

EBOOK

EMAIL
MARKETING
POWER



EMAIL MARKETING POWER

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There's a Bonus at the end of the Book!!!
Enjoy ~ Joseph.

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Chapter 1. Introduction

Email Marketing Power

Are you confused about the whole idea of Email marketing? I'm pretty sure the moment you read the word email marketing, your first thought is probably, "isn't email marketing dead?" This is the part where I come in and change your whole perspective on email marketing.

As shocking as it sounds, email marketing is still very significant in 2020, and it is very much alive and kicking with almost every web user having at least 2 email accounts. I mean, we all had to make email accounts to access Facebook, Instagram, and other social media platforms.

You know what another shocker is, is the fact that email marketing beats social media. You might be surprised, but more people have email accounts than social media, and it is believed that 4 billion people have email accounts. The reason as to why email marketing isn't dead is because half of that 4 billion spends at least 50-60 minutes in looking at these marketing emails.

The idea behind this report is simply to open your mind up to the idea of email marketing. If you're feeling lost or you're simply looking for new ways to market, then email marketing is perfect for you.

All you need is to take the first step by developing interest by reading this report. Just leave it on me to guide you into a whole new perspective in the marketing world. My goal is to get the message across and hope to get you to expand, grow, and learn so that you can take advantage of this beautiful form of marketing.

Chapter 2

Why Is Email Marketing So Essential?

If anyone says that the email industry is dying, they probably don't know what they're talking about. With approximately 4 billion Email users in 2020, it's pretty evident that email marketing is very much alive and thriving. Who would ever think that Email marketing was dying when almost most web users have at least one or two emails each?

Email VS Social Media

Don't get me wrong, but just as important as social media is, Email use takes the lead. With almost every social media platform requiring an email address is evidence enough as to how powerful Email marketing can be. Yes, social media is vital for interacting with your audience and forming a relationship. Still, if you want to turn an audience into loyal subscribers, customers, and followers, then email marketing is what you want to go with.

As a business, you would want to send communications through email as it is more interactive and engaging with your audience. Not to mention that marketers also feels that ROI comes more from email marketing, rather than social according to research.

With every dollar invested in email marketing, the ROI is said to be approximately \$44 on an average, whereas social media's ROI is hard to track and determine. Now I know that Email marketing has less chance of being viral, but it is very engaging and has an interactive factor with subscribers, which is just good marketing.

Email works In the palm of your hand

There's a device in almost everyone's arsenal of dealing with life, and it often appears in the palm of your hand. Let me give you a hint; it's your whole and its instant access to the internet. Yes, ladies and gentlemen, your phones provide instant access to the usage of Emails. Almost two-thirds of emails are read on smartphones and tablets, which makes email marketing ten times easier. If you think about it, how regularly do you check your email on your phone?

As an Email marketer, you are going to have to figure out ways that can make your emails more engaging for users. Moreover, Email marketing has leaped, making it more appealing for mobile consumers by allowing you to create a responsive design in your email content. Furthermore, the visual aspect has improved in the form of videos and images of which your subscribers and mobile users might take an interest in and will most likely stay loyal due to the engaging content.

Email helps keep your budget inline

This is an important factor in the mind of most marketers as the money keeps the circulation of marketing. Email marketing is cost-effective and is one of the best ways of marketing. As a marketer, you will want to maximize your effectiveness while maintaining a good budget.

While other forms of marketing can be costly with less ROI, email marketing comes out as cost-effective with a good ROI. It is known as one of the best digital marketing tactics, especially for small businesses, as the budget is usually relatively small.

If you can make take advantage of email marketing that makes your business grow without having to use much of the revenue generated, then why not take the opportunity?

The power of Email Automation

One of the key factors and quite possibly the backbone of email marketing could be email automation. With other digital marketing usually failing in automation, Email marketing has taken the lead in this form of marketing. It consists of triggers and workflows that are meant to message your subscribers automatically.

This helps keep your consumers always updated, and it keeps them constantly engaged. You can always keep them up to date with your campaign, and it also keeps a record that you can analyze to keep track of consumers. It helps save time and money and leaves a good impression on your consumers. Email automation also can change a lost customer into a potential customer.

For example, if a customer is looking for a product on your website and just leaves or forgets about it, email automation sends an email directly to the user. To conclude,

email automation is just good marketing and can help turn a business around, which is why email marketing is so important.

Keeping a track

Email marketing has an easy and effective way of keeping track of statistics, which can help marketers improve and change up the way they market. Email marketing metrics are really easy to track and gives you more insight into your consumers. This makes your way of marketing more accurate and removes any guesswork.

