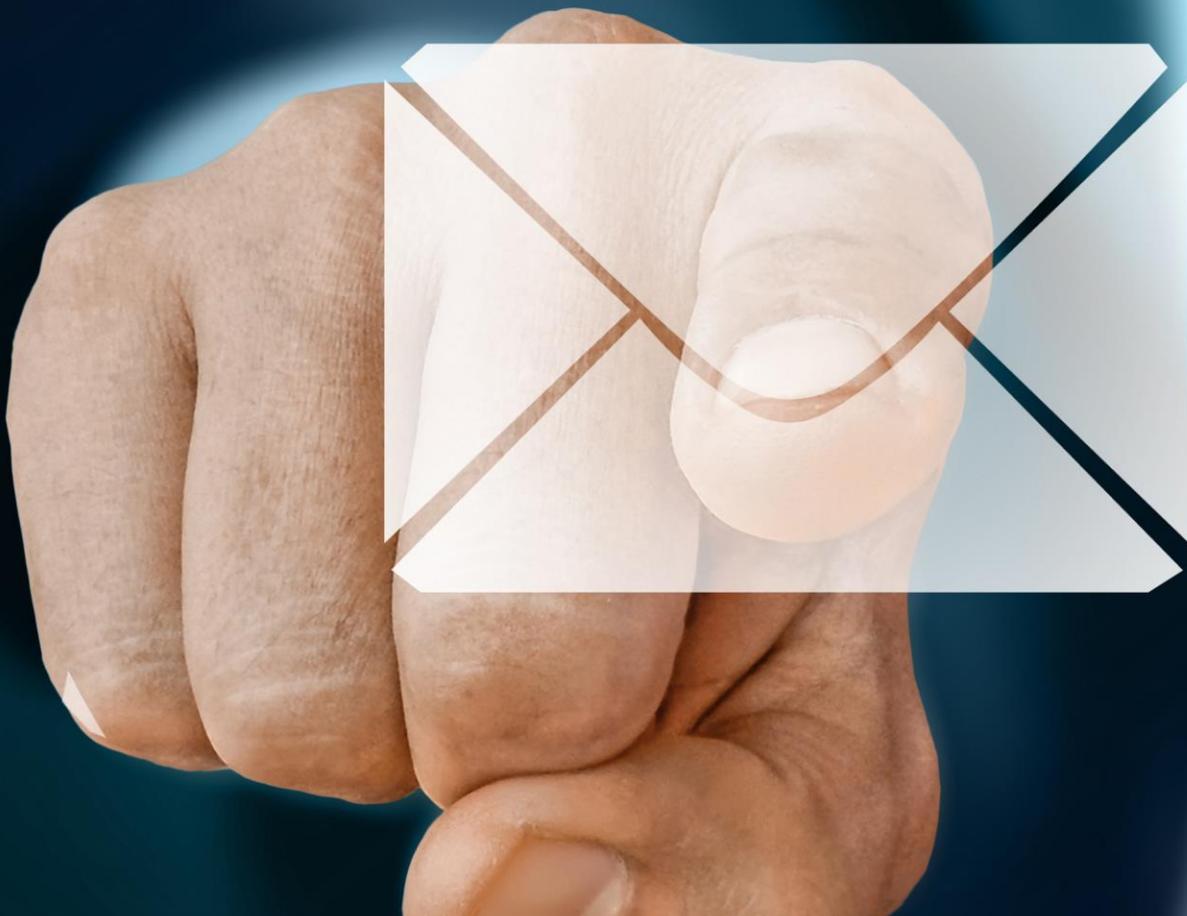


Get More Prospects and Sales with Email Marketing

Get More Prospects & Sales *with* **EMAIL MARKETING**



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According to the Direct Marketing Association, the return on investment for a well-run email marketing campaign is more than 38 dollars for every dollar spent. When you consider this type of return on investment, it becomes clear that you can and should use email marketing to get more prospect and sales.

Let's go through some tips and ideas to improve your email marketing techniques so you get more prospects and make more sales. After all, you're not going to get a 38 to 1 return on investment without using the right methods which include choosing the right audience, the right products, crafting the right messages and sending them in the right way at the right time.

Create an Audience Avatar

Naturally, you need to know who you're talking to as well as what excites and motivates them. Creating a customer/audience profile and general image, sometimes called an avatar, can help you focus on the overall audience's needs. You can also create a profile for different segments of your audience based on a variety of their demographics. For example, where they are in your marketing funnel and their buying cycle might be one type of profile.

