



EMAIL MARKETING QUICK START GUIDE

START TURNING VISITORS INTO CUSTOMERS AND
THEN INTO LOYAL FANS



Why consider email marketing?

A question a lot of business owners will ask themselves is often along the lines of: "Is Email Marketing right for my business?".

It's a great question to ask yourself, as with any marketing techniques you want to generate a return on your investment.

According to Campaign Monitor's [annual report from 2016](#), Email Marketing provided a \$44 return on investment for every \$1 spent. That's a 4400% ROI! What marketing channels do you have in your business that can deliver this sort of return on your investment right now?

Of course, Email Marketing is about much more than ROI. It's a way of you turning visitors into customers and those customers into loyal raving fans.

One of your most important tasks as a business owner is finding a way to turn one-time purchases into a customer who comes back to purchase another product or service. You can do this with Email Marketing.

Every repeat purchase from a customer increases their lifetime value to your business. Imagine if you could make an extra \$50 from every single customer you've had in the last year, what would that mean for your business? What about \$2,000?

Obviously, the difference will depend on the type of products or services that you sell. For an E-Commerce store with 10,000 customers last year, an increase of \$50 per customer would mean an additional \$500,000 in revenue. For a service based business that had 50 customers, an additional \$2,000 per customer would mean additional revenue of \$100,000.

As you can see, increasing the lifetime value of your customers can really add a considerable amount of additional revenue to your business.

Our free Email Marketing Quick Start Guide will help you to get started with Email Marketing in your business. We're covering what you need to get up and running, what you need to consider as you move forward, how often you should be sending out emails and more.

We've packed our guide with tips and tricks to help you take immediate action and start building up an email list of your visitors and customers.

The most important thing to remember is that it's an ongoing process. It might not feel like it's worth it at the start. But it's important to remember that this is something that grows over time. When you make positive steps to change your business and bring more value to your customers, good things will happen.

1

Email Platform

Find the right provider

There are many choices when it comes to a platform for your Email Marketing. These range from services that are free on a monthly basis to paid platforms that charge \$200+ per month.

The right platform for your business is simply the one that offers the features that are most beneficial to you, at a price point that suits your budget.

When you're starting out, the temptation is to pick the cheapest option because you want to test the water and see how receptive your customers are to Email Marketing. This makes a lot of sense and is definitely one path you can take.

For free options, you have [MailerLite](#) and [Mailchimp](#). These are both free up to your first 1,000 – 2,000 subscribers. For some businesses, this might be all you need.

Once you go over the 2,000 subscriber mark, you'll be looking at paid marketing options. This brings a new suite of providers into play including [ConvertKit](#), [ActiveCampaign](#), [Drip](#), [Klaviyo](#) and more.

More importantly than price will be the functionality that you need for your particular business.

If you run an E-Commerce store, you'll be best suited to an Email Marketing platform that supports your website platform and provides enhanced features such as pulling in sales data and abandoned cart emails. Great examples of a platform that would suit your business are Klaviyo or Drip.

For a business that works B2B or B2C providing products or services that are not available for immediate purchase on your website, you will be best suited to an email platform that has more traditional Email Marketing features. You should also look out for email automation functionality, as this will be invaluable for you in the future. Platforms to look out for here include: MailerLite, ConvertKit, ActiveCampaign or Mailchimp.

One additional point of note would be if your business has any need for a CRM (Customer Relationship Management) system. ActiveCampaign is a tool that has great CRM features built into it, allowing you to track deals, customer activity and more. So it's worth a look if the features suit your business needs.

TIP: Think about the type of business that you operate and pick a suitable Email Marketing platform. If you're not quite sure which you prefer, all of the platforms offer a free trial so you can test out the features and see which offers the best user experience for you and your team.

2

Generate Sign-ups

Grow your ideal audience

Now you have your Email Marketing software set up, you need to start getting visitors and existing customers on your list. After all, there's no point in having the email list if you don't have anyone on it.

Firstly, it's important that we point out that Email Marketing should always be permission based. By this, we mean specifically to users who have opted-in to receiving marketing communications from you.

