

How to get started with email marketing to nurture new leads & get repeat clients.

A step by step guide for tradie businesses & their partners



TradieWives™

Email Marketing for Tradies & Their Businesses

WHY EMAIL MARKETING WORKS

\$36

Return for every \$1 spend

4x

more likely to convert than social

99%

of users check email every day

GETTING STARTED: STEP BY STEP

1. Choose Your Email Platform

Start with Klaviyo (best for WooCommerce), Mailchimp, or ActiveCampaign. All have free tiers to get you started. Pick one and commit, switching later is painful.

2. Build Your List the Right Way

Only email people who have opted in. Add a sign-up form to your website, collect emails at quote stage, and offer a free lead magnet (checklist or guide) to grow faster.

3. Set Up a Welcome Sequence

Your first impression matters most. A 3-email welcome series, introduction, what you do, and a soft call to action, converts new subscribers into warm leads automatically.

4. Send Regular Value Emails

Consistency beats frequency. A fortnightly email with one useful tip, a project highlight, or a seasonal reminder keeps you front of mind without overwhelming subscribers.

5. Nurture Leads with Automations

When someone fills in a quote form, trigger a follow-up sequence over 1-2 weeks. This saves significant time and dramatically increases how many enquiries you convert.

6. Re-engage Past Clients

Create a win-back flow for clients who have not booked in 12+ months. A simple "We would love to work with you again" email with a small incentive can reignite relationships.

HOW OFTEN SHOULD YOU EMAIL?

New Subscribers - Immediately + every 2-3 days for first 2 weeks (welcome sequence)

Warm Leads - Every 5-7 days during active nurture, then monthly once warm

Existing Clients - Fortnightly newsletter consistent and valuable

Inactive Clients - Quarterly check-in or seasonal offer to re-engage

Post-Job Follow - Up - 1 week after job completion, ask for a review and offer a referral

WHAT TO ACTUALLY WRITE ABOUT

Before & After Project Spotlights

Show your work. One great project photo with a short story builds credibility fast.

Client Testimonials

Let your happy clients do the talking. Even one quote per builds trust and social proof to new subscribers.

Seasonal Checklists & Tips

Winter roof prep, summer AC servicing, pre-sale, maintenance, content that pushes you as the expert.

Exclusive Offers for Subscribers

Reward your list with a small perk, a discount or a free inspection.

Industry News Made Simple

New regulations, safety updates, or product improvements. Position yourself as the go-to Tradie.

Behind the Scenes

Introduce your team, share a day-in-the-life, or show your trucks, etc. This is what builds loyalty.

WRITING SUBJECT LINES THAT GET OPENED

- ✓ **Keep it under 50 characters**
Longer subject lines get cut off on mobile, and most emails are read on phones.
- ✓ **Use a first name where possible**
"Hey Sarah" feels personal. Most platforms personalise this automatically.
- ✓ **Ask a question or tease a benefit**
"Is your home ready for winter?" beats "Our winter checklist is here."
- ✓ **Avoid spam trigger words**
ALL CAPS, excessive exclamation marks, and words like "FREE MONEY" go straight to junk.
- ✓ **Test two subject lines**
A/B test using your platform, even small improvements in open rate compound over time.

YOUR QUICK WINS CHECKLIST

- ☐ Set up your email platform (Klaviyo, Mailchimp, or ActiveCampaign)
- ☐ Add a sign-up form to your website homepage
- ☐ Write a 3-email welcome sequence
- ☐ Import your existing client list (with permission)
- ☐ Schedule your first fortnightly email
- ☐ Review open rates after 30 days and adjust subject lines