



..... Marketing Cheatsheet

EMAIL MARKETING

THE KEY TO BUILDING TRUST



Your Digital Partner

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One of the biggest perks of email marketing is that it's inexpensive, yet it gives great results. You can reach your target audience and show up in their inboxes a couple of times per week with your unique message.

You're reaching the right audience

The great thing about it is that you're reaching the people who have given you their permission to advertise to them by giving you their email addresses. These people have shown interest in your brand before, which means that your marketing efforts would be better spent on email marketing than on trying the outbound marketing such as radio commercials or billboards and pamphlets.

Some people would want to subscribe to your mailing list because they expect to get news and good content from you, to stay in touch with what you have to offer, and get news of discounts and great deals you're offering. And they don't need to seek you out to get all of that because they get it delivered to their inboxes, easily accessible wherever they may be.

However, before you start with email marketing, you need to determine what the goal of each individual campaign would be. Is it to drive traffic to your website, or promote new products? Are you promoting your tripwire or your main offer? Do you want to keep your subscribers engaged by providing amazing content week in and week out? You need to have all the information beforehand because it will help with the type of emails that you're sending and with the style of writing too. But... promotional and discount emails aside, email marketing is about lead nurturing and trust building. It's a great way for positive energy to thrive.



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The Importance of Personalisation

One of the most important rules of email marketing is personalization, despite the fact that we're all using auto-responders to manage our email marketing. However, just because we're using automation it doesn't mean that we cannot add a bit of personal touch to every email that we send.

And addressing your subscribers on a first name basis is a great way to start. Speak to your subscribers with respect and genuine care for their success.

The chances are that your subscribers are not all in one country, or even one continent for that matter. If you can pinpoint their location, you can make sure that your emails are delivered at the best time, that is, the time when they are most likely to be online and read it. For example, if you don't want all of your subscribers to receive emails at the same time, you can use the auto-responder to send these emails according to their time zones.

Also, you can send them emails based on their prior behaviour. For example, send them emails promoting your blog posts with the same topic as the free report or the guide that they previously downloaded; or send them a list of a couple of suggested products that might interest them.

If you've decided that you will be the face of the company, you can use the signature section to feature your photo or include some anecdote about yourself, because that way people are much more likely to connect with you and visualize who you are as a person. And when your subscribers feel connected to you, they are more likely to become members and paying customers.



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Don't be overbearing

You don't want to be overbearing with emails you send them. You can use auto-responders to segment subscribers into different batches on the basis of their behaviour and their interest. This will help you avoid sending them the same email twice, and it will also keep you from burdening them with irrelevant emails.

For example, you can have a separate list of people who have bought from you before, and those who are just subscribers; those that would like daily, weekly or monthly emails, those that are interested in weight loss program, and those who are interested in the fitness program.

The point is, the more targeted the emails, the better chance for conversion, no matter what your goals are, be it driving traffic to your website, selling new products or signing people up for one of your programs.



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Design is important

Designed emails are also something that can help with conversions. Keep it fun and appealing, but without discarding the air of uniformity. When you think of Coca-Cola, you think red. On the other hand, you associate Pepsi with the colour blue. Imagine if they changed their colours every couple of months; they wouldn't be as recognizable as before.

And you cannot forget about mobile users either. In October 2016, the number of mobile Internet users surpassed the number of desktop internet users for the first time. For any such statistics, you can check out StatCounter's website because they are regularly publishing internet-related reports. But, let's focus our attention back on emails. The point is, people regularly check their emails from their mobile devices, if you don't optimize your emails for smaller screens, your subscribers won't even bother to read them. And why would they, when you haven't bothered to make it easy for them to read?

There's also the length of emails to consider. Reading big chunks of text just doesn't cut it anymore for most internet users nowadays. People are mostly scanning for the information, which means that you have seconds to grab their attention.

Keep it short, keep it positive, and if possible, use the graphics as much as you can, because not everything needs to be conveyed with words. That would make emails more visually appealing and would cut down on the number of words per email, which is always great. The lengthier the email, the greater the chance that the subscriber would just quit without reading it unless you really grab their attention with an opening line and the subject.



Do you need a hand with your email marketing strategy? Feel free to drop us a line to discuss how email marketing can make a huge improvement in leads and conversions.

Get a [free quote](#) today.



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