Furthermore, you can keep track of the users that open your emails, unsubscribe, and what products they seem interested in. This, therefore, proves as to why Email marketing is very much alive and useful in the marketing world of 2020.

Chapter 3

Types Of Email Marketing Communication

When it comes to email marketing, engagement is key to the success of the form of marketing. But what is more important than the engagement is how you engage the consumers. This is where communication comes in.

As an email marketer, you have to step into the shoes of communication if you want to engage with consumers successfully and fully utilize email marketing to the fullest.

Welcome Emails

If you land a customer, a subscriber, or a new client, the best way to leave an impression is to welcome them. Thanks to the use of email automation, you can use welcome emails as an advantage to embrace, engage, and leave your customers coming back for more. You want to give the best impression of your business as you possibly can, and by welcoming a user the moment they subscribe, buy or deal with your company, shows that you mean business.

The ability to show a user that you prioritize them increases the chances of you maximizing the use of email marketing. Let's not forget by welcoming them; you can introduce them to your official website and other platforms that may lead to that very user dealing with your business in the future. Maybe throw in a little gift to make your customer feel special, and you will fully embrace the steps to good email marketing.

Newsletters

If you want to show your loyal subscribers and new ones that you mean business, be sure to keep them constantly updated with your business affairs. Whether it be new content or a new product, you need to make the content of your newsletters as vibrant and engaging as possible.

All you need to fulfill engagement is to be consistent with a good schedule, and you will need to be innovative in the way you play with your newsletter content. Making use of email automation, the power of newsletters can be impactful, just be sure not to bore your customers. Try to entertain and keep the audience hooked with your newsletters; you don't want to make everything about your business look like a sales pitch.

Updates

As a loyal customer, you would want to keep being updated about your favorite company or brand. Step into the shoes of a loyal customer and understand their needs and wants, and if you want to be accurate about it, you can always research and use email metrics to keep track of users.

The basic idea of updates is to keep your customers informed of how your business is doing, what's new, and how you are constantly trying to improve your business. By updating your loyal customer, it leaves a good impression, and it keeps them motivated and enticed to support your business more.

You can always improve updates by adding visuals and being consistent with adding an appeal that will keep users looking forward to more updates.

Selling Products

When it comes to the selling aspect, you are going to want to keep things interesting. Keep up with what's trending and reflect your content and selling strategy with the updated trends. Remember to send automated messages to previous customers and new customers that are similar to the products that they usually buy or something that they may like.

By using your email metrics, you can determine what sales will suit a certain customer who is just brilliant marketing. Be sure to add a spark to the way you sell your products by adding vibrant color, a catchy phrase, and leave them asking for more with a touch of emotion, personalization, or even a free product. This way, you create a form of trust and increase your chances of bagging customers.

Affiliate Offers

If you want to broaden your marketing avenue, then you might want to consider making use of affiliate offers. You kind of become a brand ambassador of another company, and therefore you work with them. Even if you have your own business on the side, you can do email marketing for them by promoting their products and content.

By building a relationship with another company through affiliate offers, you can also help increase the reputation of your own business, which is a great marketing strategy. This can help your own business to expand and grow, all while earning at the same time.

Surveys

If you want to build relationships with your customers, then email marketing is the solution for you. The whole idea behind building relations is by engaging. How do you build a relationship and engage your customers? You simply create a 2-way form of communication with your customers by introducing surveys in your email marketing.

If you regularly ask your customers to fill out surveys, they can give you suggestions and keep you on the right track by following their requirements. You need to make sure that your customers know that you care, and you want to take care of them by improving and checking on their feedback.

This will always leave a good impression and leaves a chance for you always to improve, which is the perfect marketing strategy to maintain loyal customers and invite new ones.

To conclude, email marketing has a wide range of different forms of communication and you can utilize and manipulate the diversity to improve your marketing game. All you need is to have a clear concept and idea of what they are and you will up your email marketing game.

Chapter 4

The Best Email Marketing Platforms

The best platforms lead to the best outcome when it comes to email marketing. However, when I use the word best, I refer to choosing the best platform that suits your email marketing strategy.

Once you manage to figure out the best-budgeted platform that can meet your email marketing expectations, it may majorly impact your company positively.

The whole idea is to make sure that you set your eyes on the best platforms and that you eventually select the perfect platform for you.

AWeber

If you're looking for an email platform that suits small businesses and entrepreneurs, then AWeber is the perfect one for you. It's a platform solely meant for those who are just starting up, and it exists to make it easier for you to divide your customers into different requirements of which they create emails distinctly meant for each element.