Depending on where your business is located in the world and who you are targeting, there are different laws that are applicable. In the EU, this would be GDPR (General Data Protection Regulation) and in the US this would be CAN-SPAM, for example. You should make yourself aware of any specific local laws that would apply to your business.

Secondly, you may be offered the opportunity to purchase lists of users who you can send emails to. Sometimes these are genuine lists of users, but often these are harvested lists or data that has been scraped from the Internet. You're not going to get a very high return on your investment when you use this type of data.

It's better to focus on visitors and customers who are interested in your business, want to hear more from you and who are engaged with what you have to say. This will lead to higher open rates for your emails and ultimately more interaction with the content that you send out.

So, how do you generate sign-ups for your email list? Here are three tips from us:

- 1) **Give away something valuable** - With today's modern Internet, users are far more savvy than they used to be. It's a lot harder to get people to sign-up to your email list as people worry more about spam and misuse of data. You can use a giveaway of valuable content to help encourage users to sign-up to your list. This could be in the form of a checklist, a quick start guide, a series of emails, videos or even a coupon off their first purchase with you.
- 2) **Reach out to your existing customers** - You have people that know, like and trust you already... your customers. Many of them would appreciate being able to follow your latest news and have access to any special offers / promotions that you have. Once you have your email list up and running, send out an email to your existing customers and give them a link where they can sign-up to your email list.
- 3) **Add a sign-up link in your email signature** - This one is so simple that you can do it in a matter of seconds in your email software. Take a link to your email newsletter and add it into the signature of all of your employees.

TIP: Look for areas in your business where you can sign people up to your email list. Get the link added into your email signature, as this is something you can set up throughout your company in a matter of minutes. In addition to the tips above, you can also consider options such as trade shows, in-store customers, giveaways or promotions and more.

3

Welcome Email

The most important message

One of the most important emails that you can ever send out to people who subscribe to your email list is the Welcome Email. This is your opportunity to welcome new subscribers to your list, let them know what to look out for and take a moment to introduce yourself.

First impressions really do count. This is the first impression that a new subscriber will have of your business, often before they're a customer of yours. It costs a lot more to try and repair a bad first impression if we assume that they even can be saved. Whereas spending a few minutes crafting the perfect Welcome Email will do wonders for your business.

Here's the best thing about this... if you were sat there wondering how you were going to find the time to personally welcome every new subscriber, you can stop right now. Your Welcome Email is fully automated and sent out from your email platform as soon as a new subscriber signs up to your list.

So what do you need to include in your Welcome Email? Here are our top 6 tips:

- 1) **Say "Thank You"** - These two little words are up there with the most important words in our language. Saying thanks to your new subscribers brings an emotive human element to your email.
- 2) **Give them the incentive** - If the user signed up to receive a free guide, checklist or coupon, give them easy access to download or use this up-front, as this is why they joined your list in the first place.
- 3) **Set expectations for future emails** - Let them know about your email schedule. If you're planning to send out weekly emails, this is the perfect time to let your new subscriber know and it will help to reduce spam complaints.
- 4) **Tell them a little more about you** - Your new subscriber would love to know a bit more about your business. Tell them a brief paragraph about your history or a few fun facts about your company. The tone here will match the type of tone your business uses.
- 5) **Ask them to whitelist your email address** - This is an important step as asking them to whitelist your email address helps your emails to avoid spam folders!
- 6) **Provide further contact details** - Let your new subscriber know how they contact you and provide links to your social media accounts.

TIP: Start thinking about your Welcome Email. This is the most important email that you're ever going to have in your Email Marketing setup, so it's a good idea to start putting some ideas together now. You may want to create a few variations to cover different incentives.

4 Regular Communication

Consistency is key with emails

Regular communication and having a content schedule is crucial to your Email Marketing. By being consistent, you help your business to stay fresh in people's memory and you provide regular value to your subscribers.

One of the biggest mistakes you can make with your email list is sending very infrequent emails. In fact, this is the cause of one of the most common complaints from small business owners who say that "Email Marketing doesn't work for me".

When asking these business owners how often they're actually sending out emails to their subscribers the answer is either just a few times per year or it's somewhat haphazard with no real structure. Unfortunately, in both cases this offers a poor experience to your subscribers and can lead to more spam complaints as people may not remember signing up for your list or even who you are.

