EMAIL MARKETING SIMPLIFIED

A STEP-BY-STEP blueprint to getting started with email marketing

HELLO, FRIEND!

You should be SO proud you took the first step to get started with your email marketing!

I wanted to introduce myself, so you know a little about who you are learning from.

- 15+ year marketing professional + agency owner
- Email Marketing Nerd
- Wife + Boy Mama
- Lifelong Horse Girl
- Crazy Chicken Lady
- Lover of people
- Relationship Builder
- Big fan of Crumbl Cookie
- American Patriot

jamie ♥

ABOUT THIS WORKBOOK

Done is better than perfect.

Email marketing for your small business can be scary, daunting, and uninteresting unless you have a roadmap to help you along the way, right?

After you follow the roadmap in the next few pages, you will feel more confident to start sending emails for your small business.

As with anything new, you first have to do it, and then you need to do it over and over. *It's OK to start messy and do your absolute best!* Done is better than perfect.

In case no one has told you lately, you are AMAZING, and you HAVE WHAT IT TAKES to do this!

What you will find in the next few pages:

- Why email marketing is important.
- What email marketing platform(s) you can use to help you simplify the learning curve AND start on a budget.
- How to start building a list.
- A list of ideas of what content to include in your emails.
- The formula for an amazing subject line.
- When and how often to send.

WHY EMAIL MARKETING IS ESSENTIAL TO GROWING YOUR BUSINESS

Let's start with a handful of statistics, shall we?

- **Demographic**: 96% of people check their email inbox every day.
- **User Data:** Users check their email around 15 to 20 times a day.
- **ROI**: For every $1 spent, email returns $38 on average.
- **Saving**s: 42.3% of American users subscribe to emails for savings and discounts.
- **Retail**: 60% of consumers returned to complete their pending purchase after they received a personalized email about their abandoned cart.
- **Debunking Myths**: 74% of Baby Boomers believe emails are the most private channel for receiving advertising, followed by 72% of Generation X, and 64% of Millennials.
- **Welcome Email(s)**: Welcome emails typically have a 91.43% open rate.
- **Retail:** More than half of customers say that emails affect their purchasing decision.

WHERE DO I CREATE MY EMAIL CAMPAIGN?

OK, so now that I understand WHY email is so important to growing my business, what's my next step?

You need to choose which email marketing platform to use. *There are TONS of options, so don't get caught going down a rabbit hole, OK?*

Peek at 2-3 of them, choose one, and rock and roll!

Typically, when you are just getting started, you need something free/inexpensive and tech-friendly. Almost all of these have a free trial, so you are not committing to life with your first platform. *Don't overthink it!*

- Mailchimp
- Convertkit
- AWeber
- FloDesk
- ActiveCampaign
- Constant Contact
- MailerLite
- EmailOctopus
- Klayvio
- Omnisend

WHO DO I EMAIL?

You may be starting with zero or 570. Whatever the number is, building your email list is important.

Don't let the number deter you or discourage you. *Anything worth having, takes time, so give yourself grace, but be committed to working hard to grow your list.* Over time and with hard work, it WILL grow!

Here are a few ideas to grow your list:

- Host a drool-worthy giveaway and require first name and email address to enter *(my personal favorite - it's EASY and FUN!)*
- Create a pop-up on your website with an offer and "trade" that free offer for name and email.
- Add a link or opt-in form on your blog pages.
- Seek out guest podcast opportunities and invite listeners to subscribe to your list.
- Create IG Reels or Stories with helpful tips and prompt viewers to subscribe for more tips like what you shared.
- If you attend expos or other events, provide a QR code or a simple slip of paper so people can sign up if they want to learn from you.
- Change your FB banner to showcase your newsletter and create a CTA *(call-to-action)* for anyone interested to sign up.

WHAT DO I PUT IN MY EMAIL?

OK, now I have a few people on my list. What do I say to them?

