Email Marketing

How to Get More of Your Subscribers Clicking More of the Links In Your eMails, More Often

...even if you've never written sales copy before!

Focus on Your Business

Tim Dodd of

3d Consulting Services

Automating Business Workflow

LIZ WRIGHT FROM

Wright Ideas 4U

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(Source: Orchestrate.com - Email Marketing in 2017: Key Predictions)

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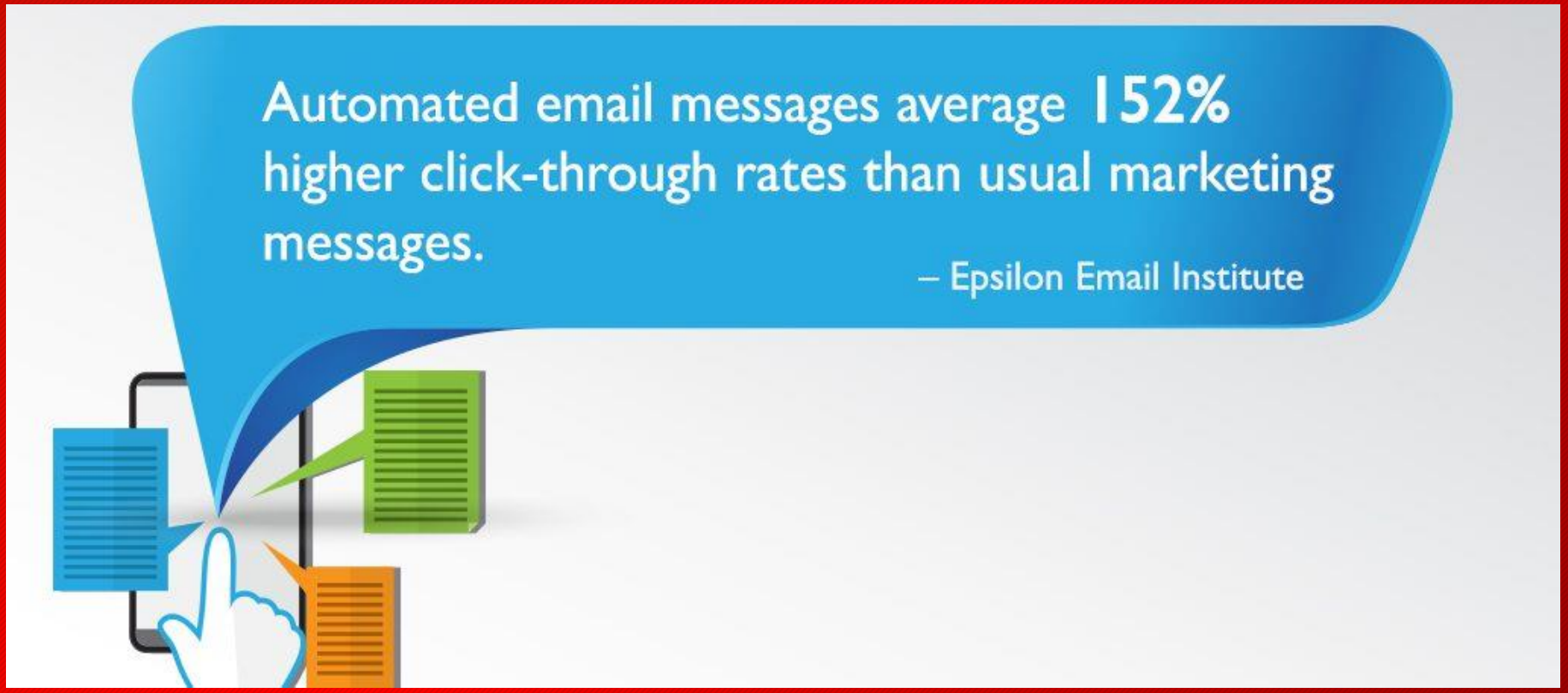

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With **3800% ROI** and **$38 for every $1** spent, E-mail marketing can be considered one of the best methods of marketing.

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Tim Dodd ACA

- UK Chartered Accountant - ACA
- Accountancy Software Systems Trainer
- Practice Manager For A Multi-Office Accounting Firm
- Practice Management Consultant
- CRM Process Mechanic
- Certified Get Clients Now! Facilitator
- Insatiable Appetite for CANI
- Fanatical Sports Lover

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> "What's the ONE Thing you can do such that by doing it everything else will be easier or unnecessary?"
>
> *Gary Keller, Author*

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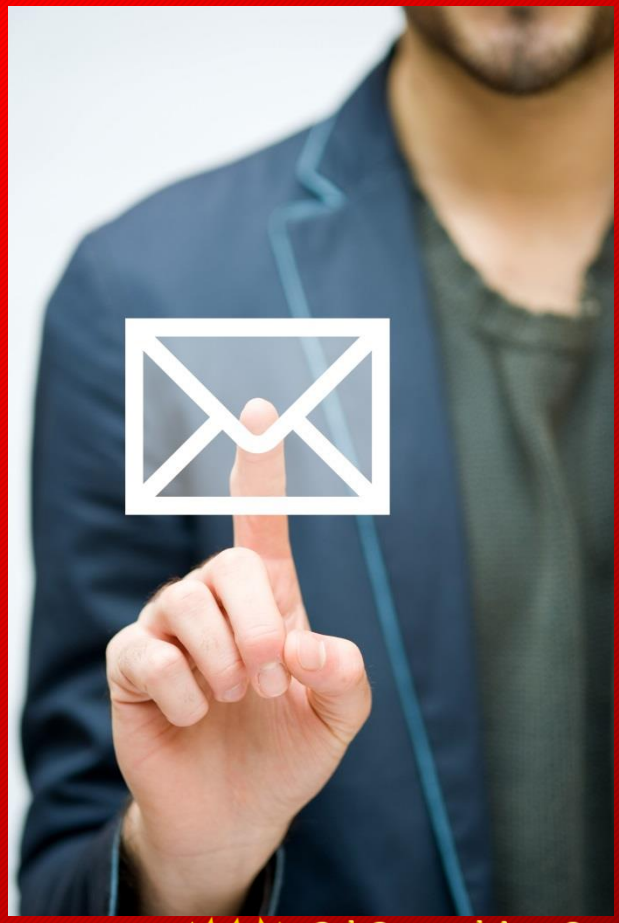
Focus On Getting A Click



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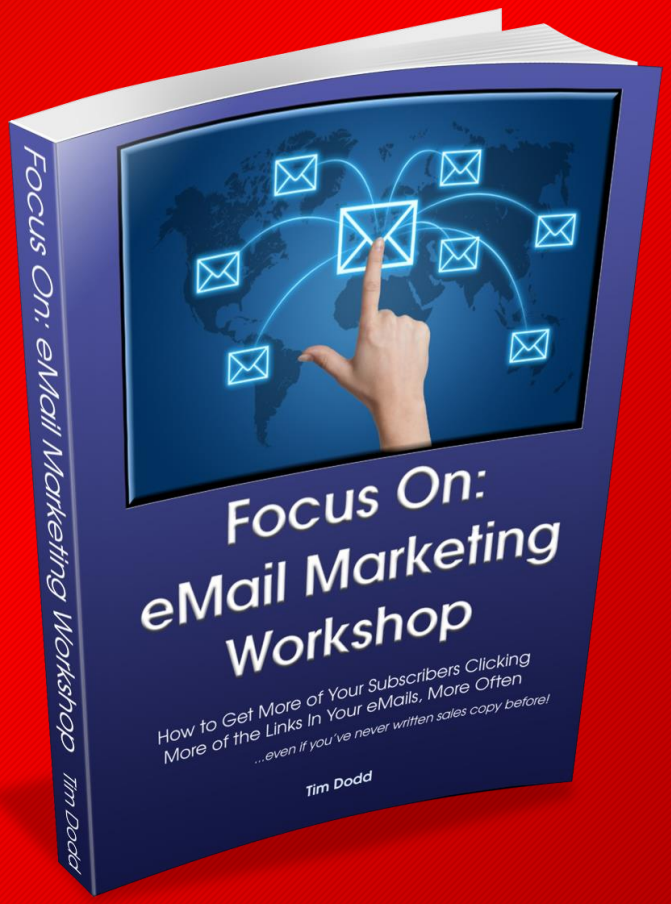
Focus On: eMail Marketing Workshop Notes



