

EMAIL MARKETING LEAD MAGNETS

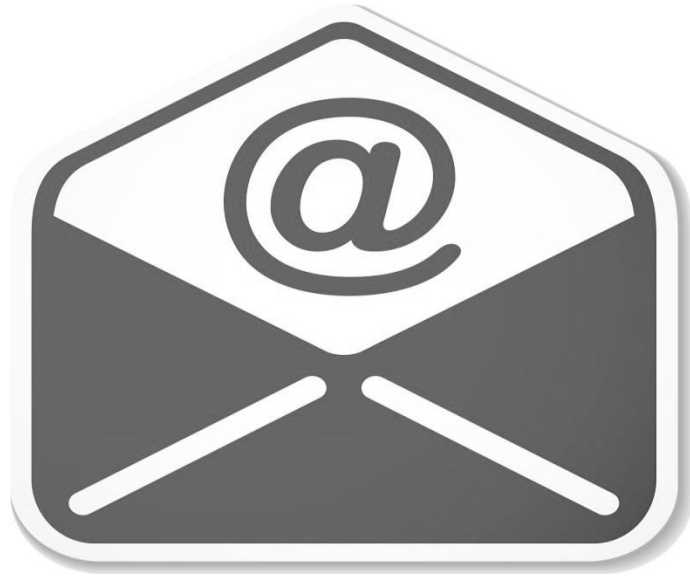
PART 2



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HOW OFTEN TO SEND EMAILS



- Newsletters vs. a designated pitch email (solo email)
- Content vs. pitch ratio, 2 > 1, 1 : 1, 3 > 1, many > 0
- “But I don’t want to bother them”
- Value vs. clutter
- “They already see me on social media”



“For every month you ignore your customers, you lose 10% of your influence on them” -*Dan Kennedy*

They forget about you and someone else is THERE
It's not that they didn't like your product, it's that they forgot about you!

THEIR SCHEDULE, NOT YOURS



EMAIL SECRETS



EMAIL SECRETS

- The From
- Marketing speak (examples)
- Track your subject lines
- Personal, human
- 4 essential elements to any offer
- Clear (kindergarten) instructions for what to do next

EXAMPLE #1

Nestled in the heart of _____, **Store on Street** opened its doors last September to an eager Austin public. Encouraged by old friend and new business neighbor, John Doe of Local Business Name, owner Jane Smith decided to expand Store Name and bring her exclusive wares to the city.

After two successful years running her debut store in City, State, Smith's new addition follows its forerunner's lead in creating a unique fusion of intriguing antique furniture, lighting, contemporary art, and architectural elements,, which continue to highlight her signature "Store Name style." Like its Italian namesake, the notorious Baroque...



RE-WRITE

Hi! I'm writing to tell you about a new store opening in _____ area. We sell _____ and it benefits you (why you care) in this way _____.

My old friend, _____, who owns _____, really encouraged me to open my new shop in his neighborhood. This will be my second store (my original shop is in town and I'm thrilled to say it's going strong) and I can't wait for you to come visit! I look forward to meeting the folks in the area and being a part of the neighborhood.

Please join me for:

Drinks, food, celebration, the newest look at...



SUBJECT LINES

- Keep it simple – 1 topic in Subject line, can be more in body in email
- Start with most important words – what shows up
- What would a friend send you?
- What gets YOU to open it?
- Keep ideas in a label or folder

Subject line #1: You don't want to miss it! 50% off starts now!

Subject line #2: 50% off right now! Don't miss the best selection!



DOES SIZE MATTER?

- List size
- Quality vs. quantity
- Responsiveness



DO THE MATH

<u>List</u>	<u>% buy</u>	<u>product price</u>	<u>sales</u>
300	1%	\$50	\$150
600	1%	\$50	\$300
1200	1%	\$50	\$600
1200	2%	\$50	\$1200



Perfect is
good but
DONE
is better

- Jane Hamill

