EMAIL MARKETING LEAD MAGNETS

PART 1

jane hamill

WHAT WE'LL COVER

- Why you need a list
- Ways to build your list
- Email opt-in ideas
- Examples of opt-in offers
- Email best practices
- Examples of email drips

BUILD A LIST AND SELL THROUGH EMAIL

- You OWN it
- Nothing can take that away from you
- Social media platforms come an go
- You wouldn’t build a house on land you’re renting
- You can drive traffic to products (but…)
- CHEAPER to get people on your list and sell to them that way
- There’s a process to go from cold lead to “here’s my credit card”

BUILD YOUR LIST / SELLING VIA EMAIL

- Decide on your ideal customer
- Choose a traffic course
- Drive traffic to your site
- They buy or don’t buy
- If they don’t, you offer a lead magnet (IFO, freebie offer, freemium)
- Trade them something for their email opt-in
- Make them an offer for ONE of your products
- Continue the relationship
- Make them more offers
- Repeat customers

48%

"The latest tests I've seen have shown email is at least **20 times more powerful** **than a Facebook** list...

...in other words,
an email list of 1,000
people will outperform a Facebook following of 20,000."

-Jeff Walker, creator of Product Launch Formula
and overall marketing genius

BUILD YOUR LIST

- Have a GOOD Opt-in (email sign-up) on your site
- Trade them something for their email (your IFO)
- Could be a discount or free shipping
  - 15% off your first order
  - free gift with your first purchase
- Could be valuable content that makes their life easier
  - 5 minute video – 3 ways to tie a scarf
  - How to wear leggings when you're over 50
  - 5 tricks to pack only ONE bag and still look fantastic for a 3-day weekend
  - How to pick the "right" t-shirt for your body type

GIVE THEM A TASTE

BUILD YOUR LIST

- Pop-ups still work – for now (overlays, interstitials)
- You might not like them personally, but they're still working (at least for now…)
- Pop-ups helped Entrepreneur.com increase subscriptions 86% and sales 162% - *Entrepreneur.com*
- On average, businesses see between 150% and 1100% increase in email sign ups with pop-ups. – *Income Diary*
- Many websites have seen an increase in sales as much as 40% after adding pop-ups – *Conversion Voodoo*

EMAIL SIGN-UP | BLOG | ECATALOG | WHAT'S NEW

SIGN IN | WISHLIST | SHIP TO | CART (0)

FREE SHIPPING + 10% OFF
all holiday >
Ends 1/2

HOME DECORATORS COLLECTION

shop: CATEGORIES | ROOMS | BABY & KIDS

SEARCH BY KEYWORD OR ITEM #

FURNITURE | RUGS | HOME DECOR | LIGHTING | TILES | HOLIDAY | GIFTS | OUTLET | SALE

FINAL HOUR

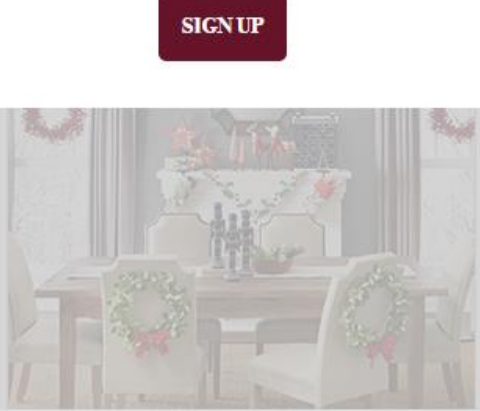
Ends 11:59PM EST

Home / Sale

SALE Shop now

LIMITED-TIME OFFERS

ends 10.31



LET'S TALK STYLE

Sign up to get design inspiration, special offers and more!

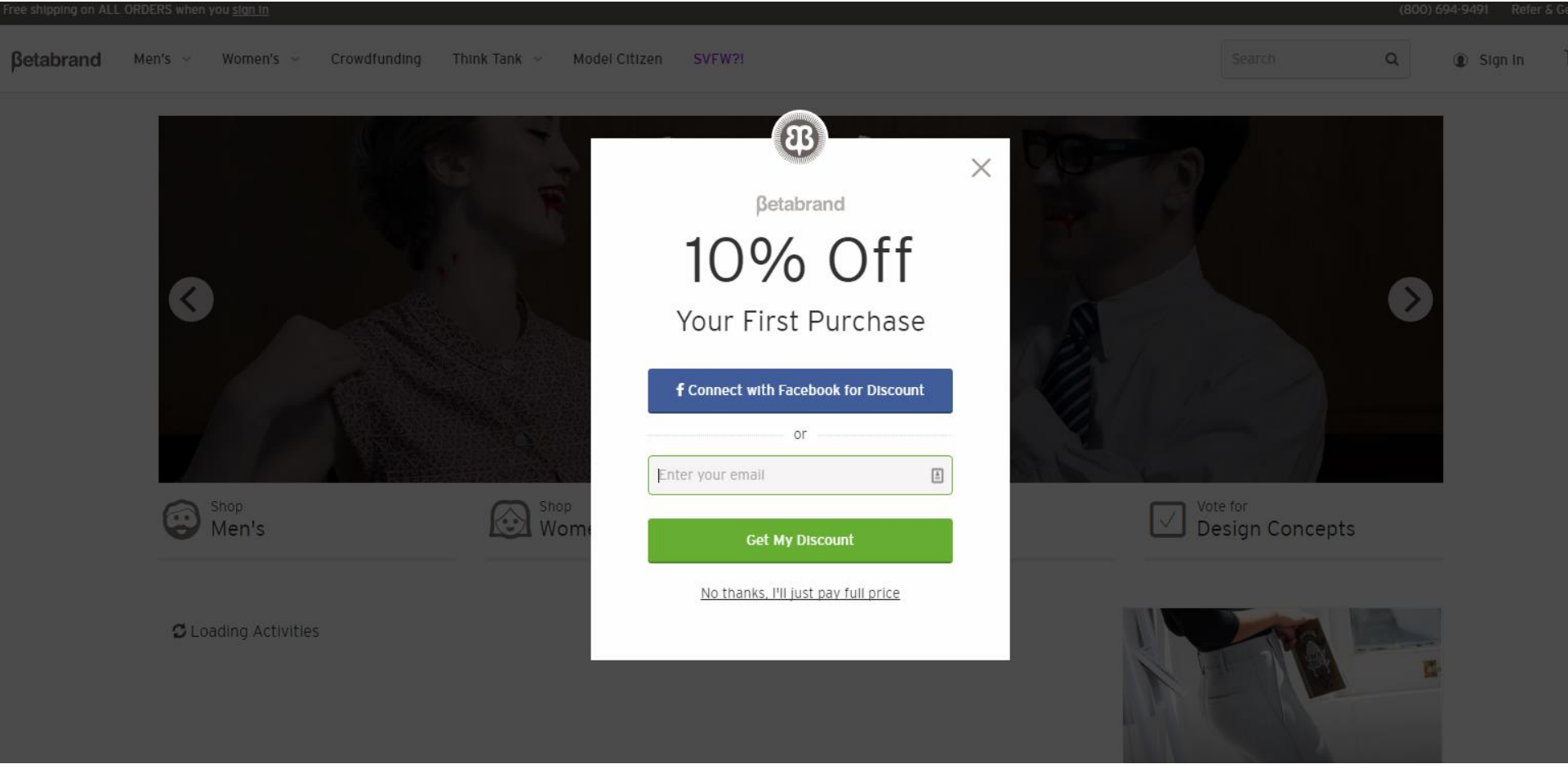
EMAIL ADDRESS

CONFIRM EMAIL ADDRESS

FULL NAME

SIGN UP

homedecorators.com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Refer & Ge
βetabrand
Men's
Women's
Crowdfunding
Think Tank
Model Citizen
SVFW?!
Search
Sign In
βetabrand
10% Off
Your First Purchase
Connect with Facebook for Discount
or
Enter your email
Get My Discount
No thanks, I'll just pay full price
Shop
Men's
Shop
Vote for
Design Concepts
Loading Activities