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Focus On: eMail Marketing Workshop Notes

- Structure of an Individual Email & a Response-Boosting Email Sequence
- Highly-Effective Email Calls to Action & When You Should Use Them
- How to Get People Engaged In Your Campaigns & Opening Your Emails
- An Engagement Email Sequence Template That Turns Content into Clicks
- The 5 Types of Emails You Should Send Subscribers *(but probably don't)*
- **How to Get More Clicks From Your Email Campaigns**
- Tips To Keep Subscribers Reading
- Critical Mistakes That Kill Email Results & How to Avoid Making Them
- How to Optimise Your Click Through Rate
- Create a 3-Part Email Series That Your Subscribers Enjoy & Engage With

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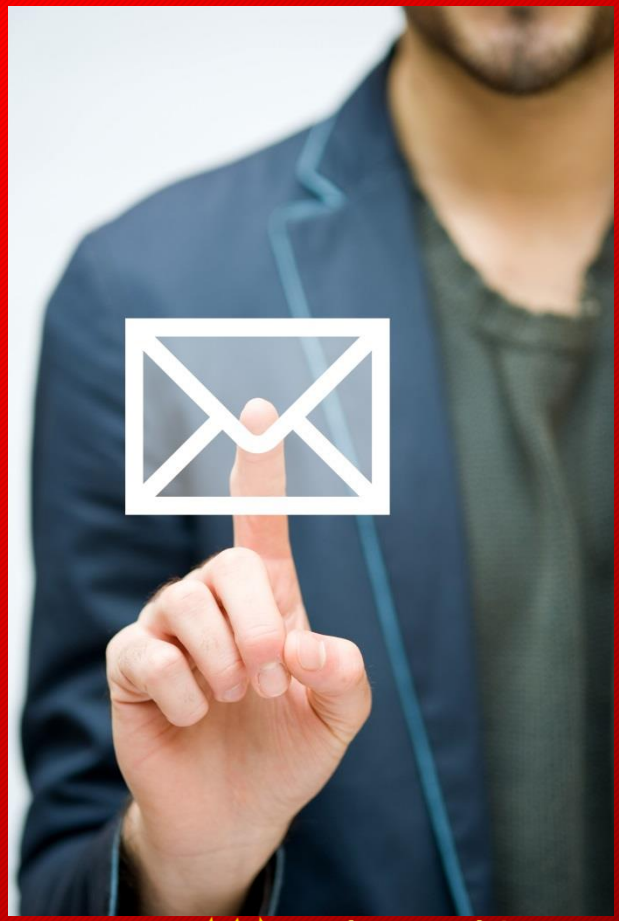
Focus on Your Business

Remember: Focus On The Click



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1. Why Email Marketing

- Quick
- Easy
- Inexpensive
- Accessible
- Automatable

1. Source of Email Addresses

- Existing Customers
- Past Customers
- Prospects
- Business Cards / Leads
- Purchased Data / Mailing Lists

1. How To Get Email Addresses

- Create a **Physical Lead Magnet** that appeals to your Target Market & at appropriate Networking events give it away in Exchange for a Business Card.
- Upload a digital version of your **Lead Magnet to** your website & offer it to your website visitors for free in exchange for their email address (via an opt-in form).

1. Design A Lead Magnet

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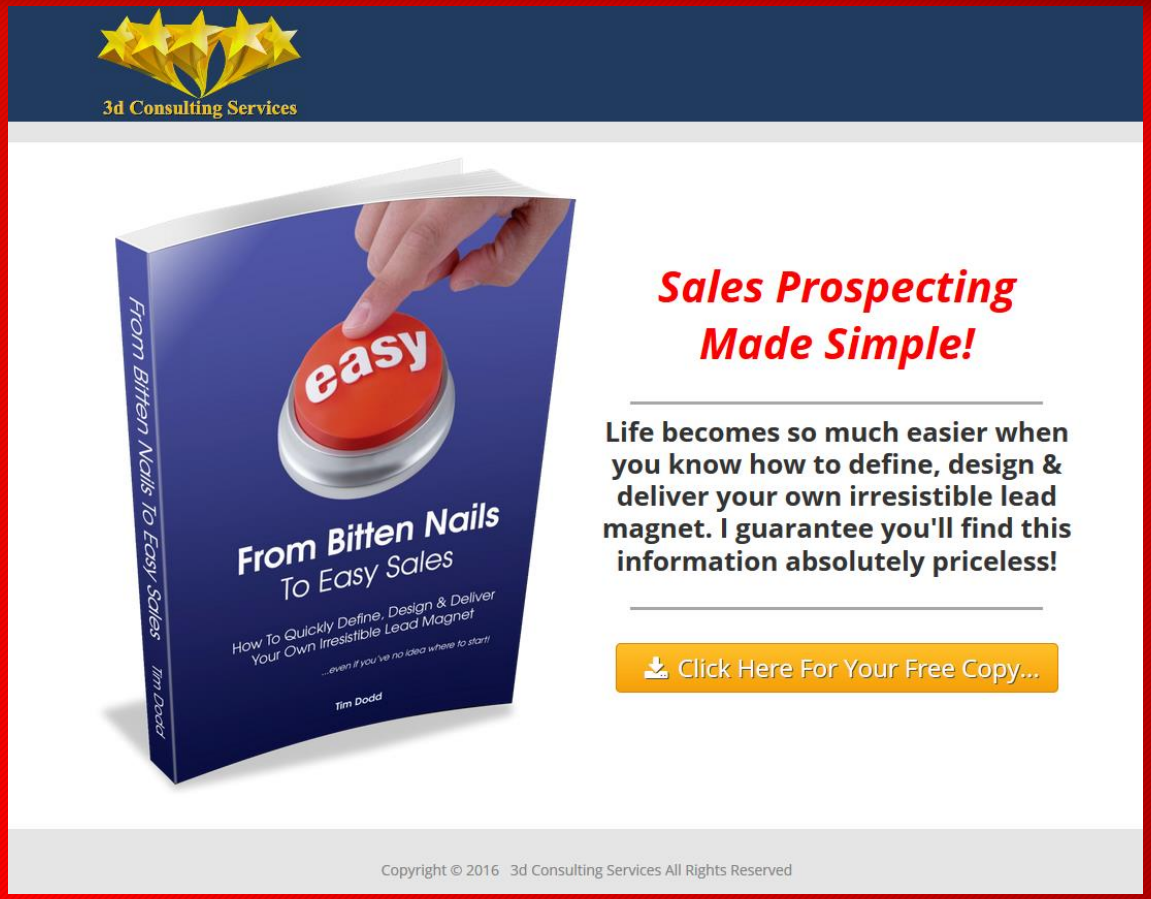


