

How To Use Email Marketing To Grow Your Business



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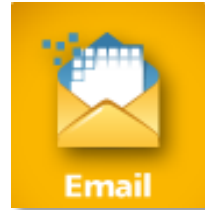
Website: <http://www.BusinessKnowHow.com>

Free Newsletter: <http://www.BusinessKnowHow.com/subscribe/>

What We'll Cover

- **What email can do for your small business**
- **How to build your email list**
- **What kind of content to use in email marketing**
- **How to get email opened and get results**

#1 Small Business Challenge: Marketing



Search

SEO



Article Marketing



Special Report!



Marketing Challenge

- **Fragmented market**
- **Confusing, difficult to keep up with**
- **Search ads can be expensive (PPC)**
- **SEO - expensive + moving target**
- **Large portion of your market may never look at print media**

Social Media

- **Clicks and likes aren't sales**
- **Getting harder and harder to get found if you don't pay to play**
- **Was never really "free"**
- **You don't own your contacts or your pages or contributions**

Email Marketing

- **Not a substitute for other marketing**
- **A control center for staying in touch with contacts**
- **Best used for building relationships that lead to sales and to get repeat business**
- **Limited uses as a prospecting tool**

Why Email Marketing Is Important (Corporate Version)

- **Cohesive marketing strategy across different devices and different platforms**
- **Builds brand recognition**
- **Makes it possible to engage and re-engage with our customers**
- **Is a useful remarketing tool**

Why Use Email Marketing? (Small Business Version)

- **You pull the strings, not Google or social media sites**
- **Works with and enhances other marketing**
- **It's a good tool in conjunction with offers to acquire leads, follow up and get sales**
- **It's an inexpensive way to send ads and coupons**
- **Generates repeat purchases**
- **Easy for customers to forward to their friends**
- **Lets you send traffic to your website when you want**

Measurable Results

- **See how many opened email**
 - Change subject line and resend to people who didn't open the first time to increase sales
- **See how many clicked through**
- **Brings in sales from existing customers**
 - Even when no other ads are running
- **Include your phone number in mailings for customers who'd prefer to call**

The Bottom Line

- **The money is in your list**
- **Acquiring a new customer can cost up to 10 X more than retaining an existing one**
- **Repeat business is a top source of revenue for 61% small businesses**
- **Repeat customer spends 67% more than a new customer generally will**

Getting Started

- Put your foundation in place

- Your website



- Your social media and local business pages



- Email contact list



- Email Service Provider

- Example: ConstantContact.com

Why Use an Email Service Provider

- **Deliverability**
- **Simplifies list management**
- **Looks attractive / professional**
- **Avoids problems with your local ISP**

How To Choose A Service

- **Consider long term needs – ie what features and capabilities will you want**
- **Cost**
 - Email frequency
 - Expected size of list
- **Ease of use**

Develop Your Email Strategy

- Remember the customer comes first!
- Who do you want to reach?
- Where and how they can be reached?
- Why they should buy from you?
- What the best time of the day / week to reach them?
- What's their typical buying cycle?
- What will trigger the purchase?

Know What You Want To Achieve

- **Build brand familiarity?**
- **Generate leads?**
- **Retain customers / get repeat sales?**
- **Make a sale from the email?**
- **Drive foot traffic?**
- **Drive traffic to a website?**
- **Survey customers?**
- **Get people to events?**

The Logistics

- **Who will write the content and related material?**
- **Who will set the newsletter up and schedule it?**
- **Who will manage manual list removals and answer inquiries?**
- **Where will you get graphics from if you want to include them?**
- **How much time & money can you spend?**
- **How frequently will you send email?**

Buying Content

- **Get a work for hire contract signed**
- **Have a clause in the contract that says the writer is liable for copyright violations**
- **Check all articles you receive for copyright violations**
- **Eyeball content for accuracy & readability**

Build a Mailing List

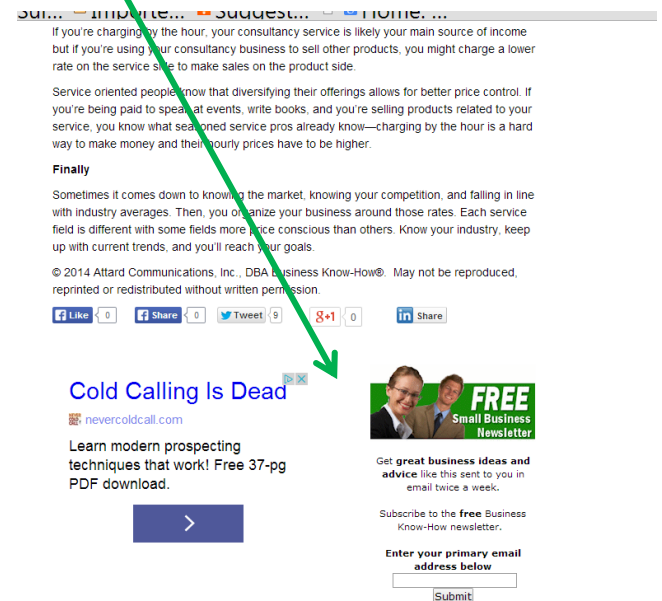
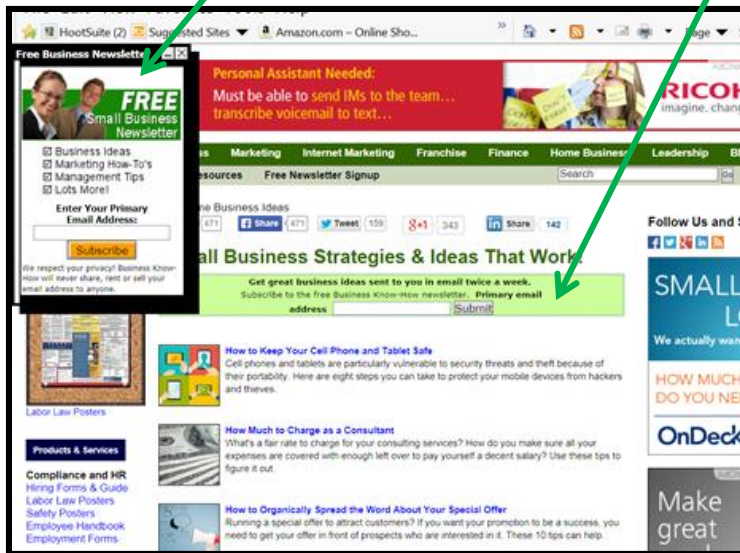
- **Get people to opt-in themselves**
- **Add people who make a purchase from you**
- **Don't buy email lists**
- **Don't add everyone you meet**

