



5 Steps to Creating Your Own Email Marketing Strategy for Professional Service Providers

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Previously a Marketing Director, Development Director, Event Manager, and Market Researcher for companies ranging from nonprofits to global agencies. Over 15 years in marketing.

Masters in Integrated Marketing - WVU
Certified in Media Management - NYU





MY PURPOSE

I help brands strategically position themselves as a vehicle for customers and clients to experience the emotional benefits of brands while creating monumental brand equity.

I believe brands and the people behind them can express themselves in an authentic way that connects with others through marketing and a sound brand strategy.





HOUSEKEEPING

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If you take screenshots, I'd appreciate if you would share on social media and tag me [@brazenmarketer](https://twitter.com/brazenmarketer)

Everyone can book a free 20-minute discovery call with me after this webinar: www.calendly.com/brazenmarketer



5 STEPS TO CREATING AN EMAIL MARKETING STRATEGY INCLUDES

- **UNDERSTANDING WHAT YOUR CORE MESSAGE WILL BE**
- **DETERMINING THE BEST TYPES OF EMAILS TO SEND**
- **HOW TO OPTIMIZE YOUR EMAILS FOR MOBILE AND MORE**
- **PERSONALIZING YOUR EMAIL CONTENT**
- **HOW TO BUILD YOUR EMAIL LIST**

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STEP 1

WHAT IS YOUR CORE MESSAGE?

LET'S TALK BRAND
STRATEGY AND YOUR
TARGET AUDIENCE



YOUR BRAND STRATEGY

- Before you think about sending emails, do you have a brand strategy?
- What is the core message of your brand/company?
- What problem(s) are you solving?
- How will you make sure you are addressing these problems in your emails?

MORE THAN VISUALS



A brand is more than its visual elements.

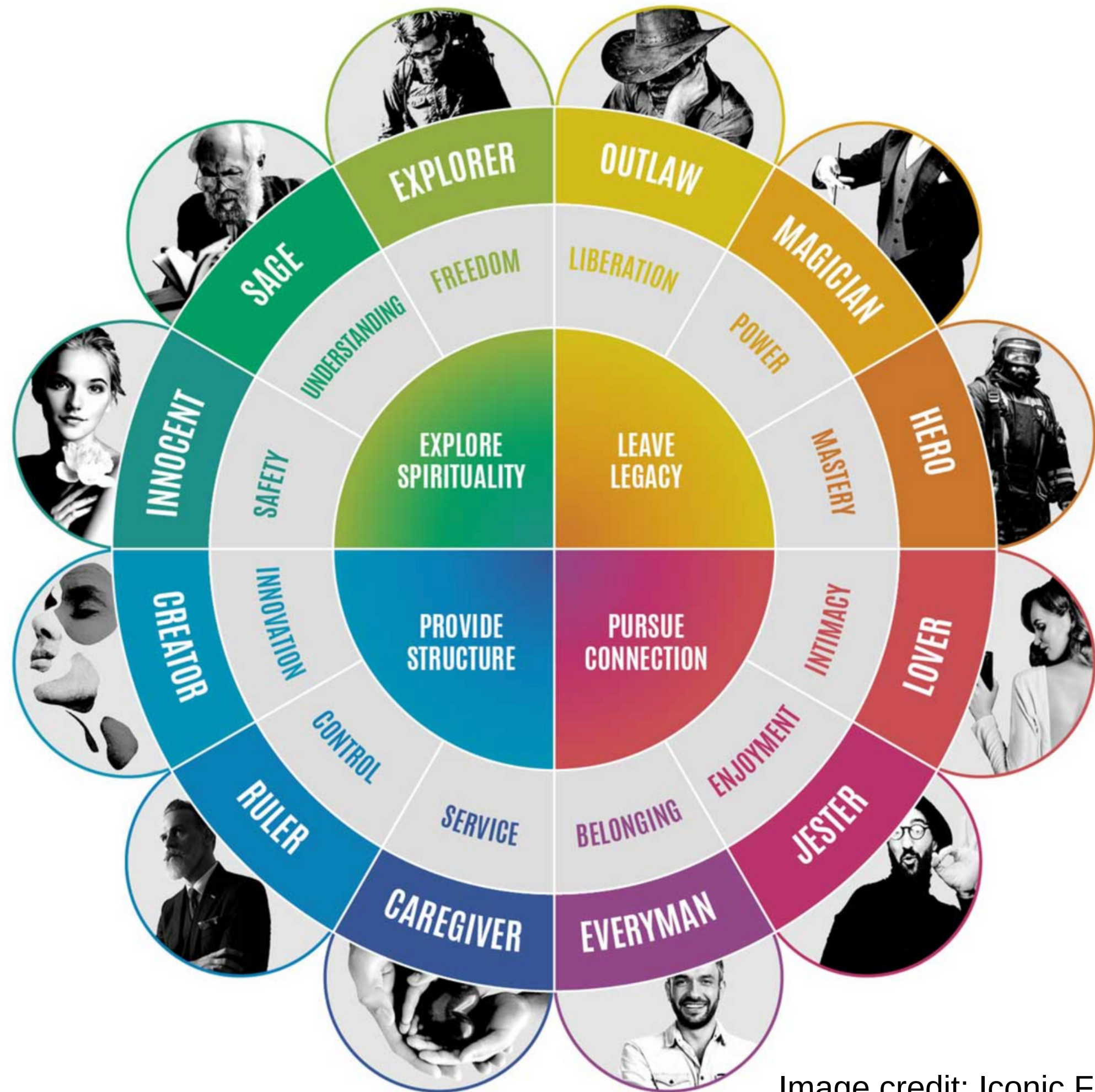
Your brand is everything a client experiences.