They have an excellent team that is continuously monitoring their servers and making sure that they complete your work on time, to keep your campaign consistent. AWeber offers six plans that range from \$19-\$149/ month. If you'd like, you could also pay quarterly or annually.

Active Campaign

If live chat and CRM is what you're looking for, then look no farther as Active Campaign is a perfect marketing platform with various email marketing capabilities. The platform works in the process of segmenting your customers, and it also uses CRM to help you reach your leads more frequently, which can help you get to the top.

There is also the introduction of dynamic information provided by the Active Campaign that is divided to meet the specific requirements of your customers. Each time your

customer receives an email, they have a different experience. The active campaign offers four plans that range from \$15-\$279/ month.

MailChimp

When it comes to a tool that is known worldwide, MailChimp takes the win as customers over 175 countries use this platform. Their email marketing services have been recognized to be one of the best, and they have an immense data from the customers that they work with, so you can best believe that they have your back when it comes to email marketing services.

It's effortless for a beginner to get the hang of and is just as tangible with big marketing enterprises. They have over 300 integrations that you can use to improvise and recreate the tool to your business. It's a service that allows you to personalize your marketing with the use of these integrations freely. It is definitely worth your money as it has six-monthly plans that range from free to \$299.

Hubspot

Hubspot is a platform that is easy to use and is free, not to mention that it is well known to have a high deliverability rate. The platform is a software which is designed to make your email marketing easy with the use of its various templates, which you can always customize.

You can further personalize your emails, and the software helps target people according to device types, country, and list-based, which helps to get the right emails to the right recipients.

Furthermore, it provides you with A/B tests that help you further understand your audience as you compare emails to see which ones do best. More importantly, Hubspot can help you understand your email metrics, and its automation platform is effective and efficient that further helps you plan your marketing strategies. Hubspot is free; however, its upgrades require a payment plan.

Omnisend

A marketer that requires a platform that offers automation workflows that suits almost any marketer in whatever stage they're in, then they need to have a look at Omnisend. It has great control over its Omni-channel functionalities when it comes to engaging and connecting with an audience.

It provides automation workflows that allow you to add WhatsApp, Facebook, emails, etc. therefore, omniscient tries to work on improving your customer relationships by even strengthening the relationship with customers that don't prefer the use of emails. Furthermore, their segmentation program works effectively that sends the right email to the right person at the perfect time.

Moreover, they provide different templates for your campaigns, emails, and automation workflows. Omnisend gives you four monthly plans of which the basic one is free. It, therefore, ranges from \$0-\$99/month.

Constant Contact

Constant contact is a popular email marketing service. The reason it's so prominent is that it offers you 100 templates that you can use and customize, and once you're done, you can select the time to send it to your customers.

Pabbly Email Marketing

If you're looking to bulk up on the email marketing, then Pabbly Email marketing is the perfect platform for you as it provides you by sending out bulk emails by connecting to SMTP and external SMTP. It is a balanced email platform that consists of workflow automation and email scheduling due to access to SMTP.

Therefore, scheduled emails and triggers are not an issue as you are assisted by marketing automation and autoresponders. Furthermore, it offers you templates that you can edit with a drag and drop tool, but most importantly, you can keep track of your email metrics consistently, which will help you improve your campaign and email marketing. Pabbly Email Marketing comes with a free basic plan and other multiple plans based on your number of subscribers.

Delivering the variety of platforms, the reports initiative is to help you further decide what platform will work best for you as an email marketer. I have listed the best to help you in your cause of becoming a successful email marketer.

Chapter 5

Traffic Methods To Build Your List

When it comes to email marketing, a marketer always focuses on their list as it decreases every year. Your contacts can always move from one company to another, which is why, as a marketer, you need to learn and figure out what traffic methods suit you. The goal is to increase and maintain your list to keep up with the Email marketing world.

Be innovative with your content

As an email marketer, you constantly have to focus on your content. Always remember that content will always remain, king if you're targeting an audience. If you want to keep a constant and increasing number of followers, you need to make sure that you stay up to date with your content and make it as relatable as possible.

Make sure that it is engaging, and it meets the requirements of your target audience. The ability to entertain through content instantaneously leads to a well-maintained list of followers that will eventually start to grow. Good quality content in the form of blogs or vlogs can somewhat lead people to find your website, and you can always remind them to subscribe and support you within your content.

Always partner with other influencers

Every marketer knows that if they want to be successful, they need to expand their marketing base. A perfect way to extend your email marketing reach is if you team up with other influencers and marketers. By working with other people, you are bound to leave a good impression on new followers and your old ones.