1. Along With An Opt-In Form

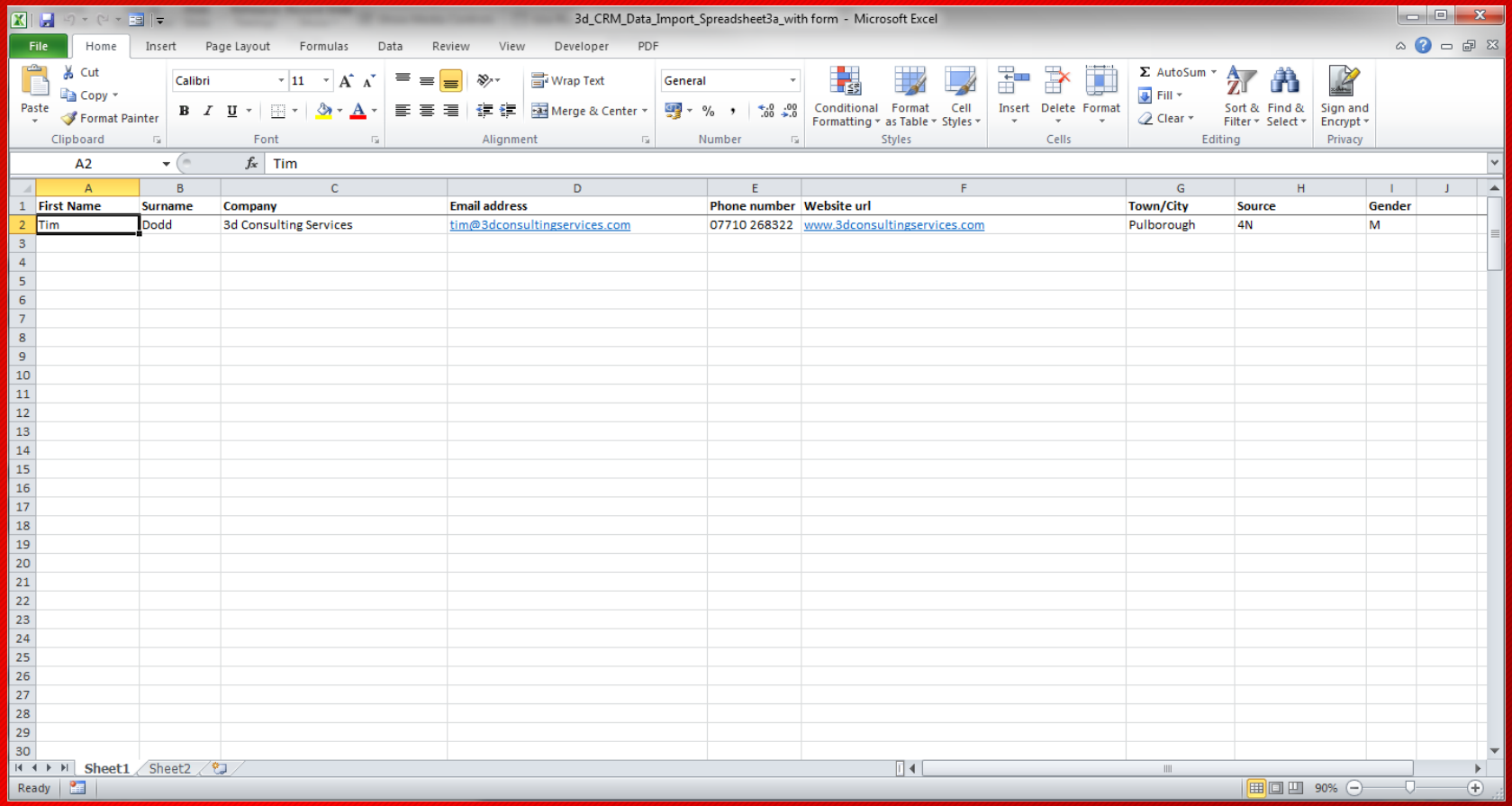
Focus on Your Business

1. Collating Email Addresses

- Create a **Physical Lead Magnet** that appeals to your Target Market & at appropriate Networking events give it away in Exchange for a Business Card.
- Upload a digital version of your **Lead Magnet to** your website & offer it to your website visitors for free in exchange for their email address (via an opt-in form).
- Collate all existing & past customers email addresses into a list/spreadsheet.

1. My Simple Spreadsheet

Focus on Your Business



	A	B	C	D	E	F	G	H	I	J
1	First Name	Surname	Company	Email address	Phone number	Website url	Town/City	Source	Gender	
2	Tim	Dodd	3d Consulting Services	tim@3dconsultingservices.com	07710 268322	www.3dconsultingservices.com	Pulborough	4N	M	

1. with Easy Edit Input Form...

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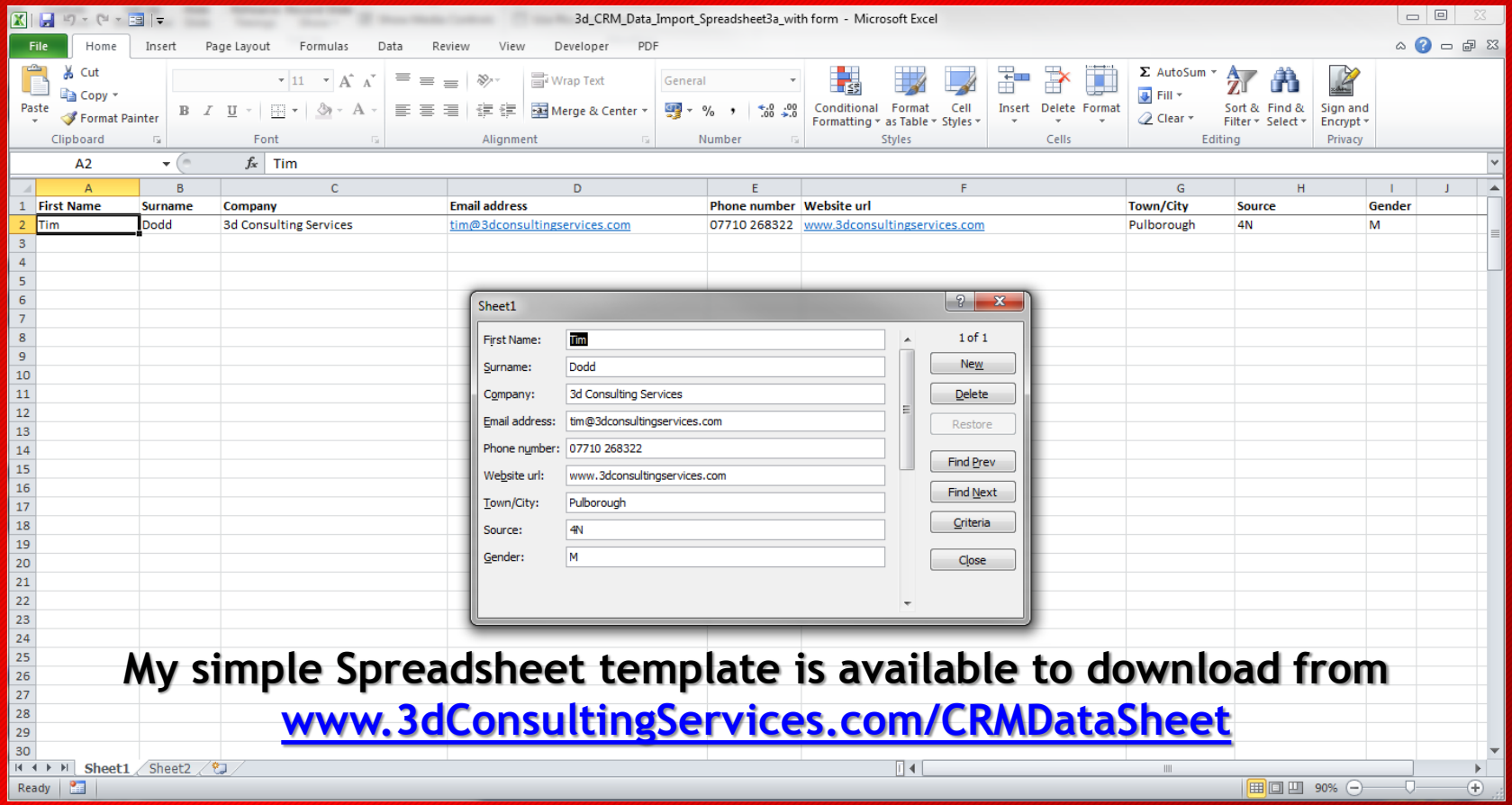

