a relationship, build trust with them and get a response from them.

## Benefits of Growing Your Mailing List

Email is one of the best ways to build an audience that is engaged with your brand. It's also one of the best ways to sell products or create a big buzz for your next event or launch. There are many other benefits to growing your mailing list as well. Not growing your mail list can mean missed opportunities to connect with those who want to hear from you.

When you send a message to your list you can get hundreds of replies, because people are more likely to click on a link or answer a question by email than through a blog post.

Building your email list is powerful because it's a friendly way to build trust with people. Your message is delivered directly to your audience and it's private. You can be yourself, and your list members don't have to be afraid of openly sharing their struggles or questions.

Here are 8 more benefits to growing your mailing list:

1. You own your list. You have 100% access to it no matter what. Social media can change their privacy or user settings at any time. If you depend solely on them to build a customer list, you are at risk of losing your ability to communicate freely with them.



2. An email list allows you to communicate with a targeted audience, and those individuals are more likely to pay attention since they opted in to your list to begin with.

3. Email can be used to drive your audience to Twitter, Facebook and other social media. You can invite your subscribers to join you on your social media channels and pages.

4. Your message goes directly to your subscriber's inbox. They opted in to hear from you so you have their permission to share and communicate with them.

5. Selling through email is expected and accepted, unlike on other platforms such as social media or blogs where we expect more content than advertising. And the more subscribers you have the better your success rates will be.

6. Email marketing is a quick way to communicate newsworthy content to your audience. For example, if your industry has a new plugin coming out, you can let your subscribers know before it does.

7. Not everyone is on Facebook or Twitter, but almost everyone has an email. There are still those die-hard people who don't want to be on, or don't trust, social media. Most of these people do, however, have access to an email account.

8. An email list allows you to build a friendly relationship and to build trust with your subscribers.

Building and growing your email list is necessary for your business to build and grow relationships with people who are interested in you and your product. They care about what's going on in your life and the products you recommend.

## How to Grow Your Mailing List

You might have a list with many subscribers. Or maybe you're just getting started growing your list. Either way, subscribers come and go. They may opt-out for whatever reason or maybe their email address changes and they don't notify you of the change. It's your job as a marketer to make sure you are always adding fresh contacts to your list while taking care of those already on your list.

Check out these ideas for ways to grow your list.

1. Host a webinar to collect names and addresses at registration.
2. Create a compelling free offer that gets visitors to opt in to your list in order to receive it.
3. Hold an online contest for a free giveaway where entrants have to sign up to be entered.
4. Include a clear permission and privacy policy on all your opt-forms. You want to set good expectations for your new subscribers.
5. Add an email call-to-action as a custom tab on your Facebook page.
6. Collect email address from offline events like trade shows you participate in. Import them into your database. Make sure you send them a welcome email that confirms they signed up for your list.
7. Encourage your current subscribers to share or forward your emails. Include social sharing buttons as well as an "email this to a friend" button. Include a subscribe link at the bottom of all your emails to make it easier for those receiving forwarded emails to opt-in.

Free Offer  
Compelling Content  
Contest  
Opt-In - Opt-Out  
Privacy Policy

8. This is a BIG ONE. Create compelling email content to keep people subscribed and to make them want to share your content. If your content is dull and the same old rehashed content everyone else is sending out, your subscribers have no reason to want to share it.
9. Offer email-only exclusive deals and information to add value for your subscribers.
10. Make it easy to find your email opt-in on your home page. It should be noticeable and quickly spotted when a visitor comes to your site.
11. Create a mobile-friendly landing page that includes the benefits of your email program with an opt-in and easy navigation to return them to the main website.
12. Add a QR code to all your print material. This lets people scan it to opt in.
13. Join in free giveaway promotions to collect email addresses.
14. Create multiple targeted email subscription forms to segment your marketing identities. Some people may not want to join a general campaign, preferring to opt in to a list that targets their specific interests.
15. Promote a lead-gen offer like an eBook or free resource on Twitter. Link to a landing page that requires them to opt-in to get that free resource or eBook.
16. Place your opt-in form on every page. It should be at the top of the fold on every content page.
17. Create a full page Squeeze Page or opt-in page dedicated specifically to your opt-in offer.
18. Network with and become friends with your competitors. Most of them love to share and are willing to share.
19. Add a call-to-action at the end of some of your blog posts or articles asking people to subscribe to your list.
20. If you speak at an event, find creative ways to get people to give you their email addresses. Share a simple handout that has a special form at the bottom for them to put their name and address on and give to you after the event is over. Have attendees give you their email addresses in order to be placed in a drawing for one of your products or some other giveaway item.