Influencers are always willing to share good content with their followers as it gives off an interactive feel. The idea is to provide content that is unique and different or reflective of the usual, except it puts the original work to shame.

If you share content with influencers that fall in line with this basis, then you have a high chance of getting them to share further and support your content. It is always a good

way to expand your marketing horizon and further increase the number of followers on your list that can make up for the followers that have been lost.

Keep reminding your followers to subscribe

According to research, customers are more likely to give a follow or subscribe to a channel when they've been asked. After working hard on trying your best to entertaining your followers, it wouldn't hurt to ask your followers to subscribe and support.

Moreover, you can always entice them by simply asking them to subscribe if they want more content. Email marketing is one of the most effective ways of turning followers into subscribers; the idea is just to ask your followers regularly to subscribe and share your content.

Don't stick to one platform

It is a fact that if you stick to one platform, there is less chance of an email marketer from growing their list. However, this report is meant to alternate that from happening. Always remember that as a marketer, you need to have your reach on as many platforms as you possibly can.

The idea is to target platforms that have a major supply of a target audience that can relate and are further entertained by the content you deliver. If you can utilize Facebook, Instagram, Twitter, etc., you can reach a large number of people, of which you can always direct them towards subscribing to your content. This, therefore, can help in the growth of your list in email marketing.

Make use of Paid Advertising

The beauty of Advertisements is that it instantly spreads your content, and it gets your company name well-known. The idea is to make the advertisements as enticing and convincing as possible. It would be ideal to select a good platform that targets your audience properly, and it coincides with the audience.

Every cost has an outcome when it comes to subscribers, whether it is due to buying well-written articles or hosting webinars, you need to spend a little to maintain your email marketing list.

Therefore, with the use of paid advertisements with a low initial cost per subscriber, then you may be successful in both increasing and maintain the growth of your list. Make use of analysis on the Ads that do well with your audience and make sure the content of your Ads is of good quality, and you're sure to be golden with your list.

Make subscribing worth it for your followers

Whenever you offer the option of subscribing to your follower, be sure to make it free, offer a small gift, or maybe provide them with a discount. By doing this, you make it worthwhile for your followers to subscribe, and as a bonus, if they like your content, you turn a potential customer to a loyal customer. By using this method, you gain the ability to improve the growth of your list as an email marketer.

Who doesn't need a little guidance here and there? When you deal with a business-like Email marketing, you will want to improve and learn as many methods as you can. By learning these methods, you allow yourself to both maintain and increase the number in your list.

Chapter 6

What Is Email Marketing Automation?

Are you struggling to understand the concept of email marketing? Then look no further as I am about to simplify the concept behind the idea of email marketing. As much as email automation isn't the full structure behind email marketing, it is the backbone of the way you are going to perform email marketing.

This report is meant to guide you and give you an idea of what exactly email automation is and how it's used.

Understanding Email Marketing Automation

Do you ever experience receiving a welcome email when you join a specific platform or buy from a certain website? If you have, then that is the perfect way of describing the concept of Email marketing automation. In the Email marketing world, the use of automation is on a massive scale, and the ideal behind its use is that it is effective, and it keeps your audience engaged.

Now we all know that if you manually work on composing emails for every new user, you are going to waste a lot of time; this is where email marketing automation comes in handy. The fact that you save time and keep users engaged in the beauty behind email automation. All you have to do is compose a specific email and set up an automation system that utilizes a trigger each time an email is needed to be sent.

Why use Email Marketing Automation?

The basic idea of email marketing automation is formulated around the idea of turning your prospects into customers. How exactly does it maintain this conversion? When it comes to automation, you are granted the ability to segment your customers, which allows you to send the right email to the right customer.

Moreover, emails are sent at the perfect time, and the moment that the required email meets the right customer. This unanimously continuously maintains engagement with

your customers, which will maintain and allow the growth of your email marketing list. It is the perfect tool if you want to maintain efficiency and save a lot of time when it comes to keeping your customers engaged.

How does it work?

To understand the way Email marketing automation works, you need further to understand the idea of triggers and automated campaigns. The idea behind the automation process is when an event or specific time causes the trigger to send Emails to people. So basically, you form an email series that is automatically sent with specific email content to a specific customer.

The proper name of the email series is an email workflow of which the use of workflows makes it adamant that the right emails are sent to the right customers based on the information that you might have on the customer. You further gather data and more insight into the people you deal with to solidify your company's leads. The automation flows send out welcome emails, surveys, and re-engagement emails, which keep up the engagement with your subscribers.

