



*5 Simple Steps to
Mastering*
EMAIL MARKETING

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One of the best things a business can do to future-proof their bottom line is to build and nurture a robust email list.

From a marketing point of view, when used correctly, every name on your list should yield a \$1 to \$2 return in sales each month. That means a nurtured and cared for email list of 5,000 – 10,000 names could easily result in a \$5,000 - \$20,000 monthly revenue stream. Exciting, isn't it?

Let's dive in to my 5 Simple Steps to Mastering Email Marketing.

1. Open Your Eyes to Content Everywhere

When someone opts-in or subscribes to your email list, begin with an email welcoming them and adding value. This can be done by sending:

- Information about a topic relating to your business that they've expressed interested in
- Your latest or greatest blog or vlog post
- Advice about a subject relating to your industry that may help them in some way
- Or an initial welcome and thank you discount

After that initial week of emails (see #2), begin to see content opportunities everywhere. If you're looking, you'll find them. Use news or viral posts related to your industry to become a prominent thought leader. Expand on the immediate news or posts to larger topics and trends, creating a broader appeal to your readers.

Show, don't tell. Create a narrative around your product rather than simply listing the facts. Show your product as it exists in the world. This can be in the form of customer stories, outside perspective, testimonials, or quotes from influencers or media mentions.

Another great campaign is to tell a bigger story throughout several email threads. Leave your readers wanting more. Tell them a hero story. The hero can be you, your business, or a customer.

Of course, always be truthful, but use that truth to tell a story. One where the main character, full of ambition began a very hard journey (this journey could be related to health, success, finances, family – apply it to your business and your industry). Perhaps there was an initial success, followed by hardships and perseverance. Only to come out triumphant in the end.

Who doesn't love a hero story (and nearly all business owners have one at one time or another)? Use this as an email campaign. I suggest telling the story for up to 6 days in the first week of emails.

2. Choose Your Frequency with Care

Once you stop emailing people on your list, they rapidly go cold.

Remember, the one closest to your customer is your biggest competitor. If they are receiving regular emails from a company with similar products to yours, but are not in regular contact with you – they will purchase from your competitor, every time. This means you should keep emailing them – adding value within each email.

Don't worry that they'll get bored or annoyed. They will unsubscribe when they've had enough, and if your copy is truly adding value instead of spamming them each week, they'll look forward to your correspondence.

That being said, don't email them too frequently to become a nuisance.

The schedule I recommend is as follows;

- 1 email per day for the first 7 days (value, value, value-packed content! Relational. Relevant. Rewarding.)
- 1 email twice per week for the following three weeks (6 emails total. Add value, but also suggest a product)
- 1 email per week thereafter (adding value, suggesting products, updating exciting happenings)

You won't have the time or may not have material to write more than once a week, and as a maintenance campaign, I really don't recommend it.

If you choose to drop down to monthly, craft a digital newsletter and be sure to send it at the first of the month, every month.

3. Keep it Simple

Be careful that your emails do not come across as complicated, confusing, or too lengthy.

Your readers are unlikely to read an email if the information is written in a way that doesn't interest them. If you take on a "9-5" all business – all the time tone, you will immediately turn your readers off and your unsubscribes will skyrocket.

Your audience will be far more likely to read and enjoy (maybe even share or respond) to text that reads like a friend has written to them.

Write much less than you would for printed material. Because people have too much information at their fingertips, your readers will only scan your content.

At most, each email should contain less than 400 words. Any more and the reader is sure to move on to something else.

The more frequent the emails, the less it should contain. Your readers will not spend a great deal of time on your emails if they are receiving one a day on a regular basis.

Don't include irrelevant information simply for the sake of sending out frequent content. Instead, store up the exciting headlines from the week, or for the upcoming week and send it to them in an exciting, fun, and informative weekly email.

4. Know the Law

Unwanted email, or spam, has become a regular problem for many companies and individuals.

The US has stepped in to protect the consumer from unwanted emails by passing the CAN-SPAM Act.

If you or your company want to email any individual, you must make sure you are in compliance with the following;

1. Have prior consent (single or double opt-in) or have an existing relationship with the customer
2. Provide clear identification of you, the sender
3. Include the business' physical address
4. Include an unsubscribe link for the recipient to withdraw their consent

5. How to Stay Out of the Dreaded Spam Folder

Anyone who has worked through trial and error with email marketing knows the frustration of creating a beautiful, graphics and link saturated email only to watch as the open rates take a swift and irreparable nosedive.

Due to the practice of spamming the masses, email programs have coded very tough algorithms to have to get through in order to land in the primary inbox.

There are a few things you can do to help:

1. Eliminate the beautiful graphics and strip the email down to text only. I know – it makes me cry a little inside too. If a picture is worth a thousand words and a video worth a thousand customers, shouldn't we use both? Well, that answer lies in how important those graphics are. Can you communicate what you need to without them? If the answer is no, use them when necessary, but sparingly.
2. Use links sparingly as well. Too many links pointing outside of the email will send out a "spammer beam" and all too often the programs will send you to the dreaded folder before your reader has the ability to see your killer content.
3. Choose an enticing subject line – but try to stay away from words like "Free" and "Money". Although sometimes these are okay, you'll risk getting sent to spam.
4. Ask your subscribers to "safe list" you. That way even if your content would normally be sent to spam, it will wind up in their primary inbox.

Whew! You made it!
I hope you're ready to use these 5 Simple
Steps to Mastering Email Marketing and
increase your company's bottom line this
quarter!



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