What sort of frequency works for your business? Every business will have a different preferred timeline for sending out emails to their list, which will primarily be based on the industry that you're in and the time that you or your team have available to you.

A really easy option to start with would be to send out one email per week. You can pick a preferred day to send out your emails and provide a summary of the latest company / industry news, your latest products, a round-up of new posts on your blog and much more.

E-Commerce businesses may want to send out emails more regularly than this, especially if you have a high stock turnover or regular promotions.

All you need to remember is that when you pick a schedule you should try your best to stick to it as people will get used to reading and engaging with the content that you send out. Plus you have the added benefit of always keeping your business in front of people who know, like and trust you. This will always increase your chances of generating more revenue.

Every good quality Email Marketing platform will allow you to schedule your content in advance. A savvy business owner and their team can take advantage of this and cue up a number of messages in advance. These messages will be automatically sent out to your list when the desired time / date is reached. This is ideal when you have busy periods coming up, e.g. a holiday season.

TIP: Take a few minutes to think about what sort of Email Marketing schedule will make sense for your business. How often can you and your team put together an email for your audience? Can you manage weekly?

Also, think about any times in the coming year when you know you're going to be really busy. Does it make sense to pre-write some content before these times, so you can focus on the busy period without worrying about emails?

5

Not Just Newsletters

Automation opens many doors

We've kept the best to last here... Email Marketing is about so much more than just sending out a regular newsletter or weekly update.

You may or may not have heard about email automation previously. Technically we briefly mentioned it earlier in the guide when we were talking about Welcome Emails, however, automation can offer so much more than this.

Email automation can be used to offer a series of informative messages, upsells, cross-sells, send out abandoned cart emails and more. In fact, when we talked in the introduction about using Email Marketing to generate more revenue from your existing customers, this is an ideal use of automation.

You don't have to be selling products or services to benefit from email automation either. Here's a quick example of something that a landscape gardener could consider including that provides additional value to their customers...

At the end of a project, the landscape gardener might typically send a final invoice, thank the client and move onto their next project. But what if they did something to provide some added value to that client?

They could set up an automated email sequence to send out a series of tips that will help their client to take the best care of their newly landscaped garden. This could be a series of emails sent over a week or two. If they wanted to go really in-depth, they could even plan a series of emails over a year that cover each month and season.

By creating this content once and setting it up in their email system, they can provide an extra bonus to every single client they work with in the future...something that very few of their competitors (if any) are smart enough to do as well. How do you think their clients would feel with this extra value that has been added?

This is just a simple example but hopefully, you can quickly see how easy it is to use automation to create content once and to provide value to your users many times over.

Here's one last tip that is great for every type of business... You can set up an automated email sequence that will follow-up with your customers and ask them to leave a review for products that they have purchased or for a review of your business in general. I'll send over some more details on how to do this in a follow-up email.

TIP: Sit down with your team and think about areas of your business that could be improved using automation. Could this be collecting reviews for your products or services? Could it be an on-boarding sequence to welcome a new client? Or could it be recommendations for how to use / maintain a product or service that they have purchased from you?

Now you're ready to get started

That's the end of our Quick Start guide to getting up and running with Email Marketing for your business. We hope you've enjoyed our free guide!

You're now ready to get started with Email Marketing as you've learned:

- How to find the right email platform for your business and to start a trial with one or more of them, ready to make a choice for a platform moving forwards.
- How to generate sign-ups for your new email list, bringing in new subscribers from your visitors and your existing customers.
- The importance of a good Welcome Email for your new subscribers and how this will be the most important email that you're ever going to send out.
- Why you need to send emails regularly to your subscribers and how going silent on them for a long time will just lead to complaints and inaction.
- That email automation can bring a sprinkle of magic into your business and allow you to provide massive additional value, as well as generate more revenue.

We'll have some additional emails with some more tips and actionable information over the next few days, so please look out for these.

In the meantime, if you have any questions on setting up your new Email Marketing systems or you want some feedback on any ideas that you have, please feel free to get in touch with us.

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