SIGN IN | REGISTER

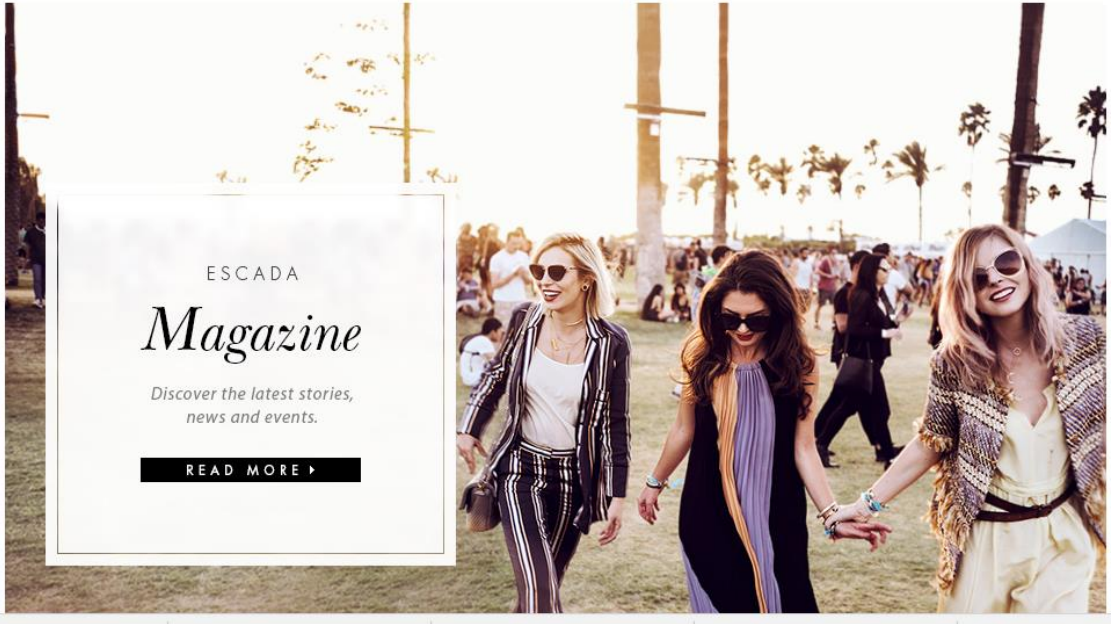
ESCADA

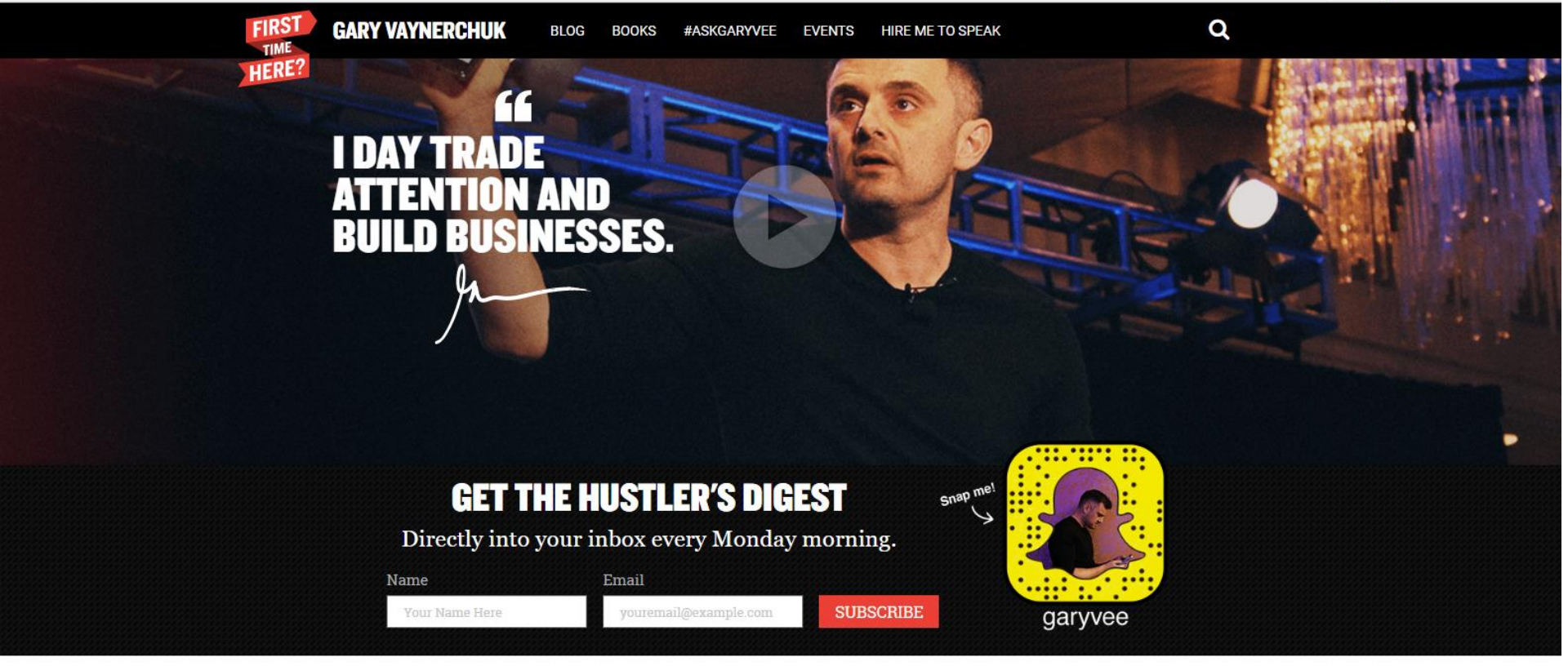
SHOPPING BAG

CLOTHING ACCESSORIES SHOP THE LOOK SALE WORLD OF ESCADA

Search

Spend and save with voucher code FALLSAVINGS – Learn More!