My simple Spreadsheet template is available to download from

www.3dConsultingServices.com/CRMDataSheet

1. Simply Import Data Into a CRM or Email Management System…

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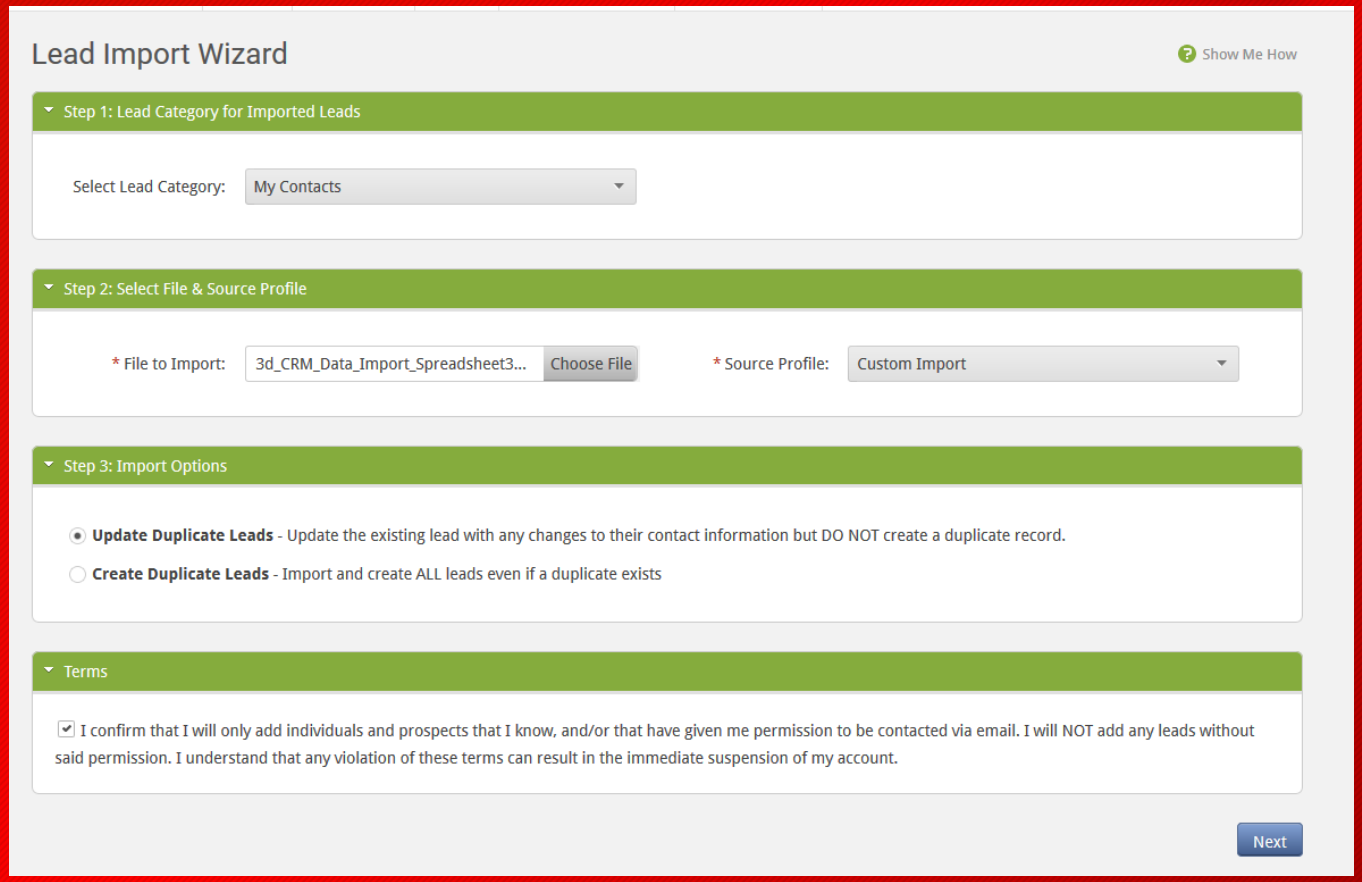

1. Automate Data Import By Using A Smartphone Card Reader App…

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1. How To Get Email Addresses

- Create a **Physical Lead Magnet** that appeals to your Target Market & at appropriate Networking events give it away in Exchange for a Business Card.
- Upload a digital version of your **Lead Magnet to** your website & offer it to your website visitors for free in exchange for their email address (via an opt-in form).
- Collate all existing & past customers email addresses into a list/spreadsheet.
- Buy lists of profiled email addresses from a list broker for your ideal target market

1. Structure of an Individual Email
Same Old Story - A I D A

Attention: Grab Their Attention Upfront in the Subject Line
(There's no point in sending an email if it doesn't get opened)

Interest: Talk about a Problem That's Causing Them Pain
(The aim now is to get the email read, one sentence at a time)

Desire: Rub Salt in the Wound but Reveal there's a Solution
(& include a call to action that provides more information about the solution)

Action: Moves the Reader a Step Closer to the Solution
(& clicking a link is another micro commitment made in the mind of the buyer)

2. Segment Your List

Focus on Your Business

Remember: The Click Is What's Most Important

2. Segment Your List

Focus on Your Business

"You Don't Want To Send Everything You've Got To Everyone On Your List"

2. Segment Your List

Segmentation can make a huge difference. To use segmentation properly, as well as the name and email address, you should gather information on:

- Gender
- Location
- Marital Status
- Age
- Career/Job/Business Name
- Interests
- Products/Services bought from you
- Past/Current/Prospective Customers

By putting people into different lists in your Email Management or CRM System, you will quickly see a dramatic improvement in your results.

3. Which CRM or Email Management System?

Focus on Your Business

Remember: Keep Your Focus On The Click

3. Which CRM or Email Management System?

Focus on Your Business

3. Automate Your Follow-up

Nobody expects to wait for a response these days. They expect to click a button and have any relevant information sent to them inbox straightaway.

Autoresponders automatically follow up with your subscribers or provide them with more information about your products or services.

An Autoresponder stores & sends out a **series** of pre-written emails scheduled to be sent at specific intervals after someone has been added to your mailing list.

If a prospect visits your website at any time of the day or night from anywhere in the world, you can respond straight away thanking them for their enquiry & deliver any information they've specifically requested.

You can drip feed information about your business over any time scale you choose & even put in place a process that automatically follows-up with them forever!

An Autoresponder will ensure that new prospects are taken care of immediately & are followed-up for life.

3. Structure of Response-Boosting Email Sequences

Create interest & desire for your product/service.

Multiple messages all extolling the benefits of a single product will help build interest & desire for it.

Build value for your product/service.

Your email sequence should repeatedly point out the main benefits of the product, which builds value for your offer (and helps prospects to justify their purchase).

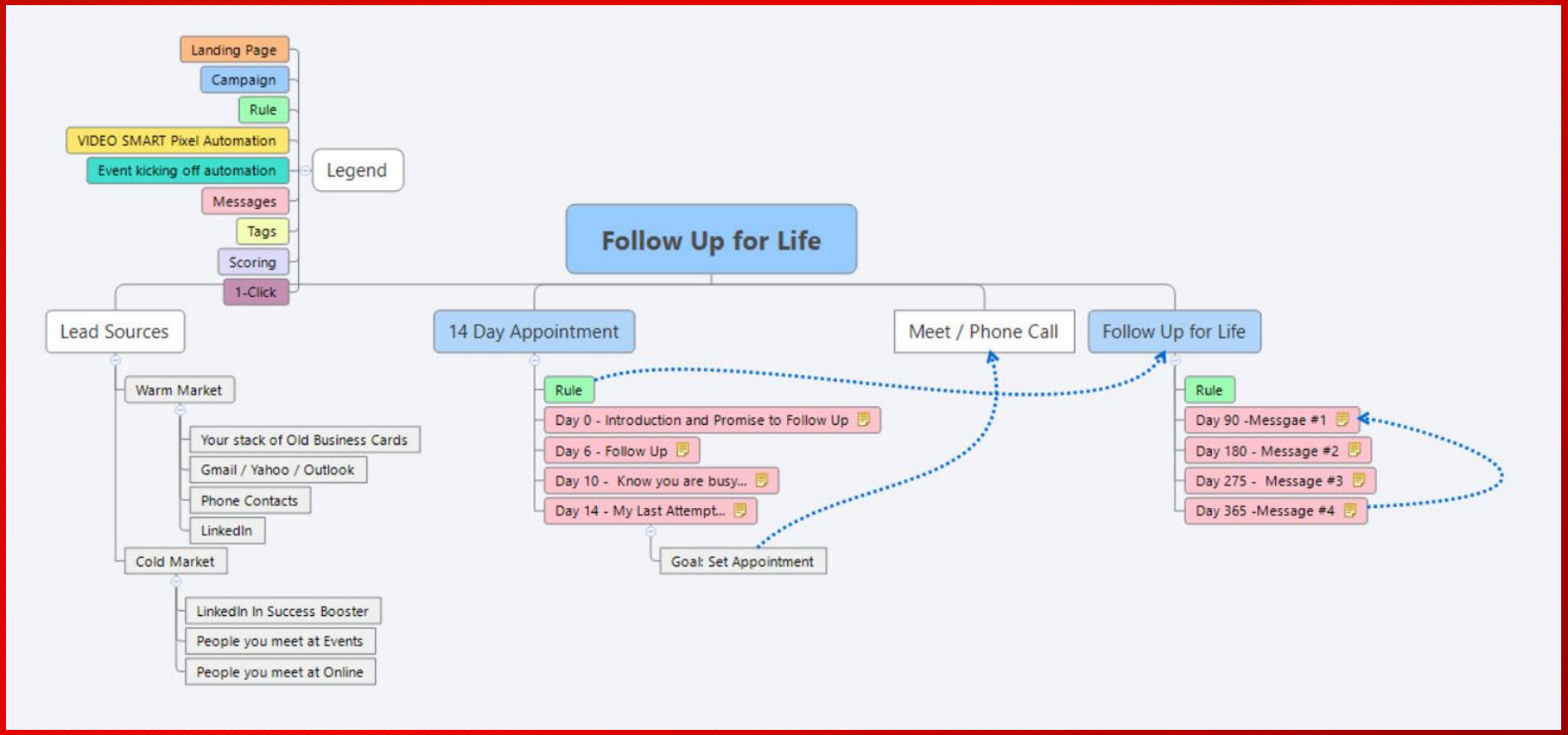
Overcome Objections.