Your brand is the human characteristics it takes on including:

- Personality
- Voice
- Tone
- Opinion
- Values

PERSONALITIES

Your brand should take on **ONE** of the following personalities.




YOUR CORE MESSAGE

- You must start with your why **AND** your purpose.
- Focus on your target audience.
- People are inspired by and connect to your reason for existing.
- Who are you? What do you do? Who do you do it for? What do they need from you? And how do they change or transform because of it?
- From your purpose, your core message will be revealed.

Your core message is *not a statement*. It is what you want your audience to understand about your brand, from what it believes to where it is going, from every touchpoint.

It is the *underlying theme of what you are trying to communicate*. It is a continuation of your why.





**You should know your core
message to create email
marketing campaigns that are
impactful and the connect with
people on an emotional level.**

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STEP 2

LET'S TALK EMAIL MARKETING

**NOW THAT WE'VE COVERED
HAVING A BRAND STRATEGY**





THE EMAIL AUTOMATION PLATFORM (EAP)

Why use an email automation platform to send bulk emails?

- Bulk emails sent from webmail addresses like Gmail are looked at as suspicious by ISPs like Verizon.
- Your email is more likely to end up in someone's spam folder.
- You cannot track the results of your campaigns, like clicks.
- You run the risk of putting people's privacy at risk.
- People cannot easily get off your list, which is against the law.



WHAT TO LOOK FOR IN A EAP

- Mobile responsive templates
- Built-In contact management systems
- Reporting tools (i.e., campaign comparisons, list growth)
- User-friendly editing abilities and automations
- Email list segmentation capabilities
- Email preference center

BEST TIME TO SEND EMAILS

- It is a personal consideration, and you need to test.
- Always chose a consistent send schedule you can keep up with.
- I recommend planning at least 30 days of emails
- Consider the 80/20 rule - 80% value/educational content and 20% selling/promotions



TYPES OF EMAILS YOU CAN SEND

- Thank you emails
- Welcome emails (Series)
- Apology/Oops email
- Ask for feedback
- Ask for referrals
- Blog updates
- Celebration (quirky, birthday, anniversary)
- Contest
- Coupons/Discounts
- Deadline extension
- Educational (Drip)
- Inside scoops/tips
- Invitations (webinars, etc.)
- Reminder email
- Sales/promo emails
- Success story
- Time is running out
- Win-back emails