FIRST TIME HERE?
GARY VAYNERCHUK
BLOG
BOOKS
#ASKGARYVEE
EVENTS
HIRE ME TO SPEAK
I DAY TRADE ATTENTION AND BUILD BUSINESSES.
GET THE HUSTLER'S DIGEST
Directly into your inbox every Monday morning.
Name
Your Name Here
Email
youremail@example.com
SUBSCRIBE
Snap me!
garyvee
GARY VAYNERCHUK BUILDS
WATCH THIS

chow baby
gourmet treats for little peeps

Please send me a
FREE Step-by-Step Guide to
Making Food My Baby Will Love!

First Name

Email Address

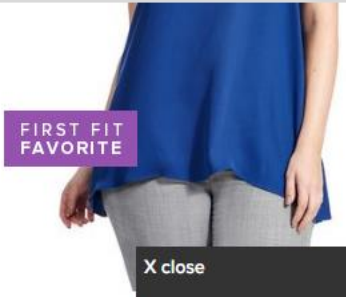
Let's get cooking!

gwynnie bee

SUBSCRIBE ▶ HI, ANGIE

NEW ARRIVALS CATEGORIES WORKWEAR WEEKEND CASUAL DRESSING UP EDITOR'S PICKS HOW IT WORKS MEMBER PHOTOS

RACHEL RACHEL ROY
Angled Draped Jacket



X close

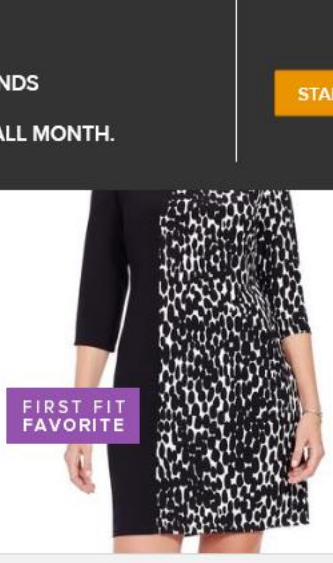
Start Your 30-Day Free Trial

2,000+ STYLES, 150+ BRANDS

WEAR. RETURN. REPEAT ALL MONTH.