The Benefits Of Email Automation

Personalize the way you deal with customers

With the introduction of email automation, you are granted the ability to personalize your email content more accordingly, as you are sending emails based on the information you have on a customer. The individualization that email automation provides leads to customers feeling secure, and they will often feel like your company is helpful.

Maximizes customer Retention Rate

One of the most helpful factors behind is the advantage of email automation, increasing the customer retention rate. It is often cost-effective for a company to sell to an existing customer rather than selling to a new one. Therefore, the scheduling and triggers help in maintaining the retention rate.

Helps define your Marketing Strategy

When it comes to forming a strategy and building up a scale, automation helps. If your customers somehow double, you can easily switch up with the use of email automation.

This, therefore, allows you to easily plan out and form a scalable structure of your customers, which benefits the company. Furthermore, you can understand their behavior, which helps you improve and improvise when needed.

How to set up an Automated Campaign

When you start an automated campaign, you have to work with a service like MailChimp or SendPulse by setting up an account.

The following steps:

Once you've made an account, there is an option on the dashboard. It is called the automate. Click on it.

Select email from the drop-down menu

Click on the category type and select the automation type that works best for you.

You are further given the option of selecting single emails or email series.

Enter your campaign name and select your ideal audience in the options given.

Click begin.

Once you're done with setting your automation campaign, you can further edit and customize your emails and settings, of which you can finally confirm and send.

Email automation is a very important factor in email marketing and it is an absolute must for you understand. Known as the backbone of email marketing, the report is meant to cover the important aspects and help you easily understand the concept of email automation.

Chapter 7

Writing Your First Welcome Email For A New Subscriber

The first time a customer deals with a business, they want to be impressed. Your goal as an email marketer is not only to impress a subscriber but to make their expectations grow. How exactly are you going to increase the expectations of a subscriber? You work on the way you present your company through your first welcome email. That is how important your first welcome Email to your first subscriber is.

Make your welcome worth the read

The idea behind first impressions revolves around the way you captivate your subscribers. You don't want to sound generic; you want to make them feel welcome in a way that they can relate. Whether you use humor or some other form of enticement, you need to deliver a personalized first welcome email.

So always start your welcome email with a strong hook that grips your subscriber and makes them feel welcome and secure. This always makes them want to read further into your welcome Email, which can get your message across to your subscriber, which means they might come back for more.

Mark your Subscriber's expectations

The moment your subscriber reads into less than 20%, you need to make sure that their expectations start to increase. If you want to build up their expectation, you need to impress them in a few words. You further need to show them what they should be expecting and when they're going to receive it.

The catch is, you need to fulfill your promises and make sure that your customer falls into a state of trust with your company. Think of your first welcome Email as a first date and make sure you're going to give your subscriber a reason to stay. Establish a

relationship by creating expectations that will be the first proper engagement with your subscriber.

Introduce your Subscribers to your company

Remember, the first impression is a major factor in the reflection of what your company stands for. The welcome Email should verify and highlight your company name, priorities, and what it stands for. If you want to build a connection with the subscriber, make sure that their requirements are fulfilled with the way your company reflects what it stands for.

Imagine this as a way of your company creating a personal bond with the subscriber as they have an idea of your company; however, they want to understand your company further. So be sure to make your company sound the way they want your company to sound and make sure you don't disappoint. The goal is to create an in-depth creation so that the subscriber also becomes a loyal customer and supporter.

You can always improvise with a video

If you ever want to add a little flair to the way you demonstrate your first welcome emails, you can always try introducing short videos. They can last from 30-60 seconds, just make sure that the video is eye-catching and is worth watching for your subscriber. With the visual appeal and manipulation of sound, you are granted the ability to appeal and attract your subscribers into sticking around.

Make sure to be colorful and vibrant and always make sure that they feel that video is solely meant for them. A company that takes time out for its subscribers in the form of a video is always a good sign, and it might turn your prospect into a customer.

Make your first welcome as engaging as possible

The ability to engage grants you the ability to impress. Once a subscriber is engaged, they will want to continue. You can always start by giving your subscriber a light survey that they can fill up to meet what items they might be interested in and when they would like to be updated through email messages.

This always gives a serious business look and appeals to the audience as they feel like they are secure if they continue dealing with your company. Depending on what you're

dealing with, you can always add icons of the pictures of your products or services of which the subscriber can select. This will leave a good impression, and it will give you an idea of what your subscriber wants, which can be further used in the analysis. Make a mark with your aesthetic

Always deliver your first Email with a personalized aesthetic that belongs and is a pure brand of what your company is. The manipulation of anesthetic can leave a massive impact on your subscribers as it gives off an attractive look. Besides, they will always link your aesthetic with your company, which can further create a more profound interest within your subscriber for your company. Your personalized touch of the aesthetic of your first Email will always sit well with a first timer and leaves a good sign with your subscriber.