You want to know who they are, what keeps them up at night, how much money they earn, as well as how they spend their extra money. The more you know about the person the easier it will be to create messages, select and create products to sell to them and to personalize each message that you send.

To study your audience, join groups they're taking part in, join the competition's email lists, and read as much as you can about the audience you want to work with that you can. The more you know the audience the more effective any type of content marketing, including email marketing, will work. The reason is that it's much easier to create messages for an audience you understand.

Know Your Products & Services

The other thing you need to do to get more prospects is to know how and why your products and services appeal to your target market. This doesn't just apply to ones that you create, but to everything that you promote, such as affiliate items. Promoting anything that isn't suited to your audience's problems, needs, or related topics makes them lose trust in your judgement and expertise.

Try out products you recommend so that you can be honest in your assessment of whether it's right for your audience or not. Get to know the product creators that you plan to promote via affiliate marketing. It's your reputation on the line. When you send an email recommending something, they're going to remember that you told them about it. You'll either develop trust with your audience or you will have wasted a little time.

Keep Building Your List

Even if you have a responsive list now, it's important that you use the information you know about your audience and products to keep building your list. The more list members you have that need and want what you offer them the more profitable you're going to become. However, it's imperative that you learn to target who you want on your list better. The more targeted your

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list members are the better results you're going to get in terms of email opens and actions taken on your CTAs.

There are many ways to build your list faster. One way that works very well right now is content upgrades. A content upgrade could be a PDF checklist, a white paper, or other information that helps make the content the viewer is reading on your blog more useful and valuable but requires the reader to sign up for your list to get on the item. This type of lead magnet is much more successful since it's super targeted to what your audience is currently reading making them automatically more responsive list members.

Use the Right Software

Don't try to skimp on the software that you use to create your autoresponder, landing pages, forms, and shopping cart. Use software that is designed for your industry. For example, if you're going to promote items that offer an affiliate link that you did not create yourself make sure you use an autoresponder that permits affiliate marketing as some of them, such as MailChimp.com do not.

Some good choices are Infusionsoft.com, Aweber.com, Convertkit.com, Drip.com, and Mailerlite.com. However, there are many other choices out there. The best way to pick the right one is to decide what type of features you need not just today, but as your business grows. At the very least you need analytics, forms, automation, segmentation, integration with other software like landing page software and the ability to perform A/B testing.

Understand the Value of Your List

Your email list is better than, and worth more than your Facebook Group, more than your LinkedIn Group, more than your YouTube Channel and even more than your blog alone. The reason is that even your target audience often needs to get to know you better before buying your offerings or taking you up on your recommendations.

Email marketing is a simple and effective way to do all that. Plus, when these other platforms die, you will still always have your email list because you can download it from your chosen platform to use on other platforms such as through creating "look-a-like" audiences for Facebook Ads.

Ensure Your Email Can Be Read & Responded to On Any Device

Regardless of which software you choose to use, it's important to make sure that your audience can not only read your email messages, but they need to be able to respond as well using the same service. The main reason is that no one is going to check your messages on their phone, then transfer to their PC to finalize their order.

Your audience needs to be able to easily read and respond on every platform. The only way to ensure that happens is to pick the right service, templates, and test every message. Don't make it too complicated for them to take advantage of your offer. When people make a buying decision, they don't want to go through a ten-minute process accepting the offer. For example, if you don't need their snail mail address, don't ask for it.

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Know Which Email Format Works Best for Your Audience

There are many fancy email templates available through autoresponder software. However, depending on your audience, it may not be wise to use the templates. In some cases, regular text-based email messages will outperform HTML based messages; but keep in mind that it totally depends on your audience.

For example, if you have an artistic audience they are more likely to appreciate HTML based messages with beautiful images, specialized fonts and so forth. Other audiences may prefer text-based messages without a lot of extras inside, such as images. Sometimes image-based emails just don't look right on all platforms.

There are still people, for instance, who cannot watch videos using their internet due to where they live. This is valuable information to study for your audience and test. Try testing them first. Send both types and allow your audience to choose what they prefer, if your autoresponder allows it.

Develop Targeted and Timely Content

The best way to ensure that you always send the right content to your email list is to plan. When you plan your content; also, plan to use your email list to promote your blog posts, social media updates, webinars, and more. Your email marketing messages are informed by who your audience is, what their pain points are, and the solutions that you want to offer to them.

Each time you create or find a product you want to promote, create an educational email series of 7 to 10 emails that describes the problem and the solution. To keep emails short, link to details provided on the blog post. Email readers will go to your blog to read more. **Hint:** Don't forget to create matching social media messages too.