This is a very common challenge/question, so you are not alone. This page will help you create a list of ideas. On the next page, there is room to start brainstorming right away. *It's time to take MASSIVE ACTION!*
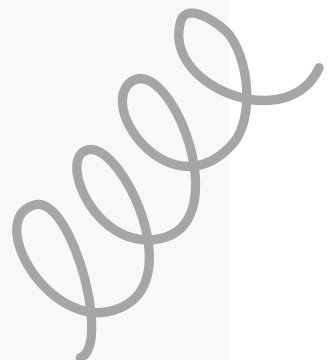
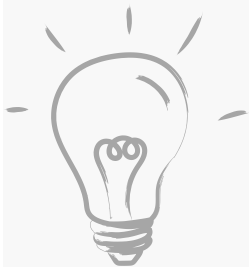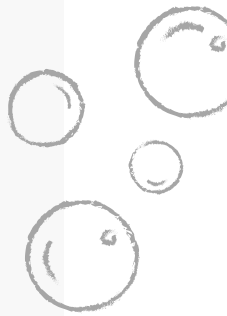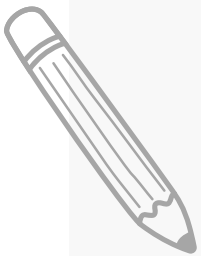**Ideas of what to share with your audience:**

- Write down your top 5-10 most frequently asked questions about your business.
- Share your most recent blog post.
- Write about the features and benefits of your product or service.
- Share a simple tip or strategy that helped you or a client of yours.
- Upcoming events + specials.
- Testimonials or Case Studies
- Behind the Scenes / Sneek Peek
- Industry or Local News
- Product Features

PRO TIP: *Think like your ideal client and provide what they would enjoy reading. Make sure you come from a place of providing massive value to make their lives better for having read your email.*

THIS IS YOUR IDEA BUCKET OF WHAT YOU COULD SHARE WITH YOUR AUDIENCE.

JUST BRAIN DUMP HERE - DON'T OVERTHINK IT!

HOW DO I GET MY AUDIENCE TO OPEN MY EMAIL?

This is the golden question right here! You can build your list, write a positive, powerful email, but if no one opens it, it's all in vain, right?

Not to worry! These tips are sure to help you!

Things to consider when writing a subject line:

- Keep it brief - *a good rule of thumb is 44 characters.*
- Consider these 8 types of subject lines: *Self-interest, Curiosity, Offer, Urgency, Humanity, News, Social Proof, and Storytelling.*
- Personalize when possible: *Jamie, Save 50% today.*
- Think about some of your favorite subject lines. What drew you in and why?
- Use a <u>subject line tester</u> when in doubt.
- Use a tool like <u>ChatGPT</u> to help you generate a handful of subject lines if you are stuck.
- Use numbers: *3 Tips to Softer Cookies*

PRO TIP: *Write your entire email FIRST and then work on subject line options.*

WHOOP! I AM NOW READY TO SEND. WHEN AND HOW OFTEN DO I SEND EMAILS?

This is a loaded question, and for good reason.

NO ONE can give you the exact answer for your business, but you can start with some general data to begin with, and then learn from there as you send and send and send.

These are data-tested days/times to start with:

- Thursday between 8 & 9am
- Avoid Tuesday & Wednesday between 8 & 10am
- If you are sending on a Friday, it can be effective, but ensure your content is weekend-forward focused (*think fun, relaxing, helpful, project-based*)
- The better you understand your audience - their habits and patterns, the better you can pinpoint an effective send time.
- For example, I would not generally recommend a send time of Friday night between 9 & 11pm; however, much of my audience works a 9-5 and their entrepreneurial side hustle they work on the weekends, so I found this to be a perfect send time.

PRO TIP: *Use your own testing. After 30, 60 & 90 days review your open and click rates to see what times or days work best for you. do more of what works and less of what did not.*

CONGRATS ON MAKING IT TO THE END!

There is one thing I always remind my 9-year-old son about, and it's worth sharing with you too!

YOU CAN DO HARD THINGS

You may find that this is overwhelming, and that's okay.

You may find that the learning curve is frustrating, and that's okay.

You may be totally pumped and have everything you need to rock and roll, and that's okay.

Wherever you are, know that you have what it takes to do this. Take the time it takes and get it right. If you need additional support or encouragement, please reach out to me.

jamie

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