These are just 20 examples of easy ways to grow and build your opt-in list that you can start doing today. You want to make it easy for people to find your opt-in form and to have a compelling reason to join you. After all, with millions of businesses already sending out emails, you have to find a way to stand out.

## **How to Get Started and What Comes Next**

Now that you see the benefits of building and growing your email list, you might be wondering how to get started. What are the different parts to an email and why are they important? What type of content do subscribers want? The first thing you need before you go any further is a good email service.

There are many email service providers available. Let's take a look at three of the most popular.

- **Aweber Communications** is one of the most popular autoresponder systems available. With Aweber, you can access over 600 templates, making it easy to find one that matches or closely matches your branding. Aweber works in all the major email clients, including Gmail and Hotmail. Messages can be sent in plain text or HTML format.

Aweber offers a powerful reporting tool to keep track of your open rates, your click-through rates and how much revenue each message has generated. Aweber's preschedule tool lets you create messages that can be scheduled to go out at specific dates and times. Aweber requires a double opt-in. There is a 30-day \$1 trial to test out the service.



- **Constant Contact** autoresponder service provider is focused towards businesses. It's free for 60 days, and you can have up to 100 contacts. They offer excellent support if needed. The service itself is easy to use with over 400 newsletter templates or you can use your own.

HTML code can be inserted into the emails for special formatting. Constant Contact comes with 3 webforms so you can segment your list.

- **GetResponse** offers high-quality email marketing solutions and capabilities. You have the option to set up time or action-based messages according to the criteria you choose. You can send out an unlimited number of autoresponder messages every day. The clean interface makes it easy to navigate, giving you quick information about your statistics.

The simple drag and drop feature lets you rearrange the order of your autoresponder. With one click you can duplicate a message. GetResponse lets you do split testing as well. Plans start at \$15 per month for 1,000 subscribers, with a free no risk 30-day trial.

Your autoresponder service is very important to your email marketing plan. Don't pick a service based on price alone. Make sure the service you choose has the features you need or may want soon.

Once you've chosen your autoresponder, create an awesome sign-up form that you can place on your website. Don't forget to offer a captivating incentive like an eBook or templates or even a video.

## Different Parts to an Email

There are many parts to an email that can affect its look and how well it's received by the subscriber. The main parts are the subject line, the opener, the call-to-action and the p.s. Of course, your subject matter, or the body is important as well. If possible, you'll want your branding apparent as well. Let's take a look at some of the parts:

### Subject line

The subject line is what your subscribers see in their inbox before they even click open your emails. It's what most email marketers obsess about. If you don't have a good subject line your email will not get opened. The subject line is where your subscribers get their first impression. It's your hook. In fact, think of it as mini-billboard or newspaper headline.

Your subject line should be:

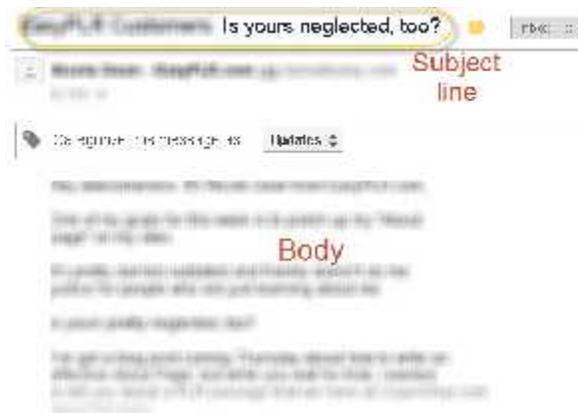
- Descriptive and upfront. It should tell subscribers immediately what the email is about.
- Captivating. It should arouse the curiosity of the reader so they want to open it.
- Personal. You want it to be personalized with your company's personality as well as your individual personality.
- Professionally crafted. Make sure it's free of grammatical and punctuation errors.
- Brief. Keep it short and clear.