It is absolutely vital that an email marketer understands the significance behind welcome emails in the email marketing world. Remember first impressions are super important and if you want work on giving a good impression then a good read on the welcome emails report will definitely give you an edge.

Chapter 8

Content Ideas For Your Follow-up Email Sequences

Do you feel like you're trapped when it's time to figuring your content out? Well, look no further. When it comes to content, people often feel lost when the time comes to mixing up your content and trying to make it as dynamic as possible. Besides the use of email automation, you are going to need diverse content ideas that can be used as follow-up emails, and that is why this report exists, to provide you with ideas you can use.

Making use of Lead Nurturing Emails

If you lack some vision, you can always try your luck with the use of Lead Nurturing Emails. When you first welcome a user to your company with a welcome email and a freebie, it nurtures your lead. You just have to make sure you fulfill your promise. The use of Lead Nurturing Emails is a good initiative for content as it keeps things interesting, and your prospect is more likely to turn into a customer.

Besides welcome emails, you can also introduce beneficial content such as helpful or educational content in Lead Nurturing Emails to guide users. Just make sure that the user understands that your company is ready to help whenever they need it. Just don't stretch your sales tactics, and you will be golden.

Turn Prospects into Customers with Conversion Email Sequences

The idea behind the use of Conversion Email Sequences is to simply give off a reason as to why your customer should stick around. There is a time where your customer might finish in dealing with your company or product, which means they don't have to continue with your company. Now your job is to introduce content that gives them an offer they can't use.

For example, imagine a user who plays a game, and they run out of the currency of the game that can trigger email automation that can send that user some more currency.

Remember, the idea is to convert the user back into a loyal one and a potential customer.

Engaging your followers with Engagement Emails

When you work on your engagement in the Email sequences, you further learn how to anticipate your subscribers. The idea is to keep them hooked, and you have to give them a reason to persist. You can always entice them with a sale or like a 30% off deal with the trademark, "ends soon." This may catch the attention of your user into re-engaging or engaging with your company.

You can further automate your triggers to send emails meant for specific occasions like Christmas, which can send new deals and offers to your followers. This will keep them engaged and hooked, of which it is the perfect content idea for email sequences.

Make your follower feel Onboard

You should always make your followers feel like they're a part of your company, almost as if they're family. You can always send monthly emails that hold some sentimental value with your followers, which will both leave a good impression and will make them feel special. You can further string along a freebie to promote the idea of sticking with your company to receive more freebies and good offers. The more consistent you are, the better it is, just don't overdo it and keep it simple.

Re-engagement Emails

There are times where your potential customers might leave a product in their cart or click on your products and leave. This may be because they have forgotten or they're just busy. This is where the ideal content idea would be to re-engage with your prospect by sending an email reminding the user.

You can use humor that usually gives off a good signal, and you can convert the prospect into a customer. If users disappear, you can also send automated emails that state how much your company misses your subscribers and that it's been a while. It leaves a good impression and shows that your company cares about its followers.

The impact of Follow-up Emails

This type of Email can be seen as a reminder to your user in case they've forgotten to use the freebie that you had sent to them. This, therefore, shows that your company is concerned and that it cares about its subscribers. It is an ideal content idea that can be used along with humor to catch and grip the follower's attention, of which they will further engage with your company by using the freebie.

If you ever feel like you are experiencing a creative block then you should definitely give this report a good read. The idea is to give you a good idea of content ideas which you can use to grasp and hold the attention of your subscribers.

Chapter 9

Email Personalization & Why Is It Important

The days of one basic message in the form of Email are long gone as personalization has come into the game of marketing. Without the personalization of Emails, customers would always feel like they're just another random customer.

As a marketer, your goal is to make your customers and prospects feel special, and they need to feel a sense of belonging. If your customers feel like they're going to be taken care of, your job as an email marketer will be successful.

What is Email Personalization?

Have you ever received an email after buying a product online? Isn't your email address a requirement before you complete your transaction in most cases? Well, if you've often contemplated why, the reason is simple, businesses have now started learning about their consumers.

The idea behind email personalization is it to promote individualization. The internet has granted you the ability to understand your customer through metrics of which you further personalize information, of which you eventually compose an Email solely meant for a specific customer.