When people aren't really sure if they should buy something, they'll find a solid reason for not purchasing it. Your job is to overcome these natural objections & strip away all their excuses for not buying from you.

Prove your Claims.

Sometimes people just don't believe your claims. You need to provide evidence by way of testimonials or "before" and "after" case studies from satisfied customers who've enjoyed great results.

3. Follow-Up For Life Process Map…



4. Something To Think About!

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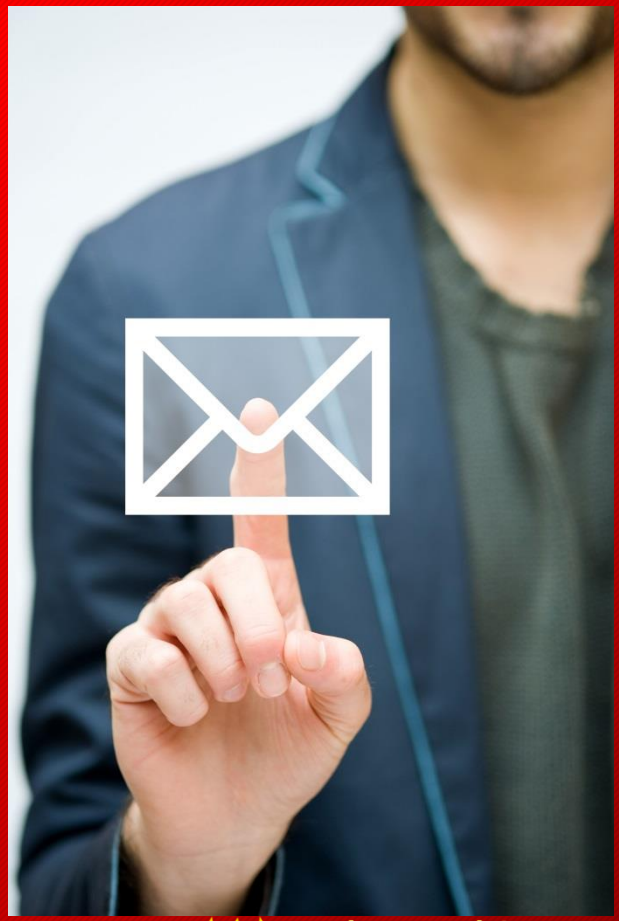
Remember: Think About That Click



4. Something To Think About!

- What do you want your campaign to achieve? Sales? Referrals? Goodwill?
- What do you want people to do after reading your email?
- Who exactly is it going to? Picture them sat at their desk reading it!
- What are you offering? Make it clear.
- What's worked before with similar offers?
- Always send it from a real person, never use admin@ or info@ for outgoing messages.

5. Your Subject Line Is Vital

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Remember: They'll Only Click If They Opened It

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5. Your Subject Line Is Vital

The biggest challenge that you face with email marketing is actually getting them to open your email in the first place!

Writing the most amazing, customer converting email ever is pointless if nobody opens it because of a lousy subject line.

Write your Subject Line **AFTER** you've written the body copy of the email & find a way to personalise it, if you can.

You must make your readers to want to open it!

5. Open Inducing Subject Lines

1. **Offer a Benefit** - "Increase your revenue by 37% with this little trick"
2. **Ask a Question** - "Are you suffering from a bad back?"
3. **Urgency & Scarcity** - "Only 2 hours and 47 minutes left…"
4. **Unusual Nos. or %'s** - "**How** 88% of homeowners are wasting £37/mth"
5. **Self-interest** - "How Facebook users can increase interest in their business"
6. **Use Stories** - "My staff think I've gone crazy..."
7. **Celebrity** - "What Richard Branson taught me…"
8. **Invitation** - "Your Private Invitation to a Unique, Closed Door Event"
9. **Use News Articles** - "Teresa May's £2,475 small business bonus tax cut"
10. **Curiosity** - "Ex-waitress earns £607/day with…" - Curiosity with Story
11. **[VID] Videos** - "300 prospects in 2 days!! Check this VIDEO out to see how…"

5. Subject Lines Templates

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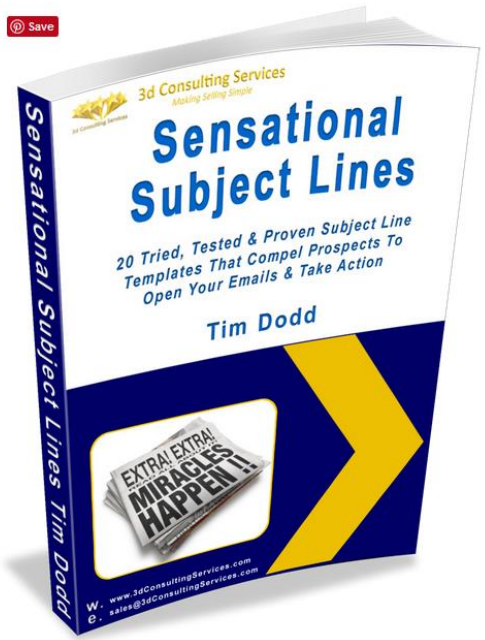
www.3dconsultingservices.com/subjectlines



Are You Certain All Your Best Prospects Open Your Emails?

20 Tried, Tested & Proven Email Subject Line Templates That Compel Prospects To Open Your Emails and Take Action!

Click Here to Access Your Templates

http://www.3dconsultingservices.com/subjectlines

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6. Getting More Opens

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Remember: Your Goal Is The Click

6. Getting More Opens

According to Litmus, “you have just 3-4 seconds to grab your readers attention & interest them enough to open and read your email".

When it comes to emails, timing is everything. Of course it depends on your industry & audience but for professional service providers often **the best times to send emails are between 8:30am - 10:00am, 2:30pm - 3:30pm or 8:00pm - Midnight.**

A proven psychological way to get up to 25% more emails opened is to personalise the subject line with the readers first name. It’s not because they’ll think it's a personal email, it’s just because when you scan through your inbox guess what always jumps out at you on the screen... Your name!

Using symbols (emojis) can also be very effective to attract attention! 😜

7. Getting More Clicks Tricks

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Remember: A Click Is A Step Forward

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7. Getting More Clicks Tricks

Whether it's taking the reader to a blog post, a sales video, a landing page, a survey etc. the job of the email copy is to get them to click.

Use Video Image Links
Include an interesting image from your video with a play button on it.

Use Surveys & Poll Image Links
The key here is that the answer to the survey/poll question is clear on the page the person lands on when they click it (else you frustrate them!).

GIFs
GIFs are essentially a bridge between images and video. They look like a video but can be embedded in emails! http://ezgif.com is just one of many free online tools that you can use to quickly turn video into GIFs.

7. Another Click Trick http://giphy.com/

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http://giphy.com/

8. Interesting/Relevant Content

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Remember: Clicks Equal Interest

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8. Interesting/Relevant Content

Poor Content is the No.1 Reason People Unsubscribe

Images
Images break up an email & people like pics – but don't forget to make it clickable.

Tone
Keep emails conversational & light. Reveal your personality. Build relationships.

Make it Personal
Aim to make it read like you're only writing to them & Personalise throughout.

Call to Action
Make sure you spell out exactly what you want the reader to do. Click/Call.

Long or Short?
Whatever works for you, but right now shorter eMails are getting better results.

9. Your Key Numbers To Track

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Remember: It's Clicks That Count

9. Your Key Numbers To Track

Most popular email marketing systems provide really good statistics so you can monitor the performance of your email marketing.