CREATING MOBILE-READY EMAILS



- Go light on your images
- Use responsive email templates
- Use your pre-header field effectively
- Break up your text
- Use buttons
- Avoid small font sizes
- Include Alt-tags for images
- Consider standard image sizes for emails
- Edit your content
- Go easy on CTAs

PERSONALIZE YOUR EMAIL CONTENT

- Gather the most relevant information first - first name and email address
- Segment your email list - interest, demographics, buying cycle stage, etc.
- Your "From" field should be your name instead of your business name
- User personalized images and videos (BombBomb or Idomoo)
- Don't come off as a stalker
- Speak your client's lingo

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SUPER IMPORTANT

STEP 3

NAILING YOUR SUBJECT LINE!

**YOU MUST CHOOSE YOUR
WORDS CAREFULLY.**



69% OF PEOPLE REPORT EMAIL AS SPAM BASED ON THE SUBJECT LINE

- Email subject line testers like CoSchedule or Mizzy's Subject Line Testers are useful for monitoring your character count or spammy words.
- BUT, they don't always improve opens. Most are designed for e-commerce.
- Make sure your subject line is relevant, interesting, and engaging.
- Subject lines, up to 20 characters, have the best results, esp. for mobile.
- Get the most critical or eye-catching, and compelling content in early.



POOR WORD CHOICES CAN PUT YOU IN THE SPAM FOLDER

- Do overuse caps. It will increase your chance of being marked as SPAM.
- Terms like “traffic,” “marketing solutions,” and “info you requested” can also be huge red flags for spam filters.
- Don't make false promises because you want to build trust.



YOU EMAIL'S CONTEXT IS IMPORTANT

- Should I avoid spam trigger words altogether? No. Spam filters are surprisingly sophisticated. It comes down to context.
- For example, if you have to include “marketing services” in your email, that’s fine. But if your email includes “free leads, free services, etc.” you have a problem.
- So, use spam trigger words sparingly.



BE AUTHENTIC AND ETHICAL

- Email your subscribers regularly. If you wait too long to email subscribers, you might be flagged as spam.
- Strike an authentic, value-driven tone.
- Avoid sounding pushy, needy, manipulative, too good to be true, or super cheap.
- Visit this link <https://damngoodwriters.com/post/spam-trigger-words> for a list of 924 spammy words.



STEP 4

BUILD YOUR EMAIL LIST



**YOUR EMAILS ARE SET. NOW
TO GET PEOPLE ON YOUR LIST.**

CREATE AN ETHICAL BRIBE - THE LEAD MAGNET

Create an opt-in offer for your audience in exchange for their email address.

This offer should be quick to read or view / short and downloadable.

It should move people through your sales funnel.

Each should link to one of your primary services.

WHAT MAKES FOR A GOOD LEAD MAGNET?

- Solves a real problem
- Promises at least one (1) quick win
- Addresses something very specific
- Quick to read or view and understand
- Something someone else will value
- Is delivered immediately for instant gratification
- Demonstrates your expertise

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WHY ARE THEY USEFUL?

- Builds your email list
- Helps to brand yourself
- Crystallizes your value proposition
- Establishes expertise and credibility
- Enhances your reputation
- Begins a dialogue – Starts 1:1 communications
- Qualifies prospects
- Can increase your website conversion rates
- You can send thoughtful communications like holiday cards

HOW DO YOU CREATE THEM?

Use the content you already have instead of starting from scratch.

This includes pulling content from your:

- Blog
- Newsletters
- Presentations
- Case studies
- White papers
- Reports
- Guides
- Toolkits
- Spreadsheets
- Tutorials
- Workbooks
- E-books
- Top 10 lists
- Resource lists
- Checklists
- Cheat sheets
- Infographics
- Secrets
- Webinars
- Podcast
- Videos
- Video transcripts
- Calendars
- Survey results
- Handouts

YOUR LIST BUILDING STRATEGY PERSONALITY

WHICH ONE ARE YOU?