The days of the one basic message as an email are long gone, and Email personalization has helped topple it. You can learn basic information on a user that has just subscribed by learning their name, and you can always let them fill out a survey of which you learn information on their interests. Therefore, the email personalization process works in a way that uses your subscriber's name and targets their specific interests.

The surveys you give out also have the feature of asking your subscribers how frequently they want to be updated hence the feel of personalized emails. So, you leave behind the use of Bulk emails, and you end up making your customers feel important.

Why is Email Personalization important?

Always remember that the days of basic single generic emails are over. If you are still set on bulk emails, there's a probability that you may fall behind in the email market. This is why Email Personalization is so important when it comes to email marketing.

Always put yourself in the customers' shoes and imagine how they would feel if you customized and tailored an email solely meant for them, which is bound to make your company stand out. The idea is always to leave a good impression in the marketing world, and personalization constantly makes that happen as it boosts engagement and sales.

More importantly, with email personalization, you learn how to develop and grow customer relationships as you send the right content to a specific subscriber. This, therefore, establishes a level of trust between the business and the customer. Remember, your loyal subscribers are like family, and email personalization makes them feel like it.

How is Email Personalization Utilized?

Making use of Personalization Tags

Always make sure that you gather information on your prospects and potential customers. Luckily many tools can be utilized to help you understand your subscriber more. Personalized tags are usually known as the user's name, location, and email. You can further use the tools to tell you what products your subscriber is interested in. Using these personalized tags, you can further use this in your personalization process.

The Beauty of Segmentation

Always segment and divide your subscribers so that you have a better idea of what to use in your personalized emails. You can always divide them based on demographics and interests. This will help you in accurately sending the right emails to the right users.

Make sure your Content is Dynamic

Try and diversify your content by being different. You can always use the same content but with improvisation and creativity so that it doesn't seem repetitive. Create multiple versions of your email content to keep your subscribers entertained and hooked.

Get your Automation Process going

For your personalization process to take off as an effective and efficient system, you need to get your email automation process going. This can help deal with a large number of subscribers and is accurate in being timely and sending the right content to the right people.

Always make use of Follow-up Emails

Sometimes your subscribers might not always open your emails or look into your work, so you need to remind them here and there. The idea is to create a personalized feel that makes your subscriber know that you're keeping an eye on them and that you're always there for them.

The key behind a good attention-holding email is to simply personalize it. This concept is really important and it needs to be embraced by every email marketer if they want to keep up with their competition and maintain a loyal subscriber list.

Chapter 10

Tips For A Successful Email Marketing Campaign

If you ever feel like you're lost, or you have no idea how to improve your email marketing campaign, then use the few tips I have provided in the report. These tips are used by the best of the best, of which they have managed to run their email marketing campaign successfully. This report is meant to guide and simply the tips so that you further learn and adapt to the email marketing world.

Always make a Target list of your audience

A good marketer always makes their stand when it comes to formulating their list. Before you venture into anything regarding Email marketing, always make a target list of your audience. As much as your goal is to extend your marketing reach, you also want to make sure that you have a good number of prospects in the outcome.

This is exactly why you need to target a specific audience according to the content and products you deal in. For example, if you deal with toys, your target audience would mainly be children rather than adults.

The example is evidenced enough that you need to target prospects rather than users that are not interested, especially since 80% of people won't ever come back to your website. So, by targeting potential customers, you play it safe and smart.

Establish your Email Marketing Goals

It's no secret that by figuring your goals out, you tend to create a drive to work hard and do better. The idea is to set the right goals and focus on goals that are specific, measurable, achievable, and relevant and time-bound. This helps to establish and ground your base as an email marketer. Each time you achieve a goal, you end up craving the desire to achieve more.

Normal Goals can start like:

- Increase number of subscribers
- Maintain a certain number of subscribers
- Re-engage with subscribers

Segmenting your Subscribers

Eventually, your goals will gradually grow and become bigger. Always remember that a successful marketer always establishes goals to walk the path of a successful email marketing campaign.

Figure your Audience Out

A marketer that knows his audience is a marketer that is bound to be successful in attaining email subscribers and potential customers. The basic idea is to make sure you gather as much information as you can on a subscriber and his interests regarding your product. This allows you to personalize further your email marketing, which is always bound to leave a good impression.

The more you know your audience, the easier it is to segment and send the right emails to the right users. Leaving a good impression always leads to a loyal subscriber. Always try your best in researching your audience, and it will prove to be fruitful when it comes to the way you market, which will help boost the success of your campaign.