When you take email marketing seriously, you look at your reports for each email & are constantly aiming to improve your key stats…

- Open Rate
- Click Through Rate
- Amount of Completed Deliveries
- Amount of Unsubscribes
- Amount of Bounces
- Most Popular Time Opened

9. KPI Reporting

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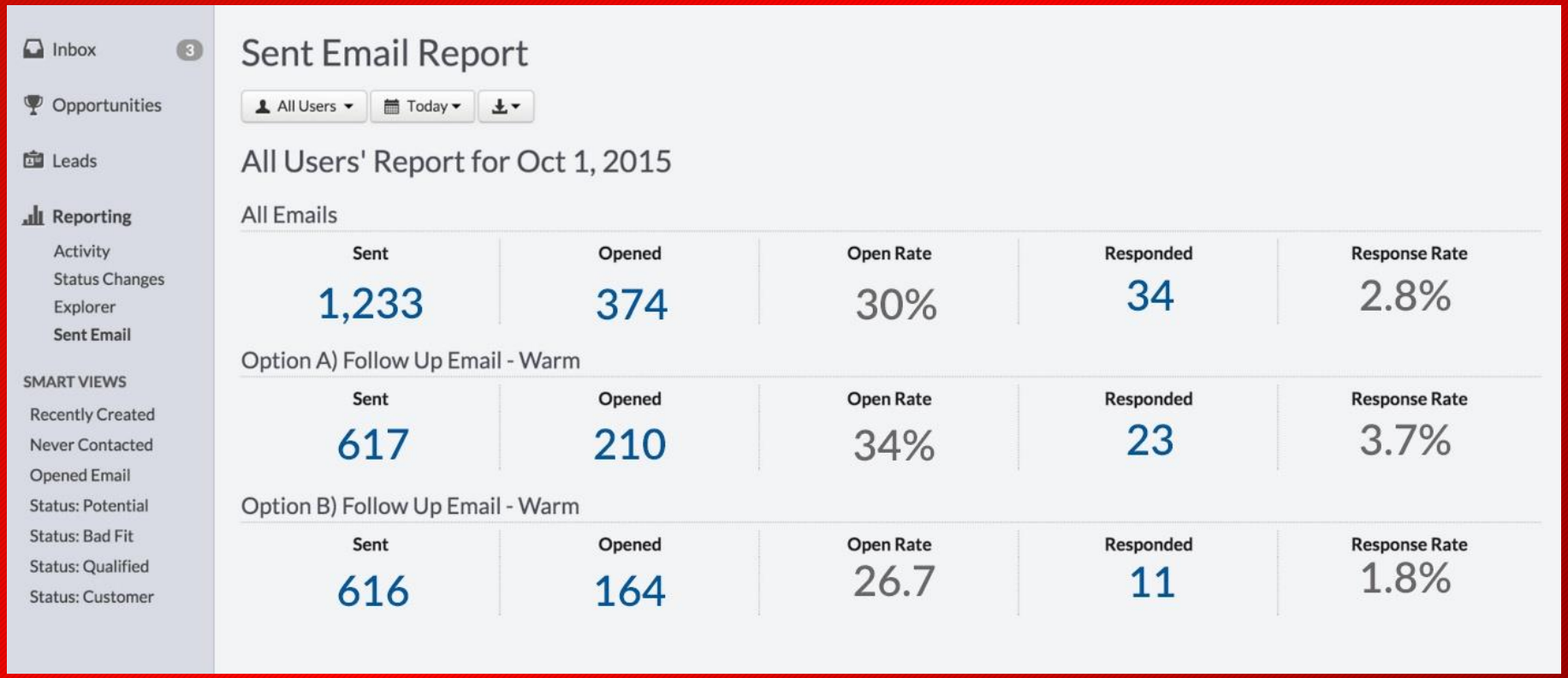

10. Constant & Never Ending Improvement (CANI)!

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Remember: The More Clicks The Better!

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10. Constant & Never Ending Improvement (CANI)!

How do you know if what you've written is any good?

A/B Split Test It!

For Example…

Imagine you've got a mailing a list of 2,000 & you're promoting a special introductory 6 week coaching program offer for £250 which usually gets a 3% conversion rate.

You send out your mailing & get a 30% open rate, which means that 600 people open it. With a 3% conversion rate that gives you

600 * 3% = 18 clients @ £250ea = £4,500

Not Bad - But what if you'd run a Split Test on 2 Subject Lines first…

10. Constant & Never Ending Improvement (CANI)!

This time, before mailing your promotion to everyone, you send out a test email to two sample groups of 100, with 2 different Subject lines.

30 People open the email with Subject Line A (30% open rate)

But 50 People open the email with Subject Line B (50% open rate)

So you now send the rest of the mailing out (1800) using Subject Line B

Let's see what difference that makes…

Now, when you send out your mailing 980 people open it:

(100@30% +100@50% +1800@50%)

980 * 3% = 29 clients @ £250ea = £7,250

Which is 11 Extra Clients & £2,750 extra revenue (i.e. 61% more) just by running one simple A/B Split test on the Subject Line beforehand.

10. Constant & Never Ending Improvement (CANI)!

Over Time You Should Test…

- Subject Lines
- Calls to Action
- Video Lengths
- P.S's
- Openings & Closings
- Sent Times

And never think of a test as being a failure.

Because you can only ever improve what you test & measure.

Highly-Effective Email Calls to Action (CTA's) & When You Should Use Them

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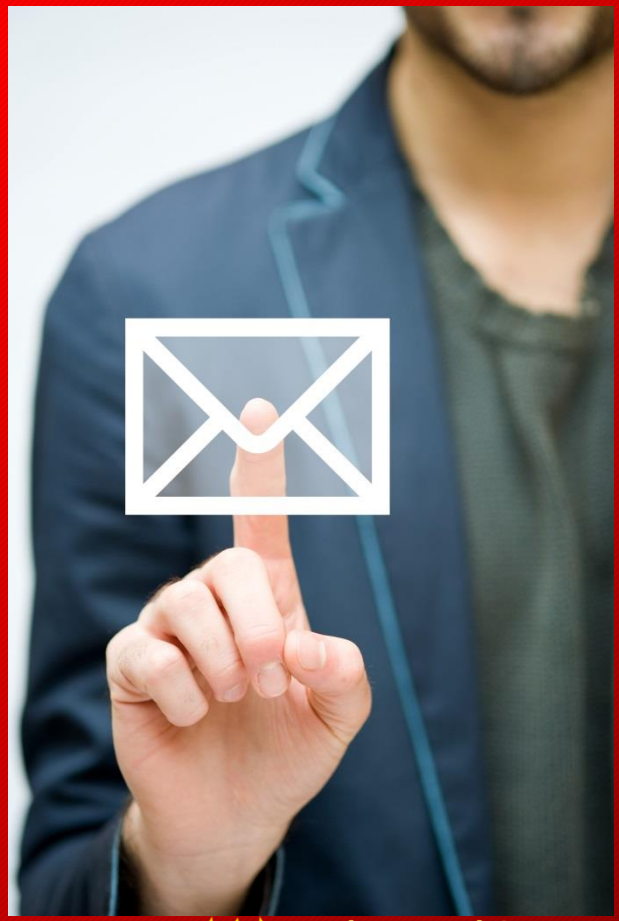
Remember: You Must Keep Asking For The Click



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Highly-Effective Email Calls to Action (CTA's) & When You Should Use Them

- General Offer CTA
- Special Offer CTA
- Upsell/Cross-Sell CTA
- One-Time Offer CTA
- Lead Generation CTA
- Free event CTA
- Contest Entry CTA
- Get More Info CTA
- Read More/See More CTA
- Social Media Sharing CTA

Highly-Effective Email Calls to Action (CTA's) & When You Should Use Them

Free Event CTA

One of the most valuable ways to offer information is through a live event such as a webinar or even an offline workshop held in a hotel or other conference room. These sorts of events are also great ways to generate leads or even segment an existing list.

1. Now you too can discover the secrets of getting washboard abs – click here to register for this free webinar!
2. Are you on the path to retiring with at least one million pounds in the bank? Find out tonight at 9:00 by jumping on our free webinar. Click here now to register – and hurry, because seating is limited…

Highly-Effective Email Calls to Action (CTA's) & When You Should Use Them

One-Time Offer CTA

The idea here is to present a one-time offer. If the prospect doesn't take advantage of the offer, they'll never see that particular offer again. This special offer might include a discount, bonus products, or both.

