



# Inner Success Circle Special Training Report

Presented by Marty Marsh

MARKETING BASICS SERIES: LESSON 6

## Email Marketing

### *Getting Your Message Straight to Your Prospect's Inbox*

Email marketing involves sending email messages to a list of subscribers that contain information, offers, discounts, and promotions. It's one of the most common and effective types of marketing used online today. There's a popular saying among internet marketers that states, 'The money is in the list.'

#### **The Basics of Email Marketing**

The first step in email marketing is to build a list. You can do this by either creating a website or using offline materials to collect names and email addresses. This is what's called an 'opt-in' list and it's very important that people have chosen to be on the list. If they haven't opted in, they won't be responsive to your offers.

Depending on the type of business you're in, the best way to get people to sign up is to offer an exclusive freebie or discount. Once they've signed up, you send them an email to confirm, and they receive the free offer or discount. A software program called an autoresponder is used to manage your list and automatically send messages to your subscribers.

**Side Note:** You're likely already familiar with a variety of email service providers also known as "autoresponder" services. Some of the top names of providers are: Aweber, MailChimp, GetResponse, ActiveCampaign, Infusionsoft, Drip, and ConvertKit.

I personally recommend using ConvertKit for a variety of reasons, but the number one reason is that you can tag subscribers in ways that make it easy to market to specific groups about specific things they've expressed an interest in. It's the easiest way to "segment" your list, and to also separate buyers from prospects.

ConvertKit is a tiny fraction of the cost of Infusionsoft, and from experience, a hell of a lot easier to program and use. I've heard that folks who invest in Infusionsoft almost always use only the tagging features for their email marketing. (I know I did when I was using it.) It's a steep price to pay for something that is readily available in other programs now like ConvertKit and Drip.

You also want something really easy to use. When I was using Infusionsoft I emailed a lot less because it was so hard to set up. I was paying someone else a small fortune to help me get emails out and it was a nightmare, both financially and technically. So whatever service you use, make sure it is easy, that you understand it, and that you can afford it.

Getting names and email addresses is just the beginning of getting going with email marketing. You then have to nurture your list and build a relationship with them. You can do this by providing helpful information and high-quality content. They see you as an expert *and friend*, and this builds trust so that you can then start making offers.

Email marketing is useful for any kind of business, whether online or off. In fact, it's an easy method for offline businesses to increase engagement with customers. Email is also a great way to market to cell phones and mobile devices. You can send coupons they can use at your bricks-and-mortar business or invite folks to your online programs or your store.

## **The Benefits of Email Marketing**

Email marketing is wonderful because it's cheaper and faster than direct mail. Instead of spending money publishing brochures and other print materials, you only have to compose email messages. Unlike direct marketing, you also get instant global reach.

It's easy to monitor and track the response of your prospects to your emails. The autoresponder service that you use to manage your list will handle your tracking for you, giving you detailed analytics. You can easily see which messages are getting opened and acted upon and which aren't.

The only real disadvantage of email marketing is that people might ignore your emails. With all of the spam that people get, your messages may end up in their spam or junk folder. Or they get so many emails that they ignore yours for something more interesting or relevant. Government regulations have also gotten stricter about how you do your email marketing.

As a commercial email marketer, there are certain governmental rules you must follow. While the law in the US doesn't specify that people must opt-in to your list, it does specify that you must provide them a way to opt-out. In Canada, people must opt-in. And you must abide by this rule even if you are emailing from outside of Canada. There are other rules you must follow, and having an autoresponder service helps ensure that you are being compliant. One

of the best reasons I know of for using a service and not mailing from your desktop account.

## How to Make Email Marketing Work for You

The first guideline for success with email marketing is that you should never buy or trade for a list. Subscribers need to opt-in and confirm their subscription. (Confirmed opt-in is really the best insurance you can get against possible future spam complaints.)

When you buy or rent a list, not only are you getting untargeted prospects who are probably not interested in you, you're also technically spamming them when you send unsolicited messages. With new anti-spam laws like the CAN-SPAM Act of 2003, you could pay dearly for this.

Remember the definition of spam is: any unwanted email. Note that word, any. You may not consider that what you're doing is spamming, but if the recipient does, that's all that matters. Unwanted is unwanted.

Your emails should always be relevant to your subscribers. Stay on topic, otherwise folks will just become confused about what you actually do or what you offer. I once subscribed to an animal welfare list and they would send out recipes. It was a huge (and disturbing) disconnect for me, and totally irrelevant to their mission of helping animals.

Your subscribers are expecting consistency in your messaging. Make sure that whatever you share with them is what they are expecting.

When you do start making offers, be careful about the products and services you promote. You may discover that you can make good money with *affiliate marketing* (which we'll cover in a future lesson) maybe never having to create your own products or programs. But don't pass off anything on to your list that's less than the best quality. Nurturing your list is about building trust, and one bad product can destroy that trust quickly.

Remember that people can unsubscribe by simply clicking on the link at the bottom of the message. Or worse, report you as a spammer.

Always be responsive to your list and treat them like gold. When they have comments or questions, listen and communicate back with them.

Pay attention to your analytics so that you know what works and what doesn't. Marketers who take care of their list keep their subscribers for the long-term.

A good rule of thumb practiced by most email marketers is to send far more informative content than selling content. Most suggest 75% informative content and 25% selling content. So, doing that math, you send 3 emails that are strictly content-based and one email selling something.

This is assuming that you're emailing your list frequently. Often more than 3 or 4 times a week. I suggest that at a minimum you send an email to your list at least once per week. And if that's the case, you may want to make some kind of offer in every email you send.

The best way to do that is to include informative content and tie it to an offer that you're making. The P.S. of your email is always a great place to make an offer.

One thing to remember is that people today are quite savvy. They sign up for lists with the understanding that you're going to have something to sell them. So don't worry about offending them with an offer. Start making offers early in the onboarding process when someone new joins your list and it will become something that they expect.

They are always at choice to buy, or not to buy, or to even stay on your list. And never worry about unsubscribes. Those are people who would just be taking up valuable space on your list and would never buy from you anyway.

*Next week: Direct Marketing — The Traditional Approach*