LEVEL 10

TAKEAWAYS

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Email Marketing Mastery:
10 Ways to Improve Your Email Marketing in 10 Minutes

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1 **Replace your opt-in forms with calls to action**

Many people have become blind to entry popups, exit intent popups, and opt-in forms on websites. Don't completely remove all popups but try incorporating calls-to-action within your text – add text links, buttons and native calls to action that can lead to email opt-in pages.

2 **Think outside the opt-in form**

Don't rely solely on website opt-in forms, there are other ways to build your email subscriber lists. Some ideas include: *(please note to ensure these people know they are opting into an email list)*

- At Tradeshows, collect business cards and email-sign-ups
- Use co-registration services and lead generation companies
- Do email list swaps with other mailing lists in your industry
- Run a contest or promotion
- Add opt-in calls to action on social media and YouTube
- Incorporate QR codes on print marketing materials
- For a more advanced strategy, use retention.com

3 **Cross pollinate your marketing channels**

Don't work in marketing channel silos. Your email list should promote your social media accounts and your website; your website should promote your email list and your social media accounts; your social media accounts should promote your email list and your website.

4 **Email more often**

If you don't email your customers, they will forget about you. At the very least you won't be top of mind. Don't think you need to create a bunch of new content for email either (reference point 3). Repurpose social media posts, blog posts, or podcasts to reach this audience.

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5 Send plain text emails

Plain text emails work because they look like real emails that one person would actually send to another person. MarketBeat internal testing showed that sending a plain text email with no template increased engagement by 20-40% depending on the campaign.

6 Send triggered email campaigns to maximize engagement and revenue

Triggered emails happen when someone opens an email, and you trigger another email to be sent. A great way to do this is to send a broader email to your full list, for those who open in, you may want to send a specific promotion or offer that will be most relevant to those subscribers. The great thing about triggered emails is they usually generate 60% open rates. *(Note: you have to ensure your email platform has automation functionality enabled)*

7 Make sure your email verification DNS records validate

SPF, DKIM, and DMARC are three different technologies that verify an email is from who it claims to be. Normally your ESP (email service provider) will give you instructions on how to do this when you set up your account, but sometimes it doesn't always work right. If your emails aren't validating correctly, they will likely end up in the spam folder or not get delivered at all.

Open one of your company's email messages in Gmail on your desktop. In the top right click on the three dogs next to the reply button and click "Show Original". It will be something like the one below. If your emails don't say 'PASS' for SPR, DKIM, and DMARC, contact your ESP and ask for help.

Original Message

Message ID	<010001858c73dffc-12f63661-2497-4e82-b287-dd895a0ca5ce-000000@email.amazonses.com>
Created at:	Sat, Jan 7, 2023 at 7:38 AM (Delivered after 0 seconds)
From:	Legacy Aviation LLC <noreturn@myfbo.com> Using Microsoft CDO for Windows 2000
To:	Matt Paulson <matt@mattpaulson.com>, Matt Paulson <arin.gonseth@marketbeatmail.com>
Subject:	Legacy Aviation Duplicate Receipt for Matt Paulson
SPF:	PASS with IP 54.240.11.157 Learn more
DKIM:	'PASS' with domain myfbo.com Learn more
DMARC:	'PASS' Learn more

8 Run your emails through mail-tester

Go to mail-tester.com to begin, this is a free service that will check your emails for problems that might prevent it from hitting a subscriber's inbox. With mail-tester.com it will provide clear action steps (like words to remove) to help ensure your emails end up in subscribers' inboxes.

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9 Stop emailing inactive subscribers

Most businesses will email everyone on our list because we want to get the maximum reach, but you limit your reach when you email people who haven't opened your email in over a year because you're sending negative engagement metrics to ESP's.

- ESP's really care about what percentage of your subscribers engage with your email.
  - *If only 50% of your subscribers open your email on average, it's going to go straight to the inbox.*
  - *If only 5% of your subscribers open your email on average, it's probably going to get put in a secondary tab or the spam folder.*
- You can hack this metric by only emailing people who are actively engaging with your email.
  - *If you send email every day, a good rule is to stop emailing people after they don't open for 60-90 days*
  - *If you send email every week, that means you should stop emailing people after they don't open for a year*
  - *If you send email once a month, you should send more emails.*

10 Ask for the sale

Your email list won't make money for your business unless you use it as direct sales too. How to do this?

- Email your audience about your company's products & services. Tell them the features and benefits. Share customer testimonials and FAQs.
- Run promotions (Holiday sales, promotional time periods, launch new products, product bundles, create a sense of urgency – deadlines work!)

Grab your copy of Email Marketing Demystified at
myemailmarketingbook.com

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