TIP: *If you want to create even more urgency with a one-time offer, then put a countdown timer next to the offer and give your prospect 60 minutes to order before the offer disappears forever.*

1. You'll only see this offer one-time, so order in the next 60 minutes before it's gone for good!
2. This is a one-time offer that you can only take advantage of today, so order now if you don't want to be disappointed!

Highly-Effective Email Calls to Action (CTA's) & When You Should Use Them

Upsell/Cross-Sell CTA

If you've already convinced your reader to purchase a product, then your next step is to persuade them to purchase something else. Ideally this call to action should go on the order page itself, although in some cases you may offer it as an additional option right inside an email, particularly in a follow-up (post-purchase) Thank You email.

1. Click here to double your whey protein order for just £25 more…
2. Click here to upgrade to the gold membership, where you'll get two free additional coaching sessions every month…

How to Get People Engaged In Your Campaigns & Opening Your Emails

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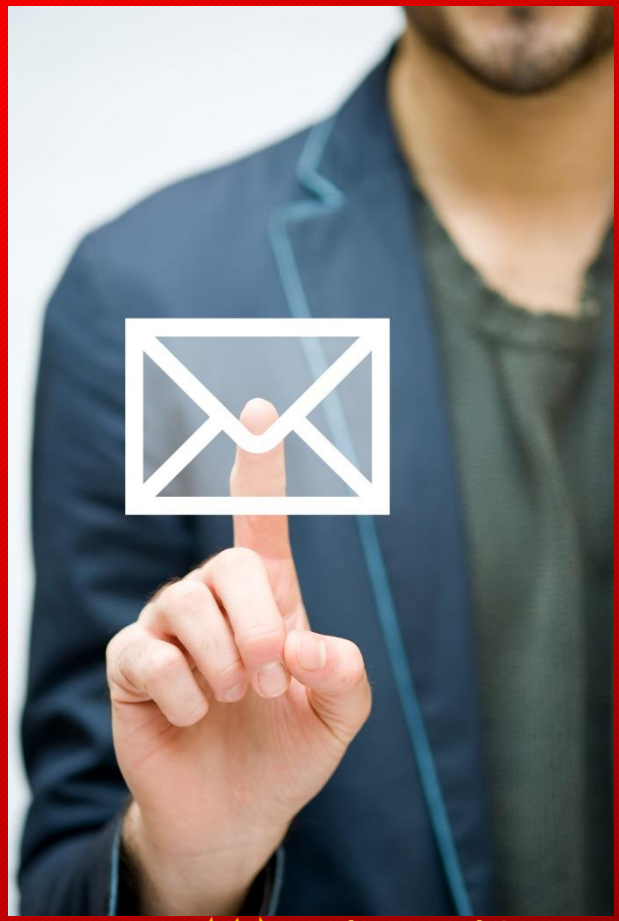
Remember: A Click Is Engagement



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How to Get People Engaged In Your Campaigns & Opening Your Emails

- Send Emails When Your Audience Can Take Action
- Broadcast Emails Regularly
- Offer Your Best Content and Deals
- Build Anticipation
- Use Relevant Subject Lines
- Format for Mobile
- Resend Unopened Emails

The 5 Types of Emails You Should Send Subscribers *(but probably don't!)*

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Remember: Always Focus On The Click

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The 5 Types of Emails You Should Send Subscribers *(but probably don't!)*

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The Feedback Email

Subject line: What do you think of [some topic]?

Hi [First Name],

There's been a lot of talk in the industry lately about [topic]. But you know who we haven't heard from yet?

You.

What's your take on [the issue]?

I'd love to know! Join the discussion that's going on right now at [link to survey page]…

I look forward to hearing from you!

[sign off]

The 5 Types of Emails You Should Send Subscribers *(but probably don't!)*

The Segmenting Email

Subject: Who else wants to get [a specific benefit]?

Hi [First Name],

Since you like [general topic or benefit], I think you're really going to love this offer. If you act now, you can get access to [product] absolutely free!

Here's what you get…

[Explain what they get. Is it an app? Ebook? Checklist? Gear list? Webinar? Etc. Explain the benefits.]

Sounds pretty amazing, right? And it's yours free today simply for asking. All you have to do is **click here to get started**.

Check it out! You'll be glad you did.

[sign off]

P.S. This offer won't last long, so claim your free [product] by clicking here…

The 5 Types of Emails You Should Send Subscribers *(but probably don't!)*

The Anticipation Email

Subject line: It's launching in three days…

Hi [First Name],

If you've been searching for a way to finally [get some great result], then you're going to love what's coming on [day/date].

Simply put, it's the best way to [get some result] and [get some other result].

You don't need [some pre-requisite, such as prior experience]. You don't need [some other prerequisite]. You don't even need [some other thing].

All you need is [this type of product].

How is that even possible?

You'll find out the surprising details in just three days. Keep an eye right here on your inbox, because you'll kick yourself if you miss it…

[sign off]

P.S. If you're like me, you probably don't get surprised all that often. But you know what? This is gonna surprise you – I can guarantee it!

The 5 Types of Emails You Should Send Subscribers *(but probably don't!)*

The Second Chance Email

Subject: A rare second chance…

[Hi Name],

I've got some good news and some bad news. Here's the bad news…

The 50% off coupon for [product name] expired last night. We had over [number] of happy people take advantage of it. I'm sorry you missed it.

Now here's the good news…

We're giving you a second-chance!

You probably had good intentions. You planned on taking advantage of the offer. Bu life gets in the way. Life gets in busy. Things get pushed to the back burner and forgotten.

It's not your fault. And that's why I'm offering you this second-chance deal.

Here it is…

If you act now, you can still get 30% off the price of [product name].

This your second and final chance to [get some benefit] for a great price. So take a look—I think you'll like what you see.

[sign off]

P.S. I almost forgot! This special discount offer ends [date and time], so hurry and grab yours now before this one's gone too. Get it here: [link]

The 5 Types of Emails You Should Send Subscribers *(but probably don't!)*

The Personal Email

Subject line: I've never been so humiliated…

Hi [First Name],

I felt my face flush hot with embarrassment. I cast my eyes down at the floor. I was praying no one had seen what I'd done.

[Now go into the details of what was embarrassing. For example, maybe this email is aimed at bodybuilders, and it tells the story of how the person did squats completely wrong.]

You can see why I was so embarrassed.

Now the good news is that you can learn from my mistakes. You don't need to go through the trial and error that I went through. You don't need to waste time and money. And you don't have to risk being embarrassed.

How is this all possible?

Simple – just download [name of product]. This is your complete solution to:

[Getting a benefit.]

[Getting some other benefit.]

[Getting yet another desirable benefit.]

But don't take my word for it. See for yourself at [link]

[sign off]

P.S. Don't humiliate yourself like I did! Shortcut your learning curve now by clicking here [sales page link]

The 5 Types of Emails You Should Send Subscribers *(but probably don't!)*

1. The Feedback Email
2. The Segmenting Email
3. The Anticipation Email
4. The Second-Chance Email
5. The Personal Email

How to Get More Clicks From Your Email Campaigns

Focus on Your Business

Remember: Focus On Getting That Click

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Automating Business Workflow

How to Get More Clicks From Your Email Campaigns

- Use Images
- Write Enticing Subject Lines
- Arouse Curiosity
- Offer More Information
- Segment Your List
- Format for Easy Readability
- Send a Series of Emails
- Focus on a Single Call to Action
- Include Your Link & CTA > Once
- Reward Quick Action
- Write One-to-One
- Be Emotional & Personal
- Promise & Deliver Great Value
- Use a Bullet List
- Test, Track and Tweak