How To Get People To Opt-In?

- **Make it worth their while!**
- **Offer something desirable as a one-time incentive to sign up**
- **Have them sign up to get a monthly coupon and special sales notices**
- **Offer a free monthly newsletter with timely tips and hints**

Market Your Opt-In Form

- Make a signup form a prominent feature on all pages of your website
- Use slide-in ads to promote your offer




- Add signup form to Facebook page



- Use an exit page to ask for email address when people leave without buying

Your Company Name



Wait! Don't Go...

Would you like to know how to triple your business in 3 weeks without buying any ads?

This free detailed checklist shows you how. Enter your primary email address and to download it now.

Get Instant Access!

We hate spam as much as you do. Your information will never be shared or sold to a 3rd party.

How To Get Subscribers

- Include forward to friend button in emails
- Archive past newsletters
- Include a signup link in the emails you send
- Have a signup sheet at your register
- Include signup link in your personal email signature
- Include testimonials on signup page

Always “on”

- **Always addressable (reachable)**
- **87% of American adults use the Internet**
 - Email and search are among the top activities
- **Multiple devices**
- **Make it easy to signup no matter what device they use**

Smart Phone Signups

**business
know-how**

Scan the QR code to join the Business Know-How mailing list. We'll e-mail you our newsletter, great information, coupons and special offers.

Use your mobile device to scan the QR code.

2.79 in

**business
know-how**

QR Code

Text Messaging

Get the Business Know-How
Newsletter Free

Just send your email address
by text message:

Text
BUSINESSKNOWHOW
to **22828** to get started.



Message and data rates may apply.

Text BUSINESSKNOWHOW
to 22828 to get started.

Use Your Imagination

- **Have a signup form at events**
- **Include a signup link in your handouts**
- **Include a promo for your newsletter in mailings and shipments**
- **Include signup info on your business card**
- **Add signup links in PowerPoint slides**
- **Buy ads in other business' emails**
- **Swap ads with non-competing businesses**

What Information To Get

- **Name and email address**
- **Don't ask for much personal info**
- **If you have multiple product lines or services, let them choose what to get email about**
 - Minimizes spam complaints

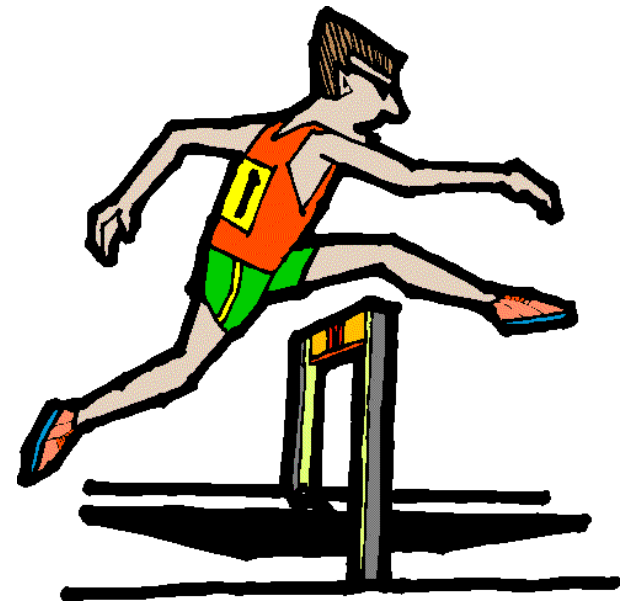
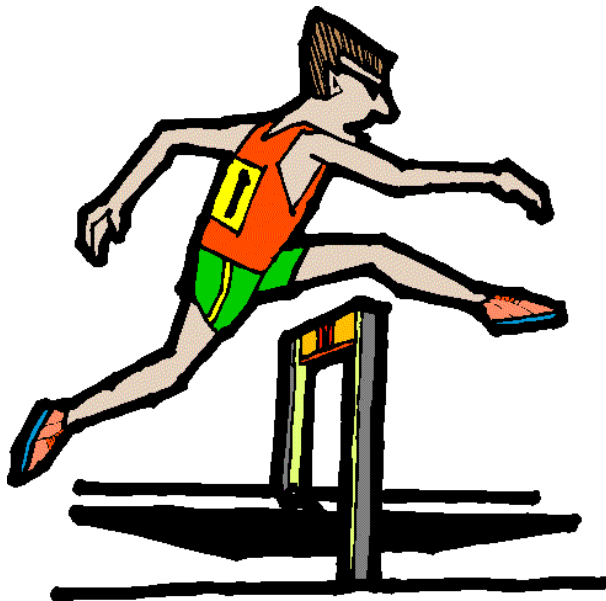
Give Them Preliminary Info At Signup Time