Develop Effective Subject Lines

If you want your audience to open your email messages, it's imperative that you learn how to create subject lines that get your subscribers attention. Not only do you have to get them on your list, you must get them to open and read your messages. Then, you must inspire or intrigue them enough in your message to act.

One way to get them to open your messages is to provide a reason to open them via the subject line. Subject lines should be clear, to the point, and use the type of keywords that trigger your audience to want to see what's inside the email. Subject lines should not be tricky, clever, or puns. They should state directly what the reader will get inside to be most effective and when appropriate, personalized to grab their attention.

Send Messages of Value Regularly

Once you get people on your email list, it's important not to ignore them. Send messages that are full of value regularly. Your email messages can be even more valuable than your blog posts in some ways because they are more direct and personal in nature even if they are usually shorter messages.

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When someone first joins your list, they should receive a welcome message that explains what to expect from being a list member. Congratulate them for joining and being part of your exclusive list. To qualify them, further, send an upsell one-time offer on the following message based on how they got on your list. This type of segmentation will help improve your ROI exponentially by helping to weed out freebie seekers.

Test Messages to Ensure They Look Right & Work as Intended

Even if you've used your autoresponder numerous times, don't get lazy. Always test every new message to ensure that the formatting is correct, that the links work, you send it to the right segment, and that the message works on the device or software that your audience uses.

Taking the extra step to test the messages will increase your ROI too. Other types of testing can include sending the exact same message to your list but sending half the message with one subject line and half with a different subject line. Also, remember that important messages shouldn't only be sent one time. Send them to people who did not open them again with new subject lines so that you'll get more opens and sales.

Don't Forget the CTA

Always include some a call to action (CTA) within your email messages. There are many ways to do this and different industries suggest different methods. One way to ensure that your messages have a CTA is to identify why you're sending the message to start with. What do you want your audience to do after they read the message? There should be no confusion about what your readers should do next, which should be the CTA.

When writing CTAs describe the value of the offer or what the results of the offer will be for the person who is smart enough to take advantage of it. For example, "Yes! I want more freedom now." Another option might be, "Help Me Be Successful!" or something like that. Don't just say "buy now" or "sign up." Reiterate the benefits of acting. If you use images in your emails, make the CTA button stand out. Add your CTA above the fold, in the middle, and at the end of the email message.

Check Your Analytics, Tweak, & Repeat

The fact of the matter is that you cannot succeed on a regular basis if you don't know why you succeeded to start with. Anyone can accidentally make a lot of money online without a plan, but the trick is being able to repeat it month after month. The thing is it's not even a trick. With sound planning, testing, and data you can improve your email marketing continuously so that you get more prospects and more sales on a consistent and regular basis.

As you learn more about what makes your audience respond take note of it so that you can improve each future promotion effort. When you look at the analytics, depending on what it shows, you should be able to determine what the problems are and what the successes are. For example, suppose you sent an email message for a one-time offer (OTO), and 80 percent of your audience clicked through, but no one took the offer. What does that tell you?

That tells you that something is wrong with the sales page or that what you said the offer was about within the email is so different from what they see on the sales page that they feel tricked. Alternatively, what if you send out an email and no one opens it? Does that mean it was a

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horrible email? Nope. It means that you need to improve the subject line, assuring that it is something of interest to your audience and send it out again.

Why Build an Email List to Start With?

If you're not convinced yet, let's talk about why you want an email list to start with. Getting more prospects and making more sales with email marketing is in your grasp. As stated at the beginning, there is a 38 to 1 ROI. What's more, it doesn't matter how big or small your business is. It doesn't matter if you sell digital or physical products or a service.

You need to add email marketing to your marketing strategy and decide upon the tactics that you'll use to get targeted subscribers so that you can provide valuable and helpful information to your audience while letting them know about great products and services that they need that you know how to find due to your expertise. You're helping them.

Because of this, you should feel great about building an email list, sending regular messages, including offers that will help them, and that will earn money for you. If you build a solid email list your business will last longer, be more successful, and your income will go up exponentially every single month.

Direct Ways to Boost Sales and Sign Ups with Email Marketing

Now let's get into the nitty-gritty about boosting sales and sign-ups with email marketing. These tips will work for any type of niche to help you make more sales and get more responsive signups for your email marketing messages.