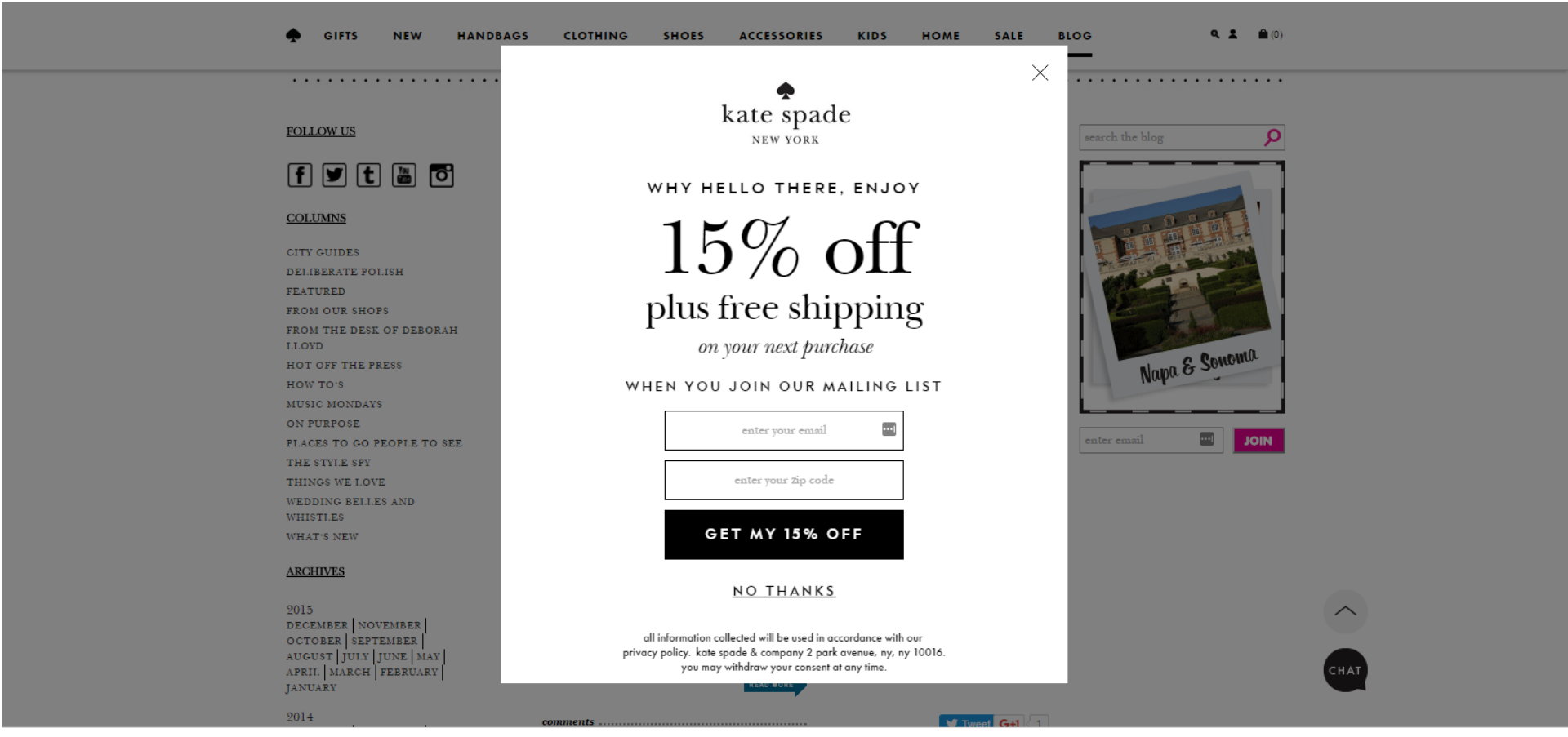
FREE SHIPPING + UNLIMITED EXCHANGES

START MY FREE TRIAL ▶



Top

Help


GIFTS
NEW
HANDBAGS
CLOTHING
SHOES
ACCESSORIES
KIDS
HOME
SALE
BLOG
(0)
FOLLOW US
COLUMNS
CITY GUIDES
DELIBERATE POLISH
FEATURED
FROM OUR SHOPS
FROM THE DESK OF DEBORAH LLOYD
HOT OFF THE PRESS
HOW TO'S
MUSIC MONDAYS
ON PURPOSE
PLACES TO GO PEOPLE TO SEE
THE STYLE SPY
THINGS WE LOVE
WEDDING BELLES AND WHISTLES
WHAT'S NEW
ARCHIVES
2015
DECEMBER | NOVEMBER | OCTOBER | SEPTEMBER | AUGUST | JULY | JUNE | MAY | APRIL | MARCH | FEBRUARY | JANUARY