- **Tell them what email address or name will appear in the from line**
- **Tell them to check their email now and click the link to confirm their subscription**
- **Remind them to check the promotions folder in gmail or spam folder elsewhere**

Create A Welcome Message

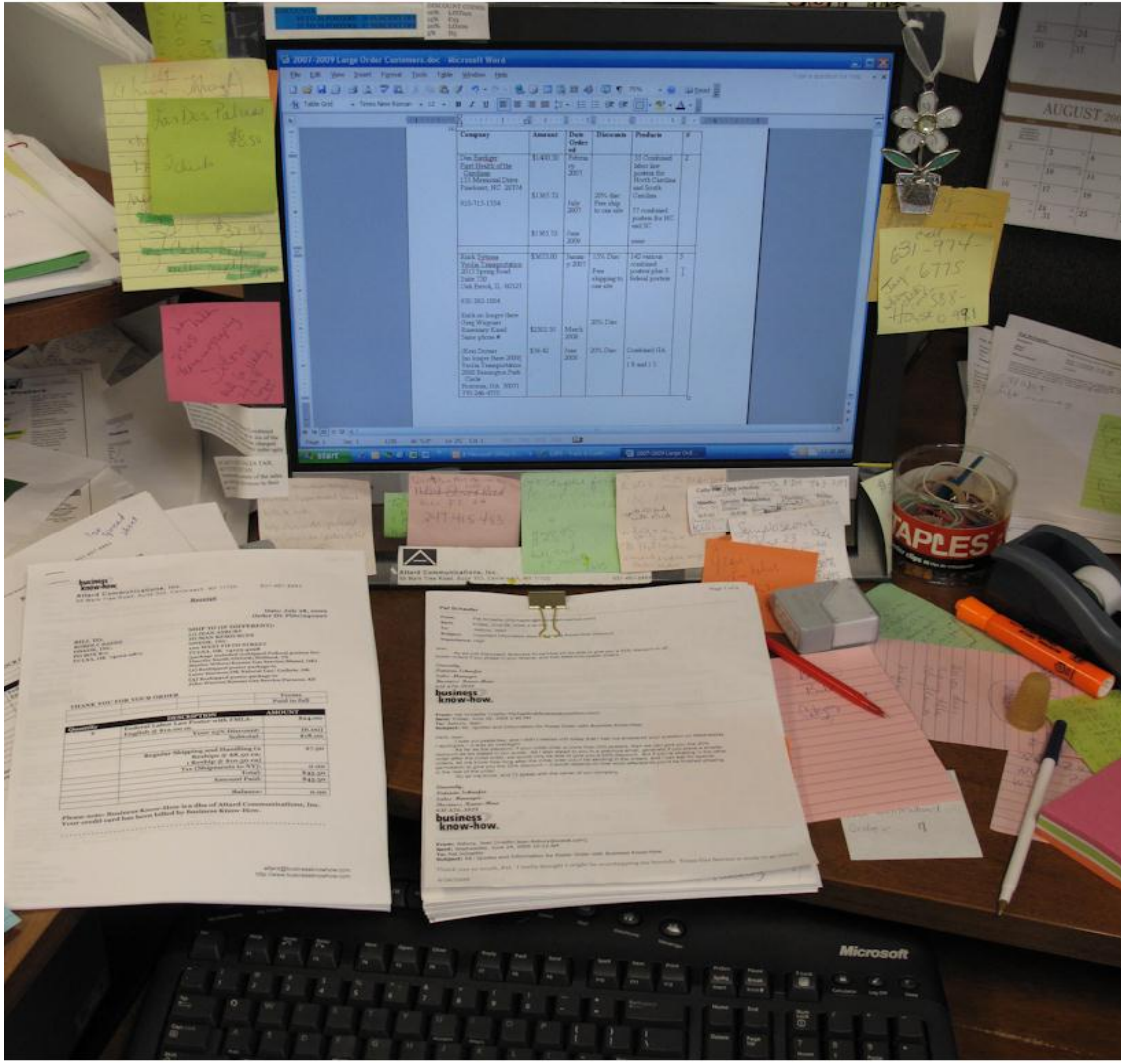
- **Important – your first communication**
- **Be professionally personal and personable**
- **Taylor the message to what they signed up for or joined**
- **Link back to an offer or site**
- **Check it once in a while**

Your Next Hurdles...