Learn to use your Technology Effectively

If you want to be successful in your email marketing campaign, you need to keep your eye on the technology you use. When it comes to email automation, segmentation, analytics, and workflows or templates, you simply have to work on the technology you're using. Make sure you have a balanced budget and that you're using suitable technology for achieving your goals and exceeding your expectations.

The best tools and modes of technology will most definitely boost your engagement and lead to a successful email market campaign. Your technology will further define the efficiency and effectiveness of the way your company runs.

Plan your Email and Follow-up Content

As an email marketer, you need to be smart about the way you work. You don't want to work hard; you want to work smart. So how does a marketer do that? You simply plan it out. Before you start, you need to plan out the content of your emails, the way you're going to distribute your emails, and how you're going to boost your number of subscribers. This way, you can increase the accuracy behind the effectiveness and efficiency of the way you work. You reduce your errors, and you quickly get the grip of how to run things. Also, you need to figure out what content suits your subscribers and customers. You further have to expand and diversify the content according to the trends, which is why it is smart to plan your emails and follow-ups. By simply planning, you increase the probability of a successful market campaign.

Test and Track

Testing and tracking are probably one of the most important tips of all. A marketer who constantly tests and tracks his email marketing by using tools to calculate the metrics is a smart marketer. By testing and tracking, you begin to figure out where your campaign might be lacking and where it holds its strengths.

This further helps you understand your target audience and loyal subscribers who will grant you the opportunity to improve by giving the subscribers what they want. This unanimously leads to good marketing, which eventually builds up a successful email marketing campaign.

A good tip keeps the average email marketer on the edge of their toes. These tips are used by the top leading email marketers and they have kept them at the top. Who knows what boundaries you will break by using the right tips provided?

Chapter 11

How Often Do You Email Your Subscriber List?

It's no secret that Email marketing is pretty unpredictable, and you sometimes get confused with how frequently you should Email your subscriber list. People often confuse themselves with the frequency, which is why I'm going to show how you can set yourself on the right track. All you require is some guidance, and you will most likely be on your way to effectively deal with the frequency of emailing your list.

Working on your Frequency

The best way of dealing with the frequency of sending emails is to slowly and gradually increase the number of Emails you send. You need to pay attention to each subscriber and see how they react to your emails.

The idea is not to bombard a subscriber with emails out of the blue as this may annoy them. It would be preferred if you read into the subscriber and gradually increase the number of emails sent if they find your emails interesting. You don't want to look like a spammer or an over-sharer, which is why you need to deal with it smartly and effectively.

The best way to avoid oversharing is to segment your subscribers and form tailor-made emails to every specific subscriber. This way, you meet the right requirements of a subscriber, and you manage to avoid the image of a spammer.

Always look at the Competition

It's always smart to keep an eye on the competition or the leaders in the email marketing world. The idea is to learn and improvise the frequency and the way you deliver your mail. It is a sound and simple way of understanding the Email market. Therefore, you figure out the way you should engage with your audience, and you keep up with the trends.

Since the leaders and competitors of the email market have done their homework, it would be wise to follow when and how many times they deliver their emails. There's a reason they're at the top, and you need to follow their tactics, except you should improvise and change it up to the way you feel comfortable with. You might just get golden if you play your cards right.

Track your Email Marketing

A smart and effective way to determine the correct frequency is by taking a look at the numbers. With the improvement in technology, you can find many tools and software designed to keep track of your email metrics. You just need to take the time to figure out what emails work and what don't. You further get a better idea of the way your subscribers react to the emails sent. Embrace and understand the analysis behind what frequency suits each subscriber.

This is one of the most effective ways of determining the perfect number of emails that should be sent to each subscriber. Testing and tracking is one the major backbones behind email marketing which is why you should make use of it if you're concerned with the right frequency of emails that needs to be sent to your subscriber's list

Know the nature of your Emails

If you want to know the frequency of how many emails should be sent to a subscriber, it would probably be best if you reflect the context of your emails with the frequency. You have surveys, follow-ups, newsletters, and various other forms of emails. Each has a different nature, and they are all required at different times and different frequencies.

The ideal way would be to determine which emails need to be delivered in high frequencies and which need to be required in low frequencies. You can further use the email metrics to determine the frequency of the different types of emails.

Make use of Surveys

This method is probably the best method when it comes to engaging and meeting the requirements of the subscriber.

Asking your subscribers to fill up short surveys can help you gather information on how frequently they would like their emails to be delivered to them. This way, you accurately meet their desired frequency.

The method ends up being quick, smart, and to the point, especially since you're investing in your potential customer and prospects, which works out in your favor.

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