2014
kate spade
NEW YORK
WHY HELLO THERE, ENJOY
15% off
plus free shipping
on your next purchase
WHEN YOU JOIN OUR MAILING LIST
enter your email
enter your zip code
GET MY 15% OFF
NO THANKS
all information collected will be used in accordance with our privacy policy. kate spade & company 2 park avenue, ny, ny 10016. you may withdraw your consent at any time.
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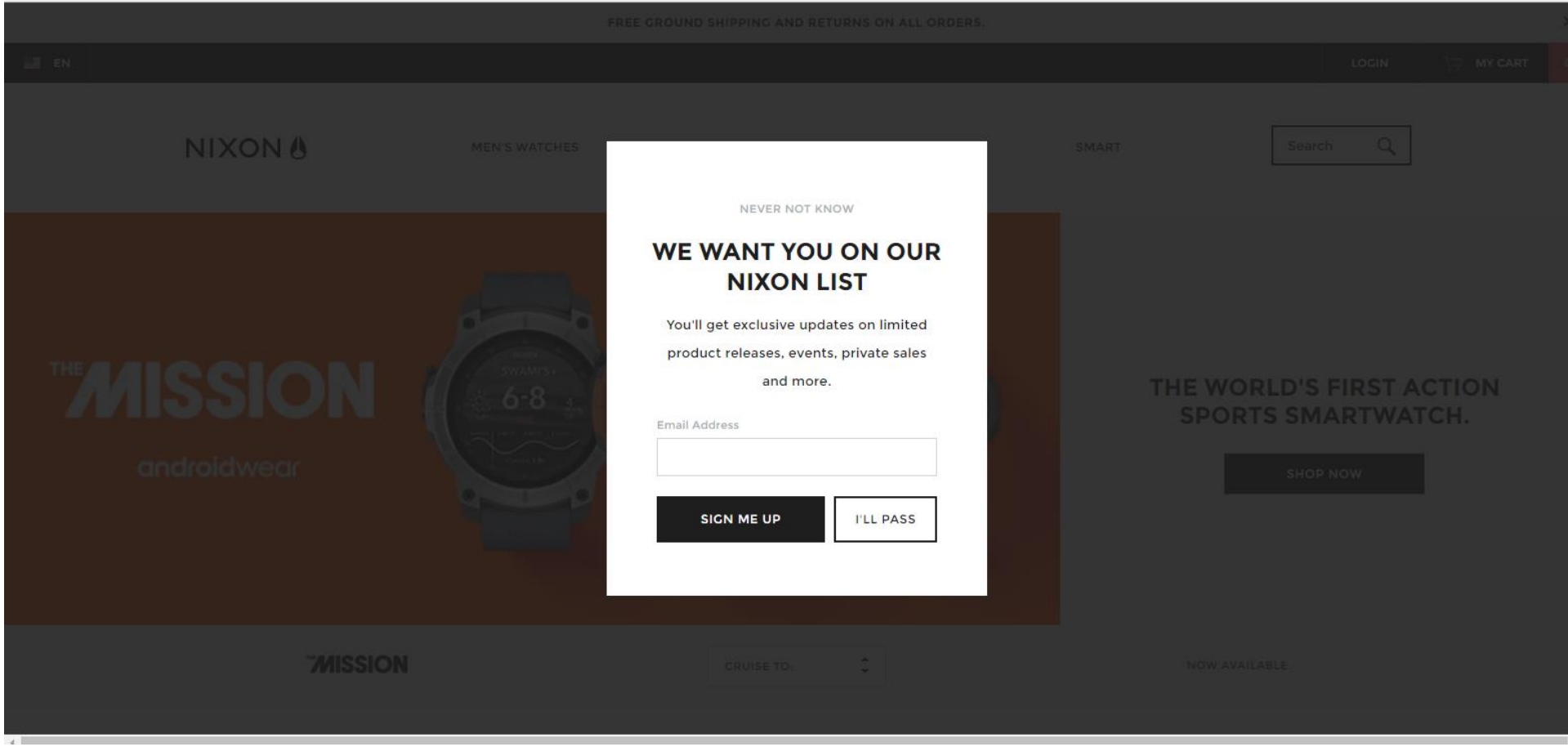
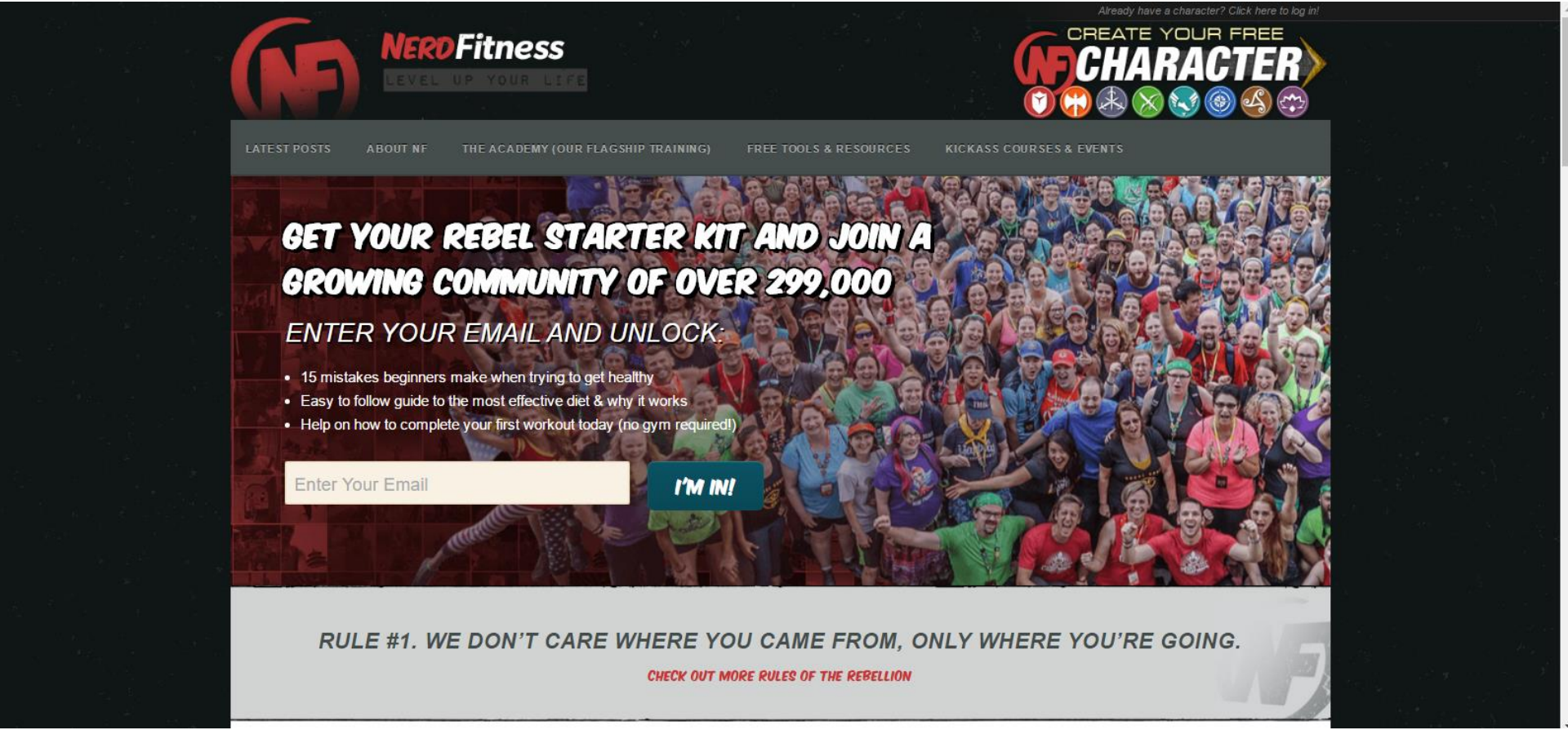