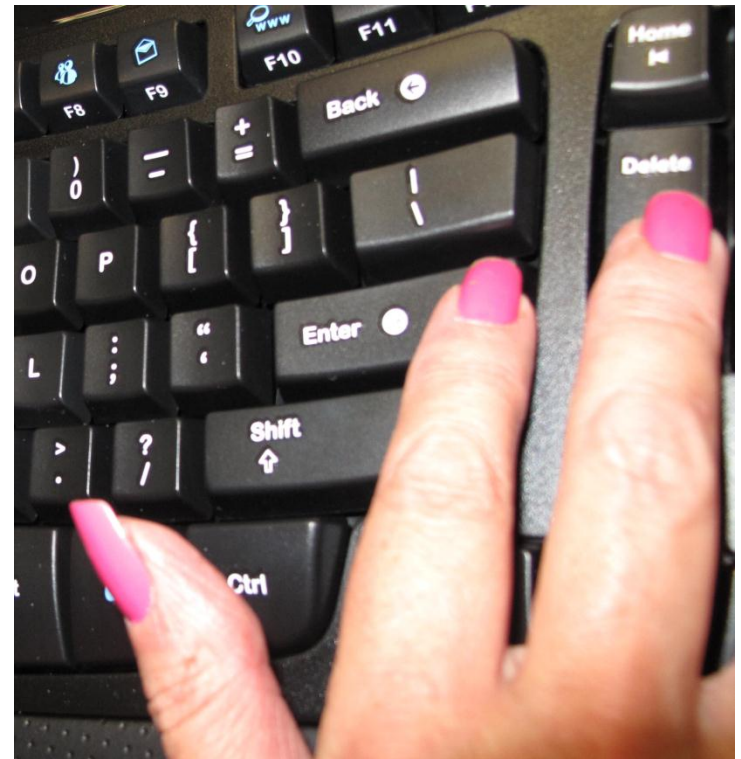
Getting Opened and Read

What You're Up Against



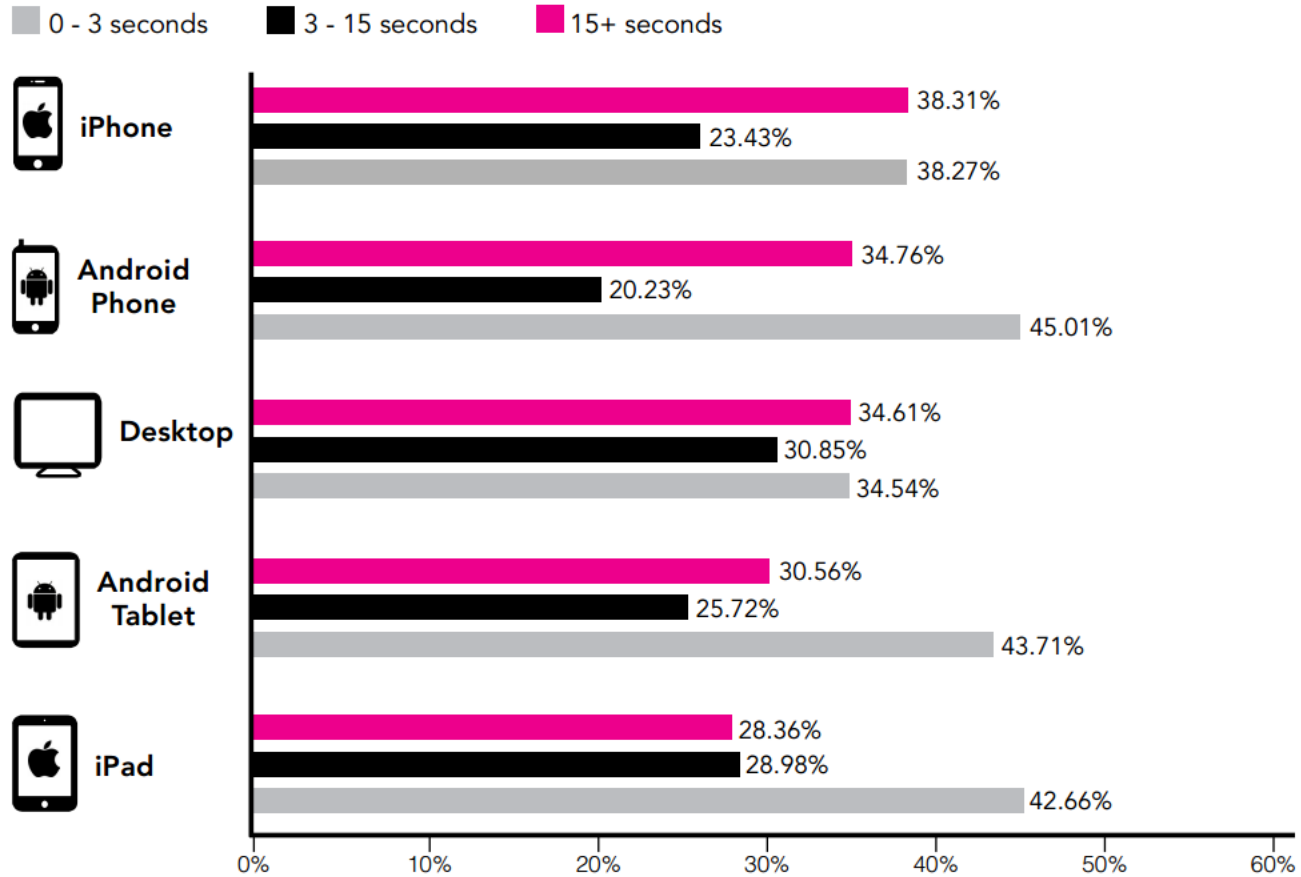
What You're Up Against

- Time-pressed, overwhelmed prospects
- Why should I bother to read this?
- What are you going to do for me?
- Why should I care?
- Why should I take the time NOW to look at this?



Time Spent Reading Email

EMAIL READ LENGTH BY DEVICE



Open Rates

- **Average open rate = 15% - 25%**
 - Varies by industry
 - Size of list
 - Age of list
 - Frequency of mailing
- **Average Click Through Rate (CTR) = 2% – 15%**

What Does It Take To Break Through?

