47 Elite Email Marketing Tips

Discover the elite tactics that can generate $44 from every $1 spent

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“An elite 25% of marketers get ‘excellent’ results from email”

Forget the mobile and social media hype. Email is the sales powerhouse to focus your efforts on.

For every $1 spent $44.25 is the average return. With such a massive ROI, email is the undisputed champion at converting leads and increasing profits. It’s no wonder, 67% of marketers say that email is key for attracting and engaging prospects, and the best path to increasing marketing ROI.

But if you want to succeed, you can’t just blast out emails and expect results. You need a strategy.

The 47 email marketing strategies in this report will help you to:

- Grow your list intelligently
- Enhance deliverability
- Write magnetic subject lines that draw in readers
- Create motivating emails that result in more conversions
- Harness classic copywriting techniques to write emails that educate and entertain
- Best practices for selling with lead magnets, trip wires and profit maximizers
- E-commerce tricks to increase the lifetime value of every customer

This is just for starters.

In fact, my report gives you all the parts you need to build your own email marketing powerhouse and to bank bigger profits from the simple act of regularly contacting your customers.

I’ve given you the blueprint. Now use it to make money for your business.

List Building

1. Use marketing automation software - It's going to be fiddly trying to get your average autoresponder to manage some of the segmentation and targeting suggestions in this list. Infusionsoft is the platform of choice for e-commerce companies. Another option is Drip which gets nods of approval from email marketers in the know, and packs a lot of power at a great price.

2. Use social media to build your list. That's it - Time and again, studies show that social media has a level of engagement that's barely in double figures. While Tweets and Likes can be great for relationship building, that's as far as your social media efforts should go. If you're serious about making money, get prospects on your email list instead.

3. Build your list with paid traffic - The only person for whom 'build it and they will come' worked was Kevin Costner. These days, smart marketers are abandoning the content black hole that is organic SEO and using social media advertising to grow their list. Do some testing to work out the average value of your subscribers. If it's above $2.00 then spending $0.50 on clicks to your squeeze page (which converts over 25% of traffic) is a no brainer.

4. Promote your list prominently - Email is the most powerful sales channel you have. It deserves to be in premier places lit up in spotlights, not buried in your website's footer. Position it with a bright border so it stands out and in multiple places, including the sidebar, post footer and a popup (which everyone hates, but are proven to work).

Lead Magnets

5. Use a Lead Magnet - Lead magnets are free reports and tools you swap in exchange for an email address. Rather than offer a 100 page eBook that takes months to put into action, simple lead magnets work best. You want your offer to be actionable within an hour so they can perceive an immediate benefit from joining your list.

6. Lead magnet ideas - As mentioned, lead magnets don't need to be the length of 'War and Peace'. Bigger doesn't mean better. Instead, good lead magnets include checklists or cheat sheets, videos, case studies, white papers, toolkits or a list of resources. Most of these can be created in a few hours and will rocket conversions compared to a simple newsletter.

7. Offer a course - Writing seven emails structured as a week long course is a great offer for getting subscribers. It also enables you to sell with the power of education by demonstrating your expertise and knowledge. Once you've helped them solve a problem or advance their knowledge, ollow-up with an offer for an extended version of the course or a product that enables them to put into action what they've learned.

8. Create subject lines combining benefits and curiosity - Your subject lines are as vital to your email's success as the headline on a sales letter. Copywriting legend David Ogilvy estimated that 80% of people read the headline but only 20% will read the body copy. It can be tempting to be cute or clever, and even to trick people into reading your email. But you'll only get away with tricks once. Instead, studies have shown that best practice is to clearly state what recipients will gain from your email, with some intrigue thrown in for added spice.

9. Split test subject lines - Following best practices only gets you so far. The only real way to know which subject lines are firecrackers, and which are duds, is to split test. The subject line is the first element to focus on. Get this right and you can then split test the body copy, images, call to action and every other element to maximize your response rate. This is something most marketers don't do, and a key reason they aren't part of the elite.

10. Check your subject lines pass spam filters - Spammy sounding subject lines aren't going to make it through the door. To ensure they make it past the spam filters, run your subject lines through a tool like 'Email on Acid' to see where they rate on the spam litmus test.

11. Ask them to use their main email address - When registering just to get the free gift, people will often use what John Carlton calls a 'burner' email address. This is an inbox they rarely visit after getting their free gift, anticipating a flood of spam that's to follow. Make it clear to them that you deserve to be in their primary inbox, that the info you have to share is premium quality and they don't want to miss it.

12 Ask them to add you to their approved senders list - The Gmail promotions box is a graveyard of email campaigns that got their wheels blown out before they arrive. If you want yours to trundle through to the hallowed inbox, ask subscribers to add you to their approved senders list by highlighting what they'll gain from future emails.

Higher Open Rates

Arranging Your Funnel

13. The money is in the follow-up - An oft quoted stat in direct marketing (even though nobody knows where it came from) is that the majority of sales come after the fifth contact but most sales people give up after the first two. This is why it's vital to create a series of emails that build on each other, presenting fresh benefits and reasons to buy. Another reason to message multiple times is that promotional email, at best, has an open rate of 30%. So the more you send the more are going to be read and the more you'll sell.