- **Limited Time Discounts for Members Only** – Let prospects know that when they get on your email list they're going to be able to take advantage of discounts for members only. Then, when you release a new product allow your subscribers first dips to get the entry-level price.
- **Offer a Sneak Peek** – When you're in the process of creating an additional information product for your audience, or you know that a great affiliate offer is coming down the pike, it's a wonderful time to let your list members know about it so they can get in early. Offer pre-ordering ability so they get the VIP treatment.
- **Show a Behind the Scenes Sneak Peek** – This is a terrific way to demonstrate how your product works, who it works for, and what it can do for them. You can also offer some secret information to your list about how a product works or how you do what it is that you do.
- **Share Feedback** – When people share feedback with you, usually praising the item or suggesting for a modification, sharing what you learned with your mailing list can often encourage others to buy the item. When sharing feedback that you have received, keep it short, sweet, and to the point. Don't give too many details in the email. To share more, write about the feedback on your blog and include the link to it in emails.
- **Offer Loyal Customer Rewards** – Segment your list so that it only has people who have bought from you. You can further segment based on exact products the buyer has bought. Then, offer customer rewards to them to show your appreciation.

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- **Entice Dormant Customers** – Sometimes people buy from you and then they don't respond to your offers for a while. The best way to deal with this is to offer a "come back we miss you" offer via email.
- **Upsells & Cross-Sells** – Always find ways to include upsells and/or cross-sells. The more things you offer really need and want the more sales you'll make. If you don't offer, they don't know.
- **Piggyback on Affiliate Offers** – When you sell something via an affiliate program sometimes you feel as if you have no control over anything once the sale is made. However, most affiliate programs do offer you the ability to add-on your own product or you can simply let them email you the receipt to precede.
- **Coordinate Your Emails** – You're likely going to have several paid advertising campaigns going on at the same time. Therefore, you need to find a way to make it all relate to your audience. Remember, people need to see something multiple times before they act. Even if others are promoting the offer, they may act from your email.
- **Send Referrals / Recommendations** – If you can be a resource to your audience, you'll build trust and increase your own sales. One way to do that is to be honest about what's out there. While you'd prefer an affiliate link for everything that you recommend, it is better in the long run, if you share products, services, and freebies, simply for the sake of helping your readers. You don't need an affiliate link in everything to build trust. You just need to use good judgement when selecting the things you share.
- **Use Buttons Instead of Links** – People tend to click buttons more often than links so it's important to understand that and include them in your email marketing when you can. Test it out with your audience to find out what works best in your case.
- **Thank Them** -- Send out an occasional thank you for being a loyal follower with a freebie or other offer inside.

These ideas are simple to implement. You don't need that much special software to do them. However, they will all help you increase sales, get more prospects, and publish relevant content for your audience.

Other Email Related Things You Can Do to Improve Conversions

Here are a few more ideas that you can use directly to help get more signups, keep them, and turn them into buyers.

- **Create Abandoned Cart Series** – Set up a pixel so that you can re-market to people who abandoned their carts. If they're already a customer, most shopping carts can handle this. If they're not, you can use Facebook Ads to get them back. Put 7 to 10 emails into the autoresponder to help them go back to their cart.
- **Create Welcome Series for Opt-in Signups** – For every list you create, it's important to create a welcome series of 7 to 10 emails. This will help them get accustomed to

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receiving your emails on a regular basis. This can also make them feel appreciated and important, which increases their trust in you.

- **Create Follow Up Series After Orders** – Anytime someone buys from you, thank them with a good follow up series. You can thank or congratulate them for making an excellent choice or give them tips for getting the most out of their purchase. The latter option is an effective way to stave off problems, if you answer many of their questions in the tips and tricks emails.

Getting more prospects and sales with email marketing is almost a sure thing if you've chosen your audience right, know what products and/or services they need and tell them about them, and create the products or services they're asking for.

How to Get Started

Now that you know about the effectiveness of email marketing, you can get started, even if you currently do not have a list. Just use this short checklist to get the ball rolling.

1. Choose Your Autoresponder Technology
2. Target an Ideal Audience Member
3. Find or Create Products & Services They Need
4. Use Multiple Methods to Get Targeted Members
5. Send Targeted Messages to Your List Members Regularly
6. Include Calls to Action in Every Message
7. Promote Something That Earns Money in Each Email
8. Ask for Feedback
9. Engage with Your Audience
10. Study Your Metrics
11. Repeat

It's never too early or too late to start building your mailing list, getting more prospects, and making more sales with email marketing. Email has been a powerful force in building businesses both online and offline for over 20 years now. Out of all the other moneymaking platforms, email marketing has been the most sustainable and effective marketing method for businesses.