- The right “content”
- Sent to the right list
- With the right subject line
- From a recognizable name
- At the right time
- In a format they will see and respond to



What IS the right content?

1. Something that is relevant to the customer at the time they receive it

1. Makes or saves money
2. Solves a problem
3. Educates, entertains or motivates
4. Answers a question about a concern
5. Makes life easier
6. Furthers the recipients' objectives

2. **Furthers your own objective**



What To Put In Email

- **Send updates about what's new on your blog or website that will help or interest the reader**
- **Send “news” about product updates or releases that customers want to know about**
- **Send coupons and special offers**
- **Send important industry-related news**

What To Put In Email

- **Deliver a product (ie, weekly lessons in a training course)**
- **Send a drip marketing campaign to new leads**
- **Promote a survey or poll**
- **Invite people to events and send event reminders**
- **Send news about customer or member successes**

Examples

- **Tips that matter to the reader**
 - How to tell if an employee is lying
 - How to keep your silver jewelry from tarnishing
- **Offers**
 - Save 20% ... Refer a friend and get a free...
- **Problem solvers**
 - Three ways to prevent your child from getting lice

If You're Prospecting With Email ...

- **Individual emails from personal account**
 - Send something that will interest them along with an invitation and link to sign up for your mailing list
- **Advertiser in other business' mailings to promote your business**
- **Run a promotion on your social media pages offering a giveaway for signup**
- **If you have a list and are launching something new – use the existing list to get people to sign up for new list**

What Affects the Open Rate

- List hygiene
- Subject line relevancy to the reader
- Subject line length
- The order of the words in the subject line
- The name in the sender field
- The email preview window
- The time of day you send the email
- List age
- List size
- Email frequency

How Often Should You Email

- **At least once a month**
- **Usually no more than once a week**
- **But...it all depends on your business**

Why subject line matters

- **Average person gets dozens of emails a day**
- **They skim, looking at subject lines and senders' names**
- **Email subject line works like a headline in print media**
- **It must be interesting and engaging – pique curiosity**
 - Interests change with time of day and device

Relevancy

✉	BizReport.com	BizReport - 04/29/2014	Tue 4/29/2014 10:13 A
✉	Alan Wegrzyn: SunJoy Gro...	USB Price Reaches Historical Low!	Tue 4/29/2014 10:15 A
✉	MarketWatch Bulletin	Earnings-powered gains in U.S. stocks ho...	Tue 4/29/2014 10:15 A
✉	USTelecom Events	Voice Interconnection Going Forward	Tue 4/29/2014 10:16 A
✉	Constant Contact	Your campaign How to Spread the Word ...	Tue 4/29/2014 10:17 A
✉		Got Ants?	Tue 4/29/2014 10:18 A
✉	Jeannine Jacobi	Release: Adly and Nestivity Merger To St...	Tue 4/29/2014 10:18 A
✉	Jeannine Jacobi	Release: Adly and Nestivity Merger To St...	Tue 4/29/2014 10:24 A
✉	IT Management	The Most Powerful of Adversaries: Lesso...	Tue 4/29/2014 10:29 A
✉	® Tamara Toles-O'Laughlin	MEA Offering up to \$20,000 for Alterna...	Tue 4/29/2014 10:30 A
✉	PsPrint	Save 40% On Posters & Invitations Cust...	Tue 4/29/2014 10:31 A
✉	The Hartford - Small Biz A...	4 Easy Ways To Cut Overhead Costs Fro...	Tue 4/29/2014 10:32 A
✉	Robert Guarino, Marketo	10 Tips for Successful Email Marketing C...	Tue 4/29/2014 10:32 A
✉	Adotas	Facebook vs. Google: The Mobile Ad Bat...	Tue 4/29/2014 10:33 A
✉		Join us for a trade show event	Tue 4/29/2014 10:34 A

How To Create Compelling Subject Lines

- **Motivators from advertising work in email**
- **Put the key words at beginning of subject line**
- **Test and measure open and CTR results**
- **Don't be afraid to resend a mailing**

Advertising Motivators

- Needs
- Convenience
- Financial incentive (save/make money)
- Name Recognition / Trust/
- Social proof
- Ego
- Indulgence
- Reciprocity or guilt
- Fear
- Scarcity

Types of Subject lines

- **Urgency/time sensitive (“Save 30% this week only”; “only 11 tickets left,” “Ends tonight”)**
- **Benefit headlines (“Clean floors the easy way” vs “New kitchen floor mop”)**
- **How-To headlines (promise to teach them how to achieve a benefit – How to lose 20 pounds in 4 weeks)**

Types of Subject Lines

- **“Amazing Discovery” subject lines**
 - Amazing ways to do x. Discover the secrets of y
- **Number subject lines**
 - 7 ways easy ways to market your business
- **Curiosity killed the cat headlines**
 - The one thing millionaires have in common
- ***Rubber-Neckers***
 - *Oops we goofed..*

Subject Lines

- **Teasers –something that leads to a story**
 - Lies about advertising; There's a killer in your kitchen
- **Question headlines**
 - What's crippling your website profits?
- **Announcements**
 - (ie, New version available.) – works only if your audience really cares about the subject