FREE GROUND SHIPPING AND RETURNS ON ALL ORDERS.
EN
LOGIN
MY CART
NIXON
MEN'S WATCHES
SMART
Search
THE MISSION
androidwear
NEVER NOT KNOW
WE WANT YOU ON OUR NIXON LIST
You'll get exclusive updates on limited product releases, events, private sales and more.
Email Address
SIGN ME UP
I'LL PASS
THE WORLD'S FIRST ACTION SPORTS SMARTWATCH.
SHOP NOW
THE MISSION
CRUISE TO...
NOW AVAILABLE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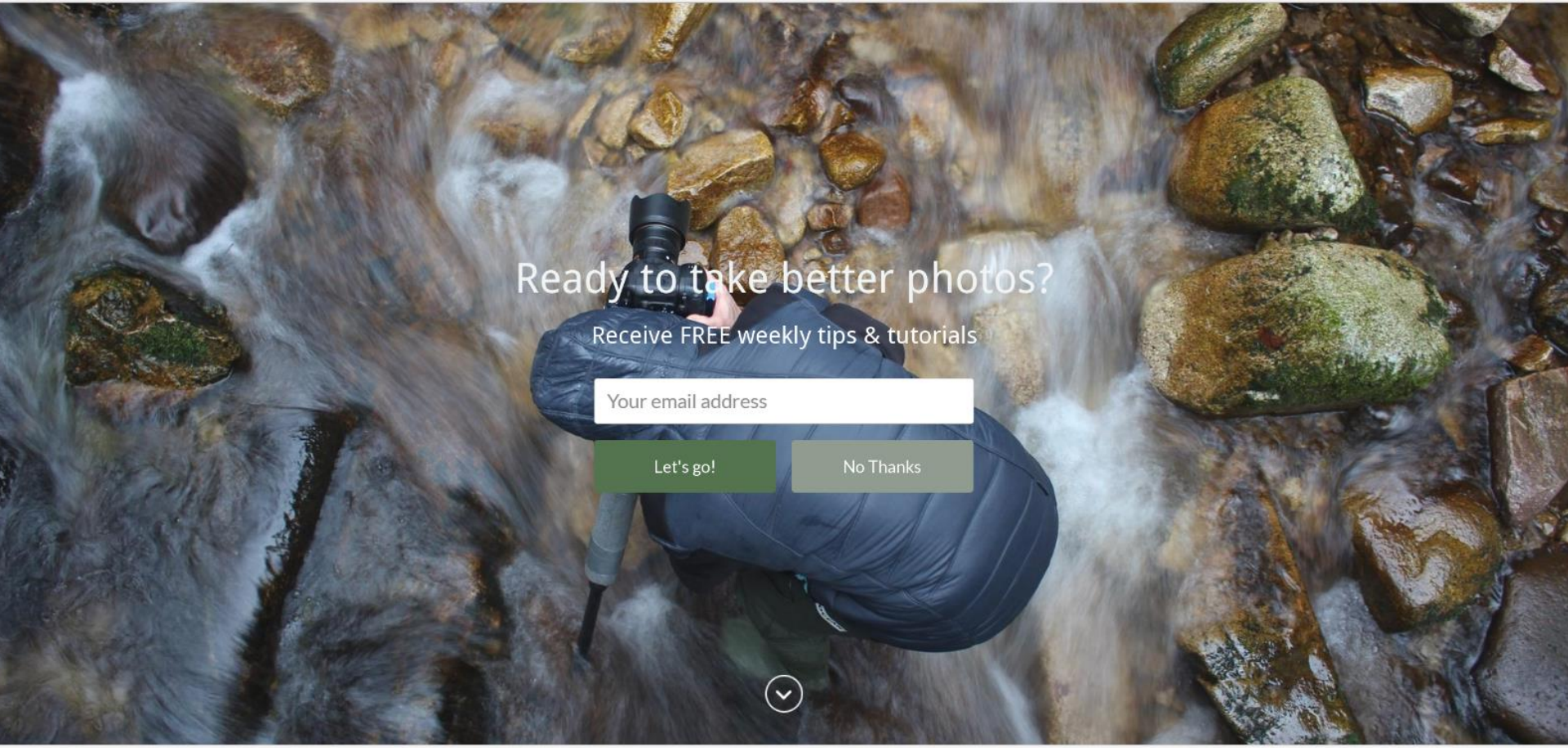
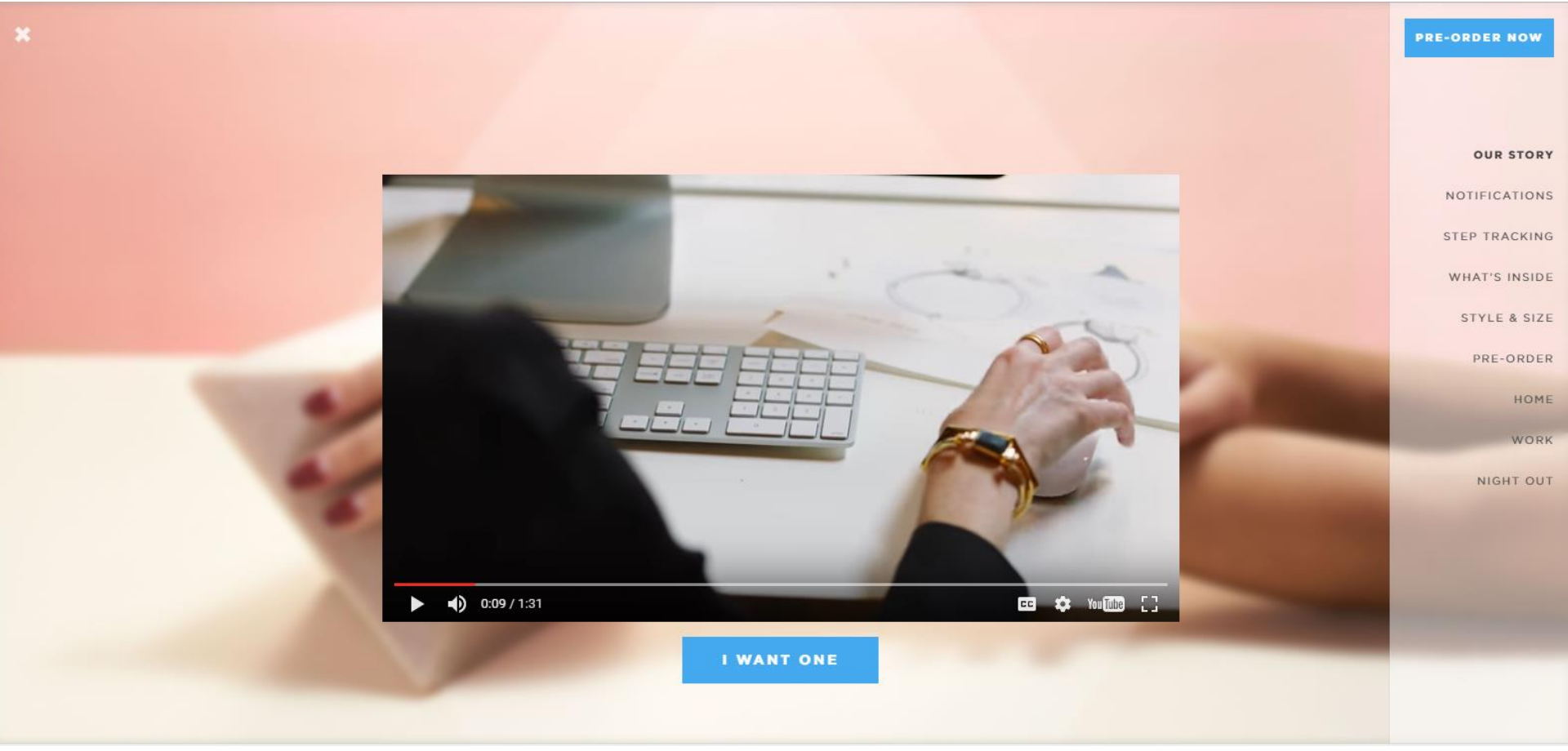
CREATE YOUR FREE
NF CHARACTER
LATEST POSTS
ABOUT NF
THE ACADEMY (OUR FLAGSHIP TRAINING)
FREE TOOLS & RESOURCES
KICKASS COURSES & EVENTS
GET YOUR REBEL STARTER KIT AND JOIN A GROWING COMMUNITY OF OVER 299,000
ENTER YOUR EMAIL AND UNLOCK:
15 mistakes beginners make when trying to get healthy
Easy to follow guide to the most effective diet & why it works
Help on how to complete your first workout today (no gym required!)
Enter Your Email
I'M IN!
RULE #1. WE DON'T CARE WHERE YOU CAME FROM, ONLY WHERE YOU'RE GOING.
CHECK OUT MORE RULES OF THE REBELLION