### Opener

The opener is the beginning of the email. Once they've opened your email, your opener is what sets the tone for the main part of the email. In the very first words they read, your subscriber is making a judgment about you and what you want. It determines whether they will continue to read or click away.



You want make it personal but still professional. Use the person's name if you know it. If not, then use "Hi" instead of some generic business greeting. This is your chance to build a relationship with that subscriber.



## Call-to-action

The call-to-action is, most likely, the reason you emailed in the first place. It tells them what you want them to do right now in order to take advantage of your offer. It should include a clickable link that takes them to the payment page.

- Avoid using “Click Here,” even though it does tell your subscriber what you want them to do, because it doesn’t tell them why you want them to click here.
- Don’t bury your call-to-action. Keep your body copy concise and to the point. You can use snippets of text with links if you have a lot to say in your email. Keep the layout simple since many people scan through emails. A simple layout makes it easier for subscribers to see and act on your call-to-action.
- Include your call-to-action in the body, preferably in two or three spots as well as in the P.S.
- A call-to-action can be images, brand names, logos or large, bold text.



## The P.S.

The postscript, which is abbreviated to P.S., is a sentence or two that’s added after the main body and your signature. This is another area you can include your call-to-action. The P.S. contains your last thoughts.

- Use your P.S. as bait, with the clickable link as a hook, to stress the main selling point again from a different angle.

*P.S.*

- The P.S. can be used to create a sense of urgency.
- The P.S. is a last effort to get personal.
- Use the P.S. to introduce a bonus.
- The P.S. is a great place to give testimonials.

That’s the four different parts of an email that you should be paying close attention to. These are the areas that you want to grab your subscriber’s attention and to get them into your marketing funnel.

## Difference Between HTML and Text



### Emails

There are basically two different formats for emails. The choice of which to use is often a personal preference or your subscriber's preference. They are HTML or text based emails. Plain text emails are sent without any special formatting code. They look similar to a simple text file. HTML emails use the language of the web code making them look more like a web page. They are both useful in delivering information but have distinct differences.

### HTML Emails

HTML emails allow you to put in graphics, clickable URL links and other special features. These emails can be coded with tables to separate sections of your email. Most autoresponder systems have built-in editors and templates to help you create HTML emails.

Advantages of HTML:

- Better open rates
- Stronger branding opportunity
- Nicer emphasis

### Text Emails

Plain text emails can be created using a simple text editor like Notepad. With a text email your links cannot be made clickable; the entire URL has to be typed out or cut-and-pasted by your reader. For easier reading you can create bullet points and horizontal lines to separate sections.

Advantages of Text Emails:

- Looks more personal
- Gives a "me to you" feel

- Are more secure

The choice of the type of email you send depends on your message, your server and your clients' preferences. Each option has advantages over the other.

## Types of Content Subscribers Love

Are you curious about what types of content your subscribers love? Does it seem like only certain types of emails are getting opened? Here's a list of some of the most popular types of email content your subscribers will love.

No matter what type of content you send your subscribers, make sure you're providing them with value they can use.

- Customers love tip sheets that answer some of your most frequently asked questions.
- Subscribers love to see how-to videos in their email inbox. Short videos demonstrating how to use a product or software are well received by customers.
- Blog summaries or highlights get opened, especially by new subscribers. It gives them a chance to catch up with what's going on with your business.
- Subscribers love to see your top product picks. It gives them insider information on what you recommend or are using in your own business.
- Case studies give your customers a real-world look at how your product or service has helped you or someone else.
- Lists are one of the quickest and easiest types of content to create, and subscribers love them. They are a type of content readers can quickly scan.
- Stories are one of the best ways to build a relationship with your customer. And most people are interested in what is happening in your life as well as your business.
- Contests are a favorite type of content to email subscribers. Many people enjoy competing in a contest. Having them share ideas, stories or complete something gets them involved.