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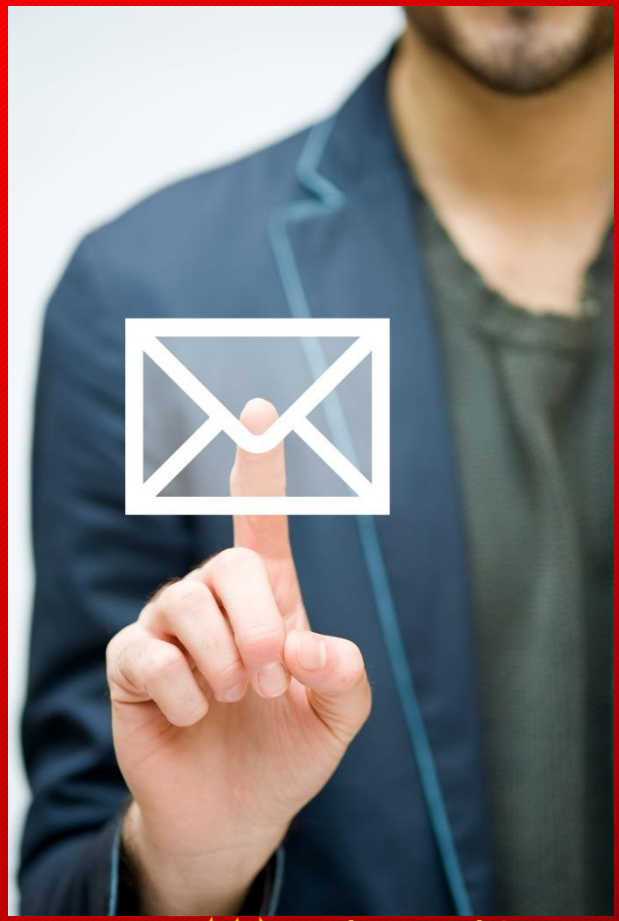
Tips That Keep Subscribers Reading

Focus on Your Business

Remember: Ask Readers To Click



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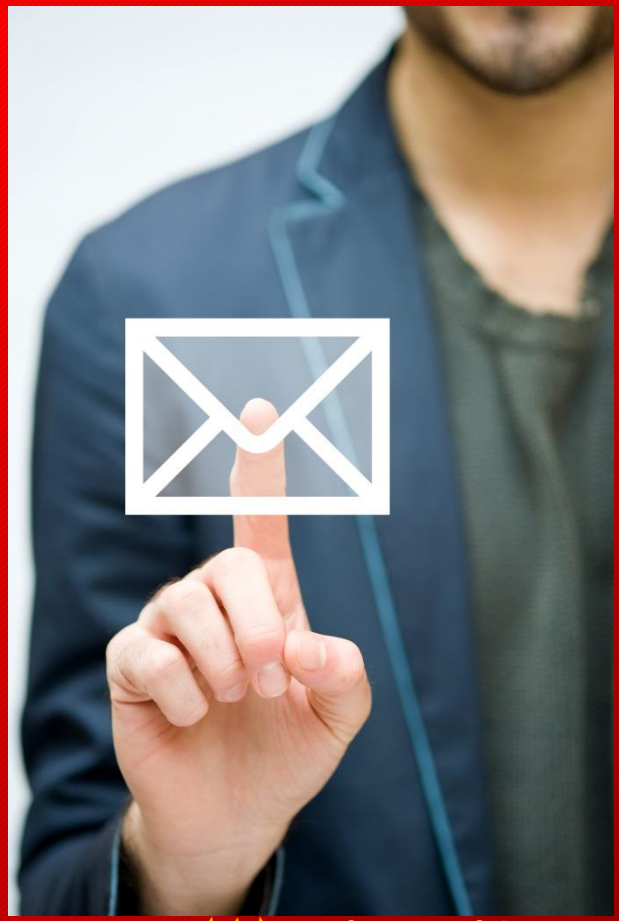
Tips That Keep Subscribers Reading

- Make It About Them
- Tell Stories
- Build Anticipation
- Use a Friendly Tone
- Break Big Topics Down into Multiple Emails
- Build Credibility and Believability
- Give Plenty of Tips & Examples
- Offer Something Unique
- Make Use of Graphics
- Provide Actionable Info
- Create a Regular Column
- Surprise Your Readers
- Let Their Voices Count
- Tie Your Email into Current Events
- Keep Focused on the Benefits
- Ask Questions

Critical Mistakes That Kill Email Results & How to Avoid Making Them

Focus on Your Business

Remember: A Click Is A "Yes!"



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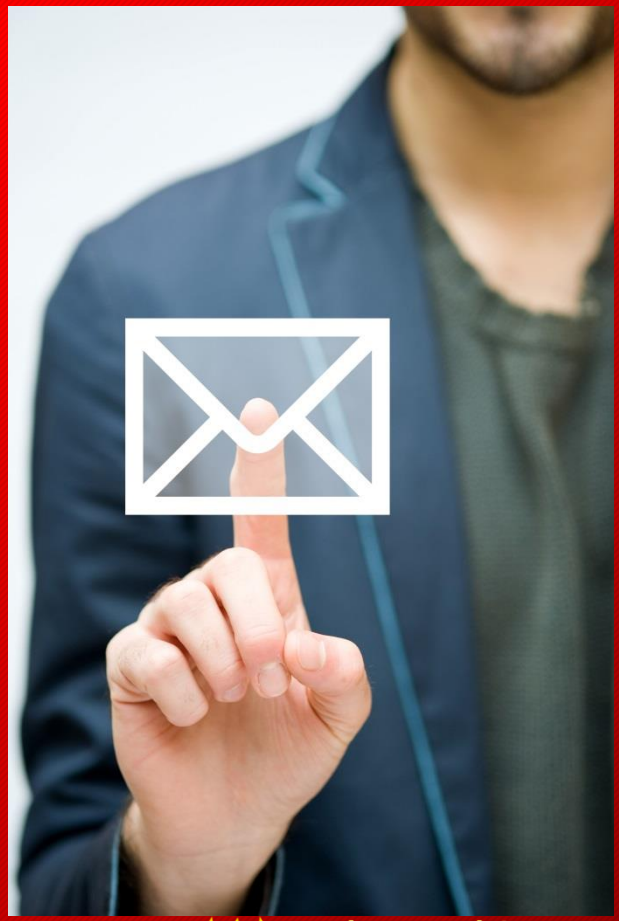
Critical Mistakes That Kill Email Results & How to Avoid Making Them

- Not Setting The Right Level of Expectation
- Repurposing Your List
- Sending Untargeted Emails
- Crafting Poor Subject Lines
- Ignoring the Pre-Head
- Making the Email about You
- Offering a Weak Call to Action

How to Optimise Your Click Through Rate (CTR)

Focus on Your Business

Remember: Clicks Lead To Sales



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How to Optimise Your Click Through Rate (CTR)

- Rule 1. Create Urgency
  - Create a limited time offer
  - Add a Countdown timer (visually makes it real!)
  - Use Action inducing words
- Rule 2. Give People a Reason to Click
- Rule 3. You Can Bend the Rules But Only If You Test, Track & Monitor Your results

For An Instant Return on Investment From Today…

- 2 - 3% of your database of contacts are actively looking to buy at any point in time
- 2% of 1500
- approx 30 hot prospects

But How Do You Know Who?

Identify The 2-3% Ready to Buy...

Email Marketing

How to Get More of Your Subscribers Clicking More of the Links In Your eMails, More Often

…even if you've never written sales copy before!

Focus on Your Business

Let's Close By Playing A Game of "What If" That Only You'll Know the Answers To…

Email Marketing

How to Get More of Your Subscribers Clicking More of the Links In Your eMails, More Often

...even if you've never written sales copy before!

Focus on Your Business

What If **You** Created an Automated eMail Sequence That HELPED to Identify the 2% – 3% in Your Database Who Are Looking To Purchase from You **OR** a Competitor Right Now?

How Much Would **That** Click Be Worth To You?

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Automating Business Workflow

Email Marketing

How to Get More of Your Subscribers Clicking More of the Links In Your eMails, More Often

...even if you've never written sales copy before!

Focus on Your Business

What If **You** Created a Follow-Up eMail Sequence That HELPED to Convert 20% - 30% More of Your Warm Prospects into Long-Term Customers or Clients?

How Much Would **That** Click Be Worth To You?

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Email Marketing

How to Get More of Your Subscribers Clicking More of the Links In Your eMails, More Often

...even if you've never written sales copy before!

Focus on Your Business

What If **You** Created a Series of Upsell/Cross-sell eMail Sequences That HELPED to Increase Your Average Revenue per Transaction by 25% - 45%?

How Much Could **That** Click Be Worth To You?

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Email Marketing

How to Get More of Your Subscribers Clicking More of the Links In Your eMails, More Often

...even if you've never written sales copy before!

Focus on Your Business

Only You Know If You're Using a CRM System As Intelligently As You Could Be. And If You're Not Maybe You Should Ask Yourself This Question...

"How Much Business Am I Happy To Keep Throwing Away Just Because I Haven't Set-Up My Systems Properly?"

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& then visit **www.SeeHereHow.com** to see how you can!

Thank You & Remember...

Focus on Your Business

Always Focus On Getting That Click!

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Now, It's Time To...