Photography Tips & Tutorials


Ready to take better photos?
Receive FREE weekly tips & tutorials
Your email address
Let's go!
No Thanks



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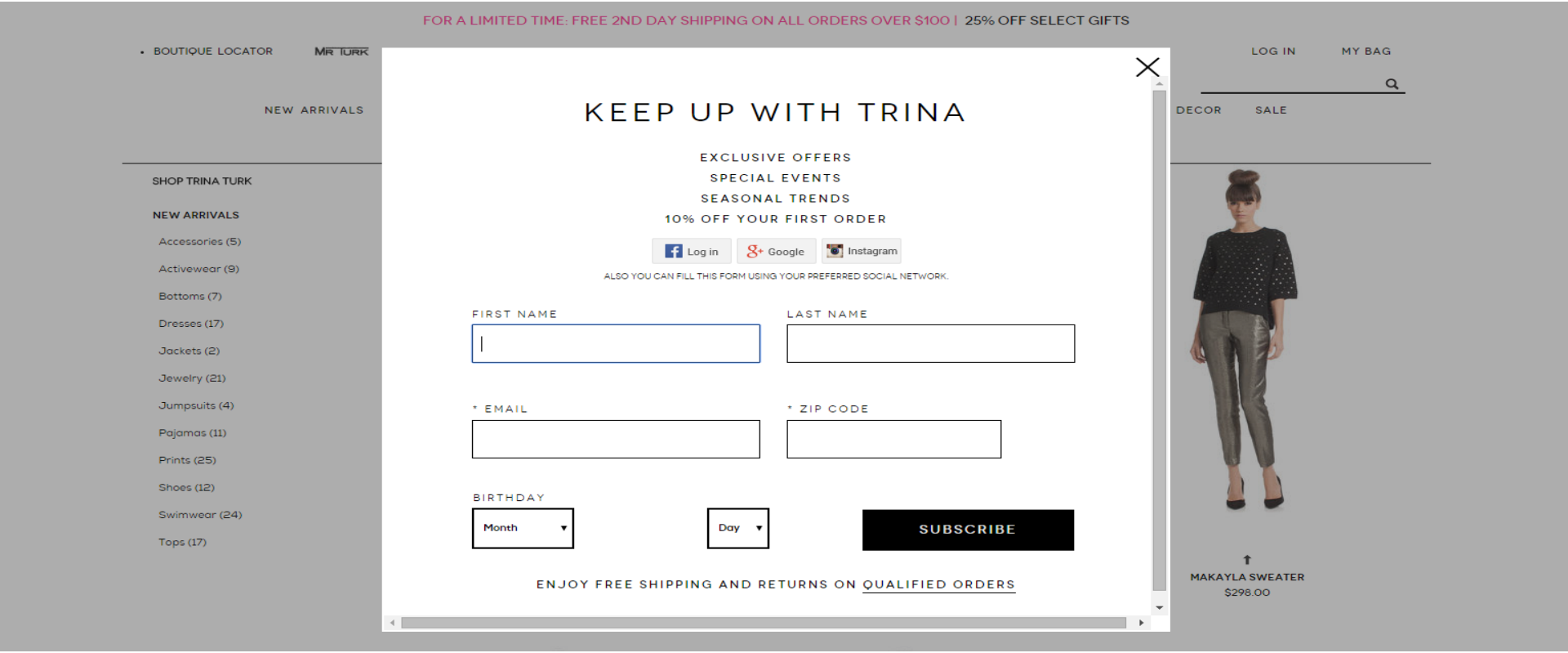
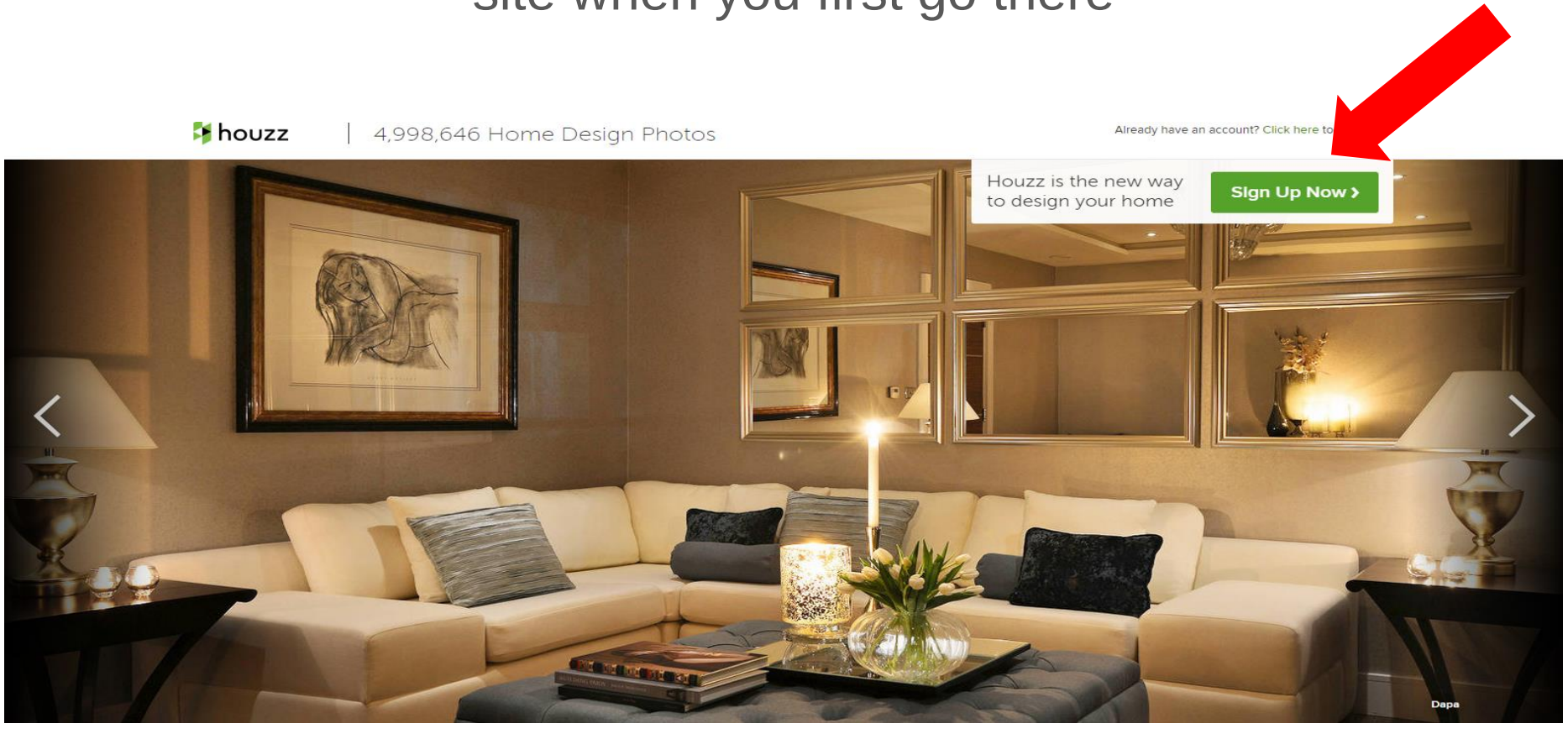
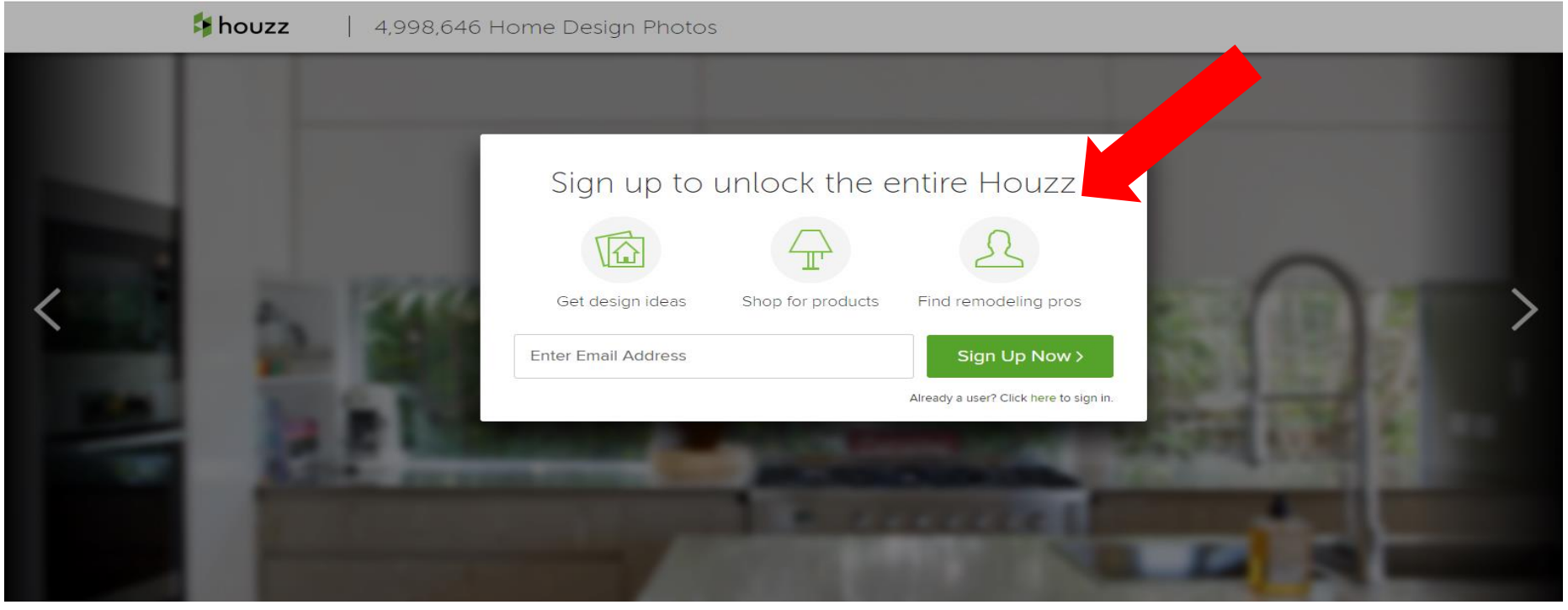
KEEP UP WITH THE ARTIST…