SILENT EXPERT



TRAILBLAZER



NATURAL TEACHER



TEAM PLAYER



ENTERTAINER



THE SILENT EXPERT

- Most comfortable working behind-the-scenes
- Typically researchers or strategists and often introspective
- Tends to see solutions when no one else can
- They would not be thrilled to go live on video or do a webinar
- **Great lead magnets:** Well researched content you share with others - go deep and present the facts and your opinions



THE TRAILBLAZER

- Likely a visionary who goes against the status quo
- They have a hard time doing monotonous work
- Sometimes they second guess breaking the rules yet thrive when they do.
- **Great lead magnets:** Any, as long as you put your unique spin on it to make a common idea feel like “you.” Authenticity is key.



THE NATURAL TEACHER

- They are a friendly expert who loves to share what they know with others and tend to be kind and empathetic to others.
- They love to learn new things to help other people.
- **Great lead magnets:** Online courses, challenges, consulting, or workshops, as sharing knowledge is how they can best build trust and a connection with their audience.



THE TEAM PLAYER

- Enjoys collaborating with others to grow their business.
- They often try to make sure everyone feels included.
- They will likely focus on building a community above all else.
- **Great lead magnets:** Maybe a free Facebook group, podcast collaborations, webinar, lives, free challenges, social media takeovers, and more.



THE ENTERTAINER

- People who love using video to grow their business and list
- Very outgoing, enjoy being on camera, love to perform
- Charismatic and extroverted
- These individuals are more likely to be speakers
- **Great lead magnets:** Video trainings, webinars, virtual speaking events, and anything that lets you connect with your audience

AND FOR YOUR LEAD MAGNET TITLES...

- They must speak to solving a problem.
- For example, don't say, **“Sign up for my newsletter for updates.”**
- It is better to say, **“Sign up to receive my free marketing guide: How I boosted my social media following 50% in 10 days.”**
- If you are looking for high impact, emotion-based words for your lead magnet titles, check out The Persuasion Revolution's list of 360 high emotion words that can help drive action:
<https://www.thepersuasionrevolution.com/380-high-emotion-persuasive-words/>

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STEP 5

OPTIMIZE YOUR EMAILS



YOU MUST TEST AND IMPROVE

OPTIMIZING YOUR EMAILS FOR TODAY'S WORLD

- A/B Test Different Fonts, Colors, CTAs, etc.
- Does a specific keyword in the headline perform better than another?
- Will a larger headline font increase engagement?
- Does the time you send an email make a difference in open rates?

The only way to answer these and other questions is by performing A/B testing on your emails.





HOW TO A/B TEST

- To A/B test, you can send half your contact list one version and the other half a second, slightly altered version.
- If you change too many things, you'll have no idea which part of your email resonated most with your contacts.
- It's important to choose one major element and change that to reflect results accurately.

TEST YOUR EMAIL FREQUENCY

- There's no set frequency to follow for optimal results, but you don't want to be on the extremes.
- Too many emails will make your emails easy to ignore.
- Not sending enough emails makes you forgettable.
- No more than a couple of targeted emails a week.



**WHY IS HAVING AN EMAIL MARKETING
STRATEGY IS IMPORTANT
TO DO RIGHT NOW!**

THE BENEFITS OF EMAIL

- Email is the #1 digital media channel people check daily.
- It is a favorite among consumers for receiving marketing messages.
- Most (90%) check their emails first thing in the morning.
- It is a great way to increase your profits.
- Social media's engagement is 0.58%, while email opens average 22.86%.
- The buying process happens three times faster by email.