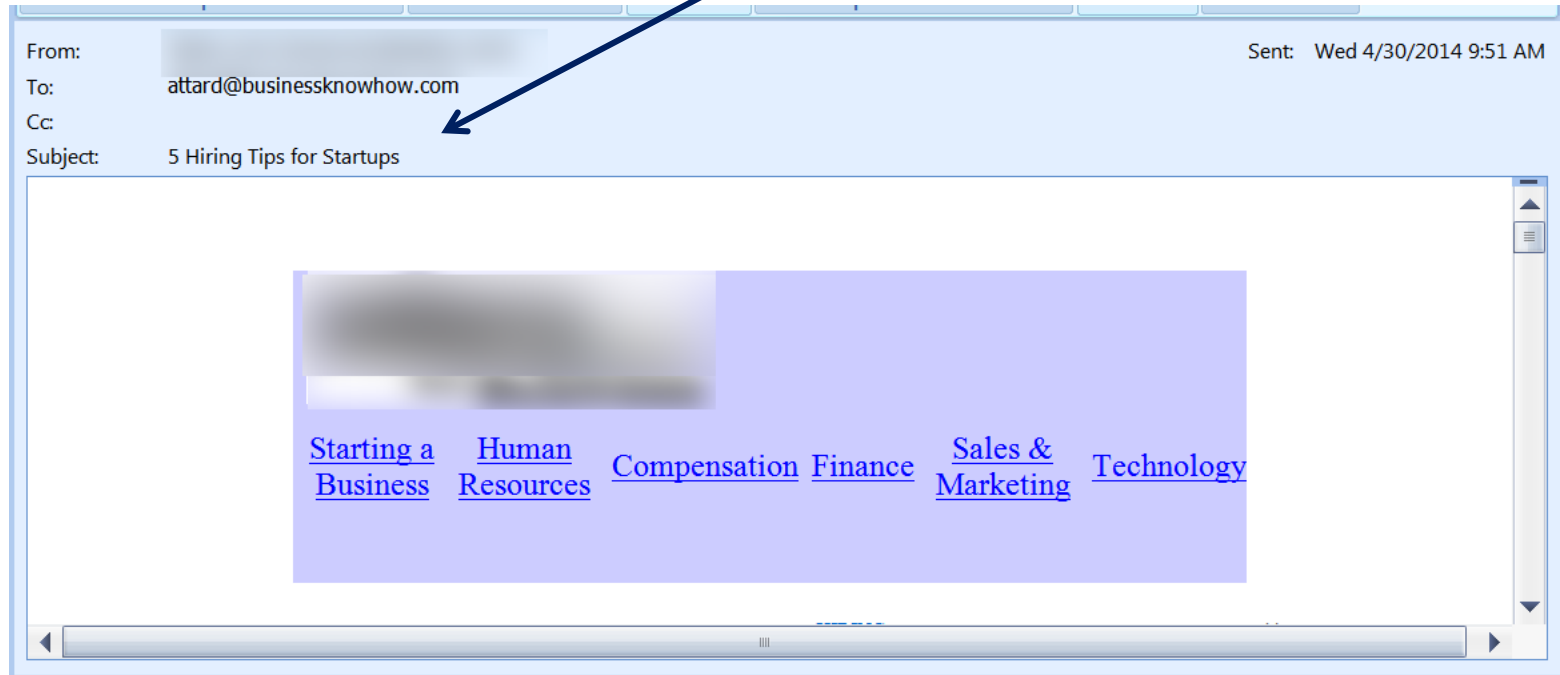
Subject lines

- **Questions the reader wants answered**
 - How safe is your child's camp?
- **Testimonials**
 - Why concerned parents are choosing...
- **We Know Your Problem**
 - For experienced anglers only..
- **The Reason Why**
 - 3 Reasons Your Emails Don't Get Read

Subject Line Length

- **Short – 50 to 80 characters**
 - Some services truncate
 - Use software may limit what shows
- **Shorter subject lines = higher click through**
 - Short subject lines stand out when email is listed
- **Unique rather than static**
 - Free monthly breakfast meeting
vs
 - Succeed with social media- breakfast meeting

Make Subject Line Match Preview Content



Check Readability



Big graphic squeezing content into narrow column

Write for Scanability

- **People scan the body of email first**
- **Use headlines and bullet points**
- **Keep email relatively short**
- **Focus on one or two main points**
- **Don't forget the call to action**

From: Business Know-How [attard@businessknowhow.ccsend.com] on behalf of Business Know-How [editor@businessknowhow.com]
To: businessknowhow@gmail.com
Cc:
Subject: 21 Cash Flow Tips for Seasonal Businesses

Sent: Thu 4/3/2014 10:16 AM

Business Know-How Newsletter

April 3, 2014

In This Issue:

- [21 Cash Flow Tips for Seasonal Businesses](#)
- [Questions You Should and Shouldn't Ask Job Candidates](#)



[21 Cash Flow Tips for Seasonal Businesses](#)



One issue that many business owners fall victim to at some point is cash flow problems. Because of the type of business they operate seasonal business owners need to be even more vigilant when it comes to managing cash. Get a handle on the financial outlook for your company with these 21 tips. [Read more.](#)

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New York Labor Law Poster Change

New Required Changes to New York Labor Posters

Dear Business Know-How Customer,

The State of New York has changed its Unemployment Insurance notice. This updated notice has been incorporated into our **English** New York [combined labor posters](#), [labor poster kits](#) and [state-only labor posters](#). The Spanish version of this new notice is expected to be available in about a month.