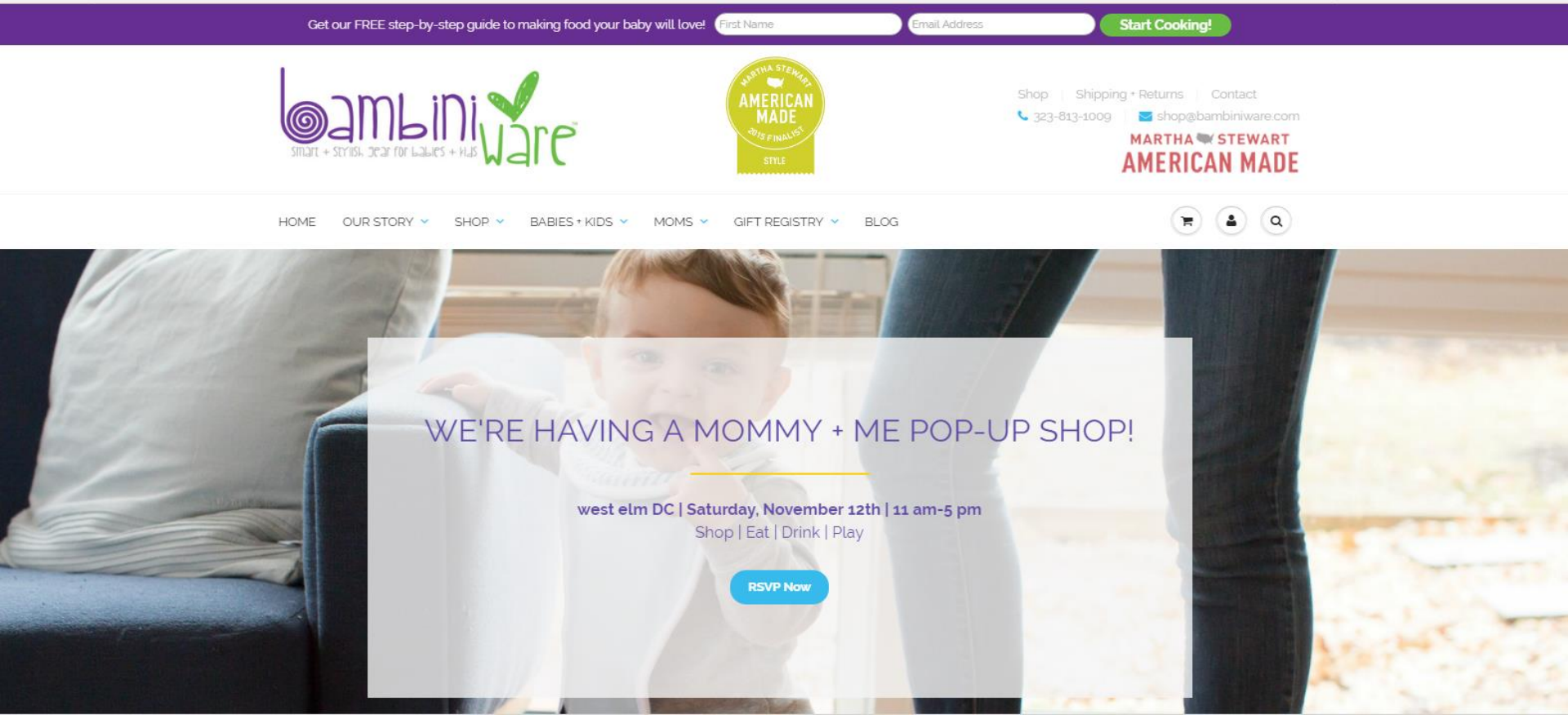
Houzz does 2 things. #1 – a little drop down on top right of site when you first go there



Houzz - #2. They also have a pop-up Clever: unlock the entire Houzz



EXAMPLE OF SWITCHING UP YOUR “OFFER”

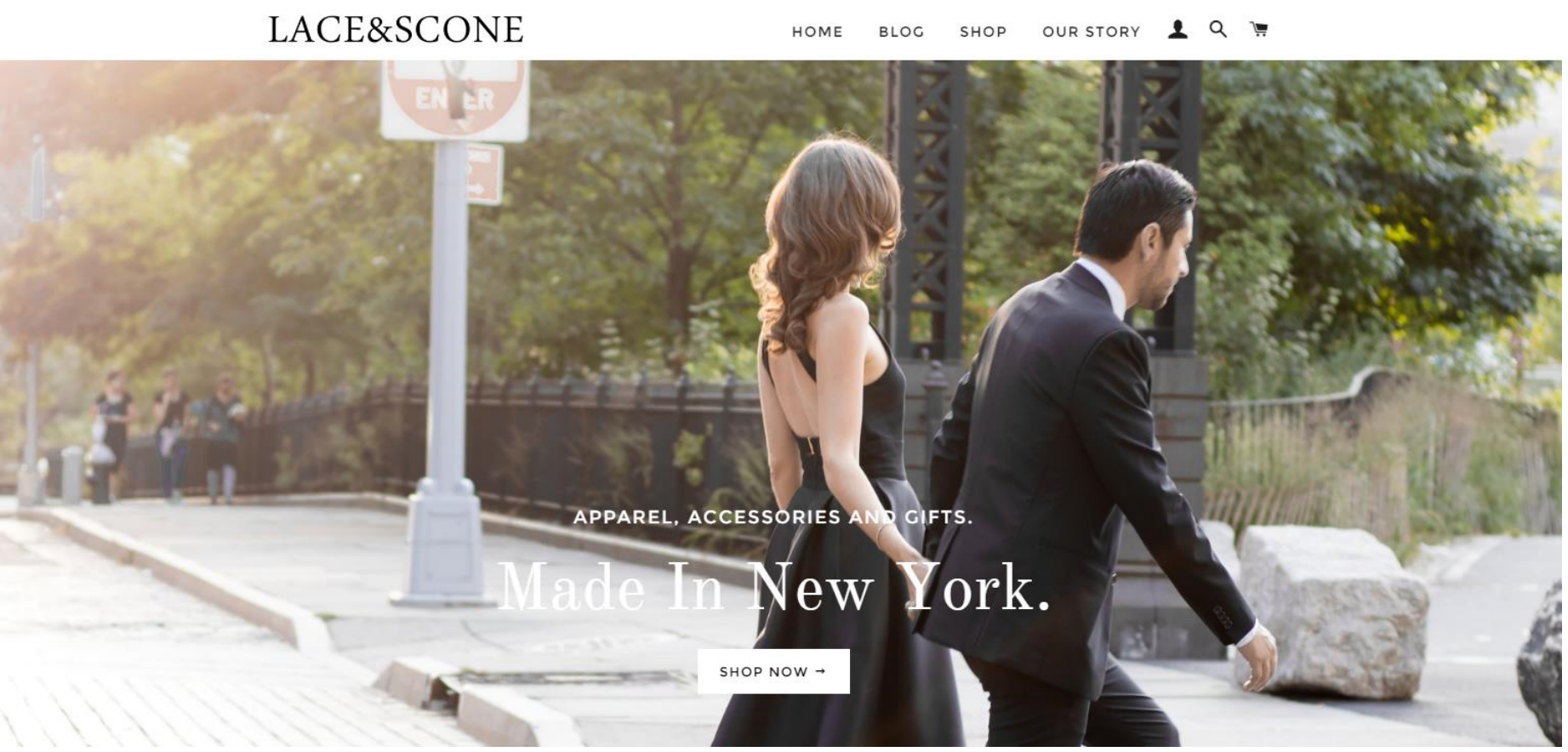


SUP?

YOUR WUP LETTER

- Do people REALLY know what you do?
- When was the last time you updated them on what's new with you?
- Write a letter
- Explain what's going on
- Let them in
- Ask for help
- Make a simple, clear request
- Thank them

YOUR WUP LETTER



Do a search for “Lace and Scone ‘We’re Building’” blog post

PRO TIP

YOUR STARTER LIST

SENDING EMAILS

“Most consumers do not spend more than **a few seconds trying to understand the content** in front of them before deleting the e-mail or moving on to something else.”
-Search Engine Journal