Sending the type of content your customers love to read is the best way to get them to open your emails. This is a short list of the many types you can create. One of the best ways to know what your subscribers like is to ask them. Also, if you are already sending out emails, look at your analytics. They will show you which emails are being read so you can create more like them.

## Easy Ways to Generate Content Ideas

How many times have you stared at a blank canvas trying to figure out what to send to your email list? You probably think you will never be able to connect with them. You don't have to worry any longer.

Here's a list of ideas you can use to create stellar content.

1. **Current Happenings.** Highlight what's currently going on in your company. Talk about awards and places you are speaking at or attending as long as your audience finds it interesting.
2. **Current Events.** Comment on what is going on in the world and your industry. Show how it relates to your company and your customers. Give your perspective or opinion on it.
3. **Share your Favorites.** This could be your favorite books, websites, entrepreneurs or movies that are relevant and valuable to your readers.
4. **Take a Poll.** Get people's opinions on a specific topic.



5. **Ask Questions.** Get your readers to respond to questions and create a dialogue with them.

6. **Showcase a Blog Guest Author.** Invite someone relevant and interesting to be a guest author on your blog and share the news with your email list.

7. **Create Top 5, 7, or 10 Lists.** Write a top list of things that your customers should know about your niche or topic. Give your opinion about each one.

8. **Create 3 Ways or 12 Ways Lists.** This is similar to number 7, but you use a twist to make it different. For example, "7 Myths About \_\_\_\_\_."

9. **Give Them How-To Content.** Show your customers how to use a product or software.

10. **Educate Them.** Send out an educational series on an in-depth topic.

11. **Share Worksheets and Checklists.** Worksheets let your customers work out problems, while a checklist can help guide them through a project.

12. **Share links to Resources.** Give your readers links to resources you use regularly in your own business.

13. **Share a Video.** Share videos of things you do, people who are talking about you or anything entertaining you may have created.

14. **Interview Someone.** Interview someone interesting in your niche. Record it and share it with your customers.

15. **Share Important Lessons.** Share things you've learned recently at a seminar, workshop or event you attended.

There's fifteen ideas to help you get started on creating compelling content that your email subscribers will love to read.

## How to Craft Emails that Sell

You have an email list. You know that the money is in the list. You've learned what different types of content your subscribers want. Now you need to know how craft those emails so they will sell.

You have to hold the reader's attention in order to get them to the call-to-action. Remember email is about building relationships and trust, and entertaining your audience.

Remember these 9 points when crafting your email:

1. Be authentic. You are unique. No one else is like you or can even try to be you. Don't try to be someone else for your business.
2. Speak directly to your subscribers as individuals. Every email and marketing material should be directed to an audience of one. It's your perfect, ideal client.
3. Over-deliver/under-promise. Give more and ask for less in return. Make your customers feel like you've given them more than necessary.
4. Engage and be available – be human. Engage your audience by responding to their questions, thanking them for their testimonials and providing relevant and informative content that moves them.
5. Show them, don't tell them. Give proof with videos, testimonials or real life stories showing how your product is being used.
6. Write in a natural way. In other words, write the way you talk.
7. Don't use verbs like "to be." Use power verbs instead.
8. Create a story or movie with your words instead of a long message with statistics or jargon, or a message that's dull.
9. Show off your personality. Let customers see your flamboyant side, dry humor, or offbeat personality in the way you write and speak to your subscribers.



The most important thing to remember when crafting an email that sells is that you are building a relationship and trust with your subscribers.

## What Happens Next?

It's true the money is in the list. And that email is not dead. So you need to grow and nurture your list by spending time creating content your subscribers want to read. You do that by creating a relationship with them. Show your personality and your human side. Learn the different types of content and find out what your readers love to see.