You can order New York labor posters in English containing all the latest changes here:

- [Combined All-in-1 Posters](#)
- [Two-Poster Labor Poster Kits](#)
- [State-Only Labor Posters](#)



Safety Posters

Covering important safety topics such as Emergency First Aid, CPR, Choke Saving instructions, Back/Lifting safety, and more, our colorful, laminated safety posters can help inform your employees of how to avoid injury and proper procedures in emergency situations. These posters are available in full size (18"x24") or small (11"x17") and most come in both English and Spanish versions. [Click here to see our full line of safety posters.](#)



If you have any questions about these changes, feel free to call us at 631-467-8883 during East Coast business hours.

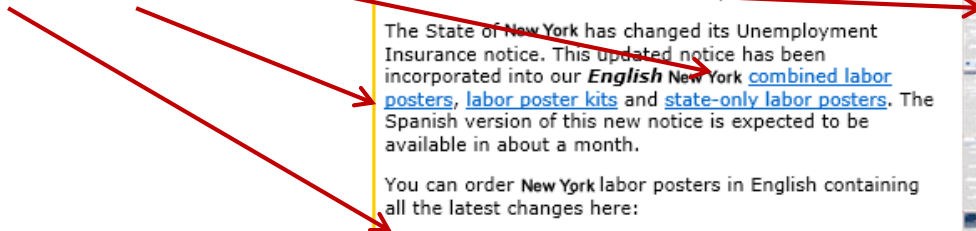
Thank you for your business.

Sincerely,

Janet Attard,
Business Know-How

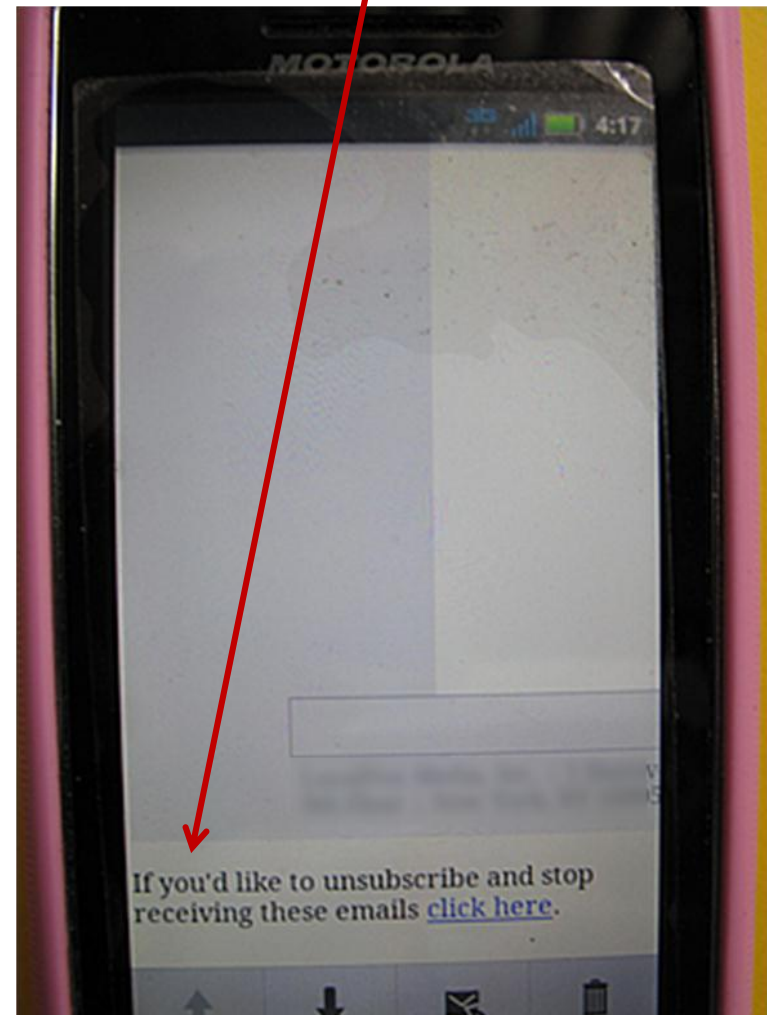
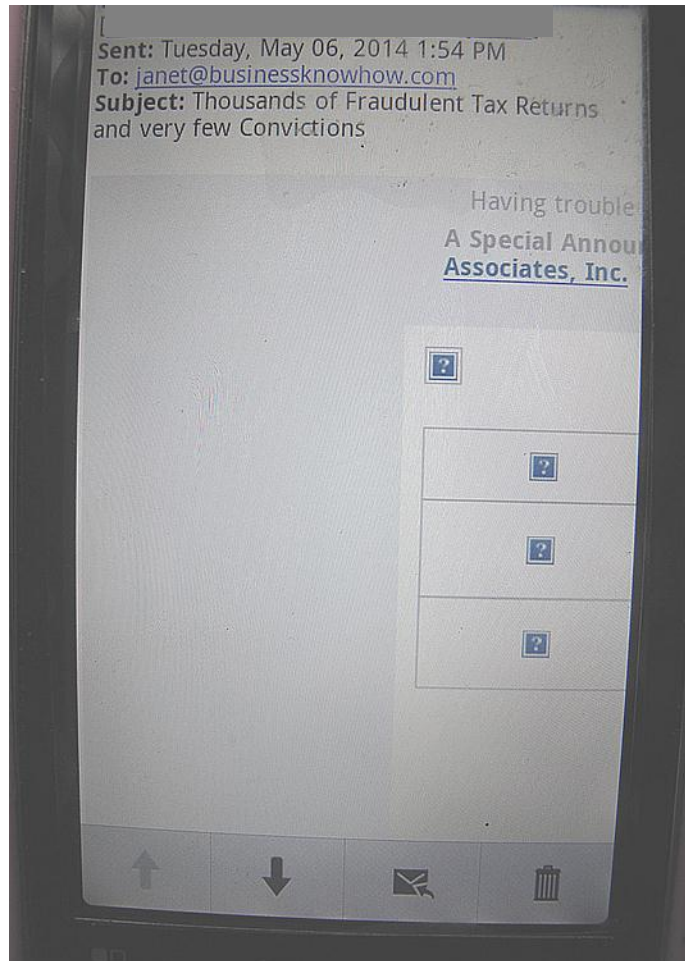
P.S. Business Know-How is a woman-owned business.