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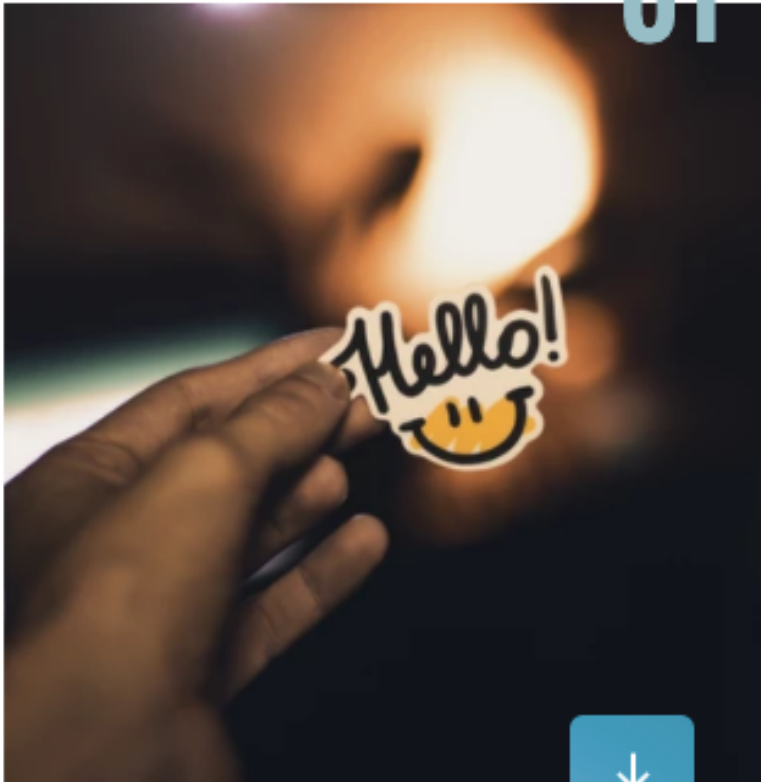


What's Next?

- Create a brand strategy if you do not have one
- If you do not have an email automation platform, find one you like
- Determine how often you want to send your emails
- Determine which type of email you wish to send and create content
- Make sure your emails are mobile-ready with a great subject line
- Build your email list with lead magnets
- Optimize your emails using A/B and frequency testing
- Get your emails whitelisted
- Focus on solving problems for your clients, even in your messaging



01



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**Insider's Scoop On How To Create An
Ideal Client Avatar (Persona)**

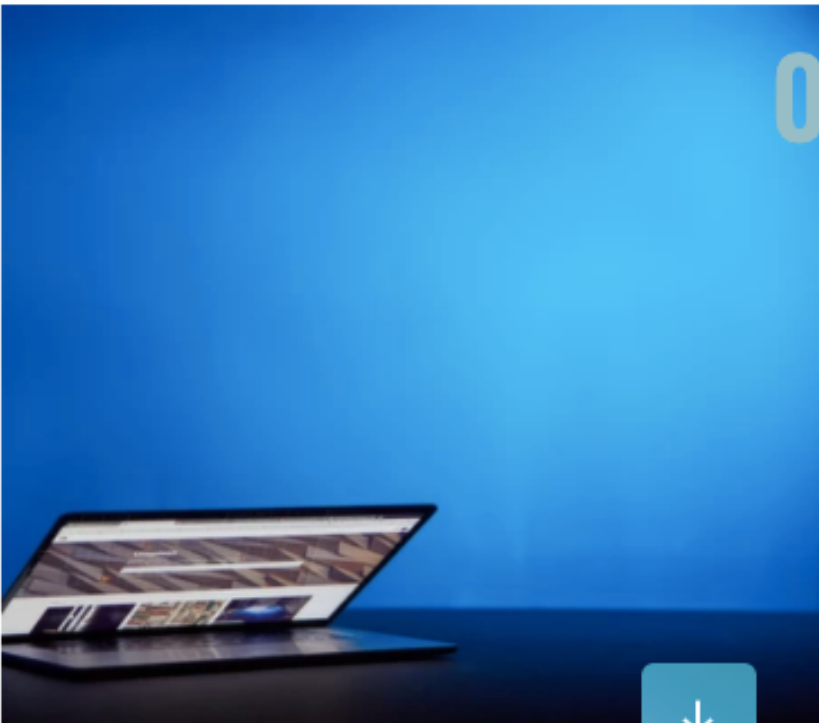
02



FREE DOWNLOAD

**6 Time-Honored Mousetraps Proven
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03



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**5 Dreadful Mistakes To Avoid That
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