14. Indoctrinate - Your first few emails need to introduce people to your company and to explain what you're about. This includes highlighting what information you'll be sharing, how you can help them and what makes your newsletter different to the mountains of others all clamouring for inbox space.

15. Engage - After indoctrination comes engagement. This is where your emails zero in on the reader's problems and what interested them in registering in the first place. Expand on the information in your lead magnet. Explain how and why you understand their problem and why other options may not have worked up to now.

16. Structure your email content on a buyer's journey - Your email series needs to take subscribers from curious to convinced and ready to buy. Plan your content so it guides them along this mental journey. Start with helpful emails then progressively turn up the heat. Once you've discussed their problem and why the existing options don't work, progress to proving the case for your solution, with case studies, white papers and customer feedback, before finally hitting them with the sales pitch. If you're into boxing metaphors (who isn't), Chuck Vaynerchuk suggests you soften them with jabs before going for the right hook.

17. Hit different pain points with every email - If you're stuck for topic ideas, note down all the benefits of your product and the individual problems it solves then write an email for each one. It's like feeding a 10 page sales letter to your readers in bite size pieces, easier to digest yet just as nourishing.

18. Make readers feel smarter - Your emails should make readers feel better informed and more empowered afterwards. Think how you can provide 'how tos', step by step guides and other informative emails that educate customers on where they're going wrong. Dont be afraid to share insider secrets and suggestions they might not have thought of. Trust me, they'll reward you for it later.

What to Write

19. Harness the AIDA formula - AIDA, the backbone of all sales writing, is as applicable to email as it is to a 1,000 word web page. Start your emails identifying a customer problem, demonstrate empathy and why the existing options don't work, introduce the solution then hit them with some bullets on the benefits. As email marketer Ben Settle often says, 'you need to find their wound and rub salt in that wound'. Agitate them. Make them angry or upset, if you have to. Then present the balm that will cure their ills.

20. The customer comes first - Remember, when reading any type of sales copy the one constant thought running through your prospect's minds is 'what's in it for me'. Your readers don't care about your company, how many awards you've won or the size of your warehouse. All they care about is how you'll make their lives better. So make sure there are plenty of mentions of 'you' in your emails and not so many 'we' or 'our'. Focus on the customer's problem first. The benefits for your company come later.

21. Get them responding early - The goal of your first email is to get people responding. This keeps you out of the junk folder, improves the overall health of your campaign and builds rapport with your subscribers. Many won't realise it's an autoresponder, and feel an instant human connection to your brand.

22. Ask questions - In a follow up email, ask your subscribers what problems they're dealing with and how you can help. This enables you to open a direct conversation with customers. It will also provide valuable feedback on who your buyers are, their challenges and what email topics will convince them to buy.

23. Reply personally to every email - Lazy marketers will create automated responses to customer replies, or outsource to a VA. Dont be one of them. Take the time to respond to every email personally. This simple act is one of the best ways of forming a relationship with individual readers that will translate into sales later on.

24. Keep it conversational - Emails are inherently more effective when they feel like a one to one conversation, like chatting to a neighbour over the fence about this great new product you found. Save the grand language for the corporate brochure (if you must use it at all). Emails should be chatty, pithy and easy to conversational.

25. Share reviews and testimonials - Third party endorsement is one of your strongest sales vehicles. Reviews, testimonials and case studies slip under your reader's radar scanning for sales pitches. Better yet, they help them to visualise the real world benefits they can gain.

26. Use storytelling - We are hardwired to respond to stories in a much more powerful way than a logical features/benefits argument. If you don't have any stories of your own to share, find examples of historical people or events that reflect the nature of your product's benefits. Storytelling emails like this are as fun to read as they are to research and write.

27. Create a quest - At the core of every Hollywood blockbuster is the classic plot of a hero overcoming a challenge against the odds. Consider how you can harness this classic storytelling format around your product to keep readers engaged. It will also fire up their imagination on how they too can become a workplace hero with your product in their possession.

28. Use cliffhangers - People get addicted to soap operas because of the open loops at the end of every episode. You can use the same tactics in your emails. Create ongoing stories spread across multiple emails, announce a big upcoming reveal or promise a solution to their problem in your next message.

29. Get readers nodding their head - This is a classic direct response tactic. Stating a question or point of view your readers agree on is a great way of building rapport early on. Getting readers nodding and agreeing with you also makes it easier to get them agreeing with any other points you make later on.

30. Stand for something - If you try to please everybody, you please no one. There are too many businesses regurgitating the same fence sitting points of view as everyone else. If you want to stand out, and make give recipients a reason to stay subscribed, break away from the pack. Rattle some cages. Take a stand for a certain viewpoint and you'll attract the right people, rushing to pledge allegiance and to buy what you're selling. This is also referred to as your 'why', as popularised by Simon Sinek.

31. Have a watercooler chat - If you're selling to the B2C market, sometimes it can help to take a break from endless selling to have a watercooler chat. Talk about pop culture, the news, sports or other topical issues to add some entertainment to their day.