Clickable links



Be Mobile Friendly

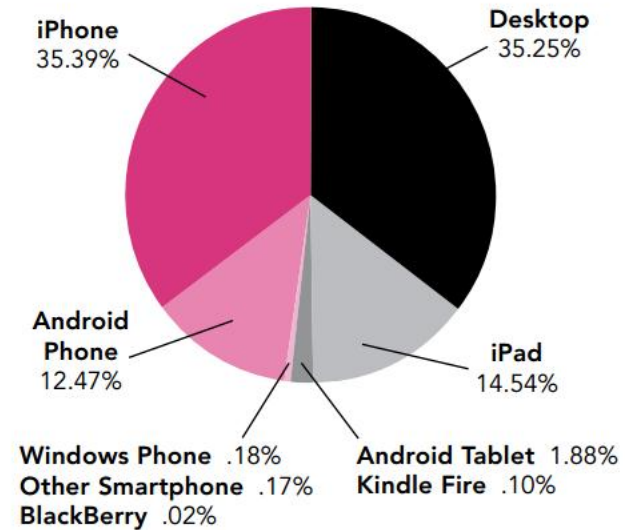
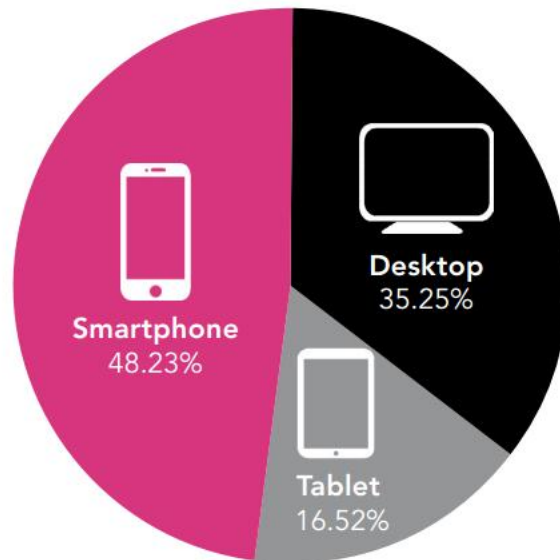
When images don't show, your readers may see only this:



Email opens by device

EMAIL OPENS BY DEVICE

65% of emails were opened on a smartphone or tablet



50%  Apple mobile devices

14%  Android mobile devices

Watch Your “Voice”

SomeCity, California—April 01, 2014 --
SomeCompany Worldwide Corporation
(OTCBB: @@@@), a leading provider
healthy products, announced today that the
company has accelerated its “Special
Program”.

During the last month the company:
- Has partnered with 25 national and
international ...

“Hey, I just wanted to share with
you the latest blog post – 7
Essential Ingredients To Success.
Let me know what you think.”

“Dear Janet,
While you're reading
this, I'll be ...”

How Much to Charge as a Consultant



What's a fair rate to charge
for your consulting services?
How do you make sure all
your expenses are covered
with enough left over to pay
yourself a decent salary?

Use these tips to figure it out. [Read more.](#)

Don't Be Wishy-Washy

ABC Communications

Hello

Are your phone bills and service driving you crazy???????

Help may be here.....

Let us take a look at a recent phone bill for your voice and internet service.

We usually help companies save up to 20 % on what you are paying now.

We have access to many of the top carriers, and can help you take advantage of specials they are having.

Thank you for your time reading this short message. If we can help, please let us know.

Sincerely,

George Abeesee

ABC Communications

631-123-4567

Better...

Save up to 20% on phone and Internet Services

Dear Jason,

Tens of thousands of small businesses in the Metropolitan area are paying far more than they have to for phone and internet services. Are you one of them?

Find out how much you could save on phone and Internet services. Call **631-123-4567** today for a free, no-obligation analysis.

A few minutes of your time could result in ***hundreds or thousands of dollars in savings*** a year - and better service to boot. Don't put it off. Call **631-123-4567** now or respond to this email.

George Abeesee
ABC Communications
631-123-4567

In Summary..

- **Keep the focus on the recipient's interests**
- **Send what they signed up to get...**
- **Using strategy and format that meets your goals**
 - Lead generation, get sales, send traffic to your site or store, build relationships...
- **Use relevant and interesting subject lines**
- **Use a familiar name as the sender's name**
- **Keep it short**
- **Watch out for graphics**
- **Don't forget the call to action**
- **Watch your business grow**

Where To Get More Information



**business
know-how®**

www.businessknowhow.com

Free Newsletter: <http://www.BusinessKnowHow.com/subscribe>

Phone: 631-467-8883



Constant Contact®
Solution Provider
Program

Janet Attard email:
Attard@businessknowhow.com