32. Be real - If you're a consultant, consider writing emails on your struggles, fears and even your failures. No one likes people who boast all the time and never admit they get things wrong. Making mistakes is human. Failure and overcoming problems is part of the road towards success. Revealing your own struggles will build trust and rapport. And as every salesman will tell you, people buy from those they like and trust.

33. Use power words - Your emails need to get readers excited and motivated. You're offering them the promise of a better world if they buy your product. The language in your emails needs to promote this. Rather than slip into cliched superlatives, focus on using power words, like 'have', 'got' and 'will'. Use powerful language that suggests action, progress and success in achieving a goal.

34. Don't worry about length - Some copywriters stick rigidly to keeping emails short and sweet. Others swear by writing emails the length of essays. There's no exact science. It's getting a response that matters. It's often said that copy can never be too long. Just boring or uninteresting. So allow your notes to decide. Write emails as long as they need to be to make all the key points and to get readers responding.

Selling

35. If they're not buying, change the offer - The beauty of email is you can move subscribers from one series to the next until you match them with the right offer. If after a series is completed they haven't bought anything, use a new lead magnet to move them onto another path.

36. Offer a low value 'break even' product early - After spending a handsome sum on advertising to get people onto your list, you'll want to keep the bean counters in your favour. Offer a low cost product that's an easy sell to get your list into profit early.

37. Use 'trip wires' to sell higher value items - When subscribers buy your low value product it acts like a 'trip wire'. It releases a small endorphin rush in their brain which makes additional actions easier to achieve. While they're feeling the buying buzz, selling them the upgrade is that little bit easier. So after they make a low value purchase, send them a follow-up email advising them of the extra benefits they can gain by just taking the next step.

38. Add a profit maximizer - Most businesses don't have a profit maximizer in their arsenal. Instead, they live and die by their core offer. Profit maximizers simply offer additional services or benefits on top of your main product. They enable you to boost the average order value and profit from your list as a whole.

39. Bigger ticket items require more emails - In the B2B tech world sales cycles are typically 6 months or more. If you're selling a complex or high value product, you'll have more objections to address, more trust to build and a more sustained email campaign to finally get their order.

40. Create smooth bridges into your pitch - Nobody likes to feel they're being sold to. So make your transition into a pitch as smooth as Don Draper's delivered with Morgan Freeman's voice. Consider using a bridging phrase, like 'by the way'. Make it seem like an offhand comment and that you're just passing on some helpful info, rather than reaching into their wallet.

41. Use scarcity - This is a brutally effective way of getting people to respond to your emails. In your message state that the first 20 to click on a link will get a special gift. You could then create a separate page for the next 20, and so on to get your readers used to taking action and feeling that it gets rewarded.

E-commerce Email Tactics

42. Smarter shopping cart abandonment - Being endlessly nagged that you didn't complete your purchase is annoying. Nobody likes to be lectured by an autoresponder. Get creative. Offer an incentive, like a free gift or discount. Motivate people to complete a purchase, rather than feel bullied into it.

43. Create captivating confirmation emails - Delivery confirmations emails often have the highest open rate. People simply love to know their stuff is on its way. Take advantage by slipping in offers and reviews for other products while they're feeling the passion for purchasing.

44. Setup reorder triggers - If you're selling replenishable items, setup timed emails for when their initial order might need to be replaced. That way they'll receive your email at the perfect time and make sure it's you they reorder with.

Quality Control

45. Master the art of segmentation - Segmentation is what separates the marketing elite and those still lazily blasting their list with the same message and wondering why they're getting no replies. Different readers have different interests and problems they need solving. When your emails address these and are more relevant, readership and response naturally rise.

46. Use surveys - Quick to setup with tools like SurveyMonkey, surveys are powerful tools for learning more about your readers and improving the relevancy of your messages to each one. Creating a brief survey helps you to: 1) Find out about your customers' interests or problems. 2) Get them taking action to improve list health.3) Segment your list based on their responses.

47. Clean your list periodically - When you've spent years (or a serious wad of cash) building your list to 1,000s of subscribers, slicing off a chunky portion can feel like losing a limb. But the fact is that unresponsive subscribers harm your list. They lower the deliverability of emails to new subscribers - people who may be more likely to respond. Send unresponsive subscribers a message asking why they aren't reading your emails. If they still don't respond, it's time to part ways. they reorder with.

Let's Build Your Email Marketing Powerhouse

If you're not yet using email to run an automated sales machine - that builds trust in your business, promotes your product and generates more sales from existing customers - you're leaving money on the table, every single day.

Whereas following the 47 email marketing strategies in this report will enable you to harness email as a sales powerhouse, generating money for your business on autopilot.

If you need assistance creating an email sales machine for your business, get in touch. I've spent the last decade solving problems for clients with the power of copy and smart marketing. This includes startups, global tech brands, info marketers and over 100 clients in both B2B and B2C.

Interested?

Fire over an email and let's arrange a sit down (over Skype).

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A melting pot of punchy,
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