



# **HOW TO USE EMAIL MARKETING TO PROMOTE YOUR PRODUCTS & SERVICES**

# What we are NOT covering on this course



**This isn't a course that will show you in detail how to use a particular email marketing tool**

There are lots of tools on the market and you are probably currently using one.

This course is designed to

1. Explain how email marketing fits into your digital marketing
2. Best practice tips on how to get the most out of email marketing.
3. Give you a plan on how to approach your email marketing
4. Give you a quick explanation of how one tool works (Mailer Lite)

# What we will cover

## **1. Understand where email fits within your digital marketing plan**

## **2. You need to use an email marketing system**

- Overview of the main options
- Typical features that you need
- The service I recommend – Mailer Lite
- How to signup for a Mailer Lite account

## **3. You need to grow your Prospect database (Top and middle of the funnel)**

- Entice website visitors to leave their email addresses
- Entice your social media followers to provide their email addresses
- Entice Cold prospects who see your ads to leave their email addresses

## **4. You also need to grow your customer database (Bottom of the funnel)**

## **5. What types of email marketing campaigns could you run for prospects and customers**

## **6. Best practice tips & checklist for running email marketing campaigns**

- Tips for increasing the deliverability of your email
- Tips for increasing open rate and Click through rate
- Tips for decreasing unsubscribe and spam complaint rate

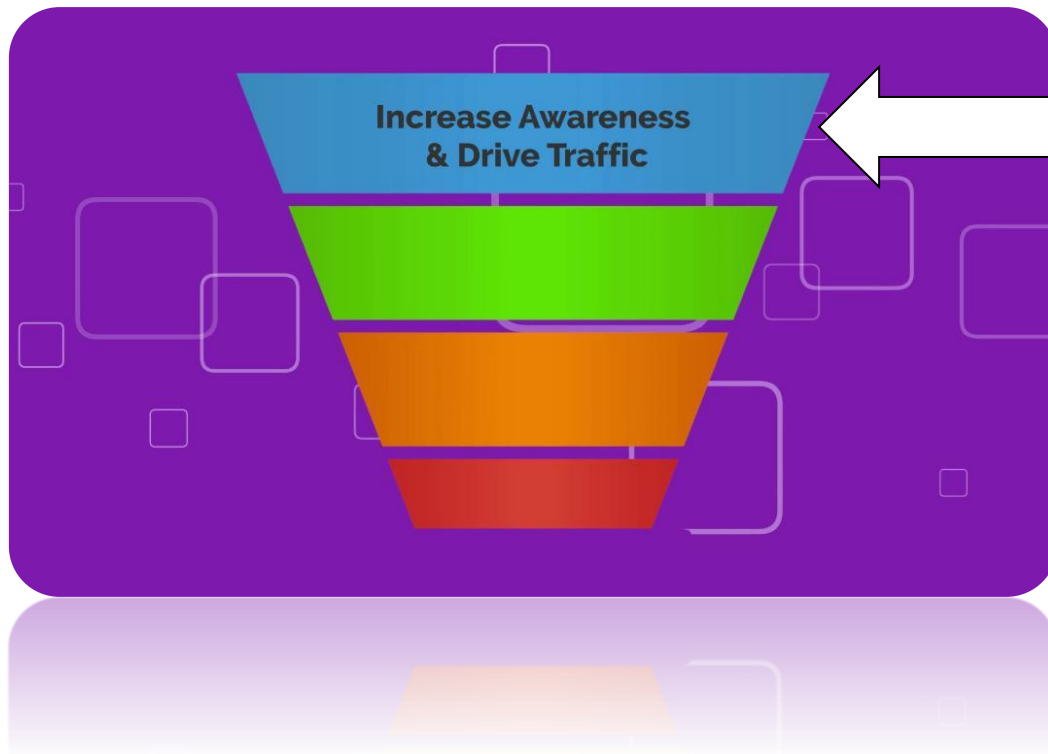
## **7. Measuring your campaigns and metrics you should be aware of**

# The Main Digital Marketing Elements – How they fit together



- Your website is at the centre of your Digital Marketing. It is your sales environment that you control. Without a website you will find it hard to get the most out of digital marketing.
- You need to ensure that this website is designed to turn visitors into enquiries and sales.
- Visualise Google, Social Networks and Email marketing as channels that you will use to drive traffic into your sales environment.

# Use the sales funnel as the structure for your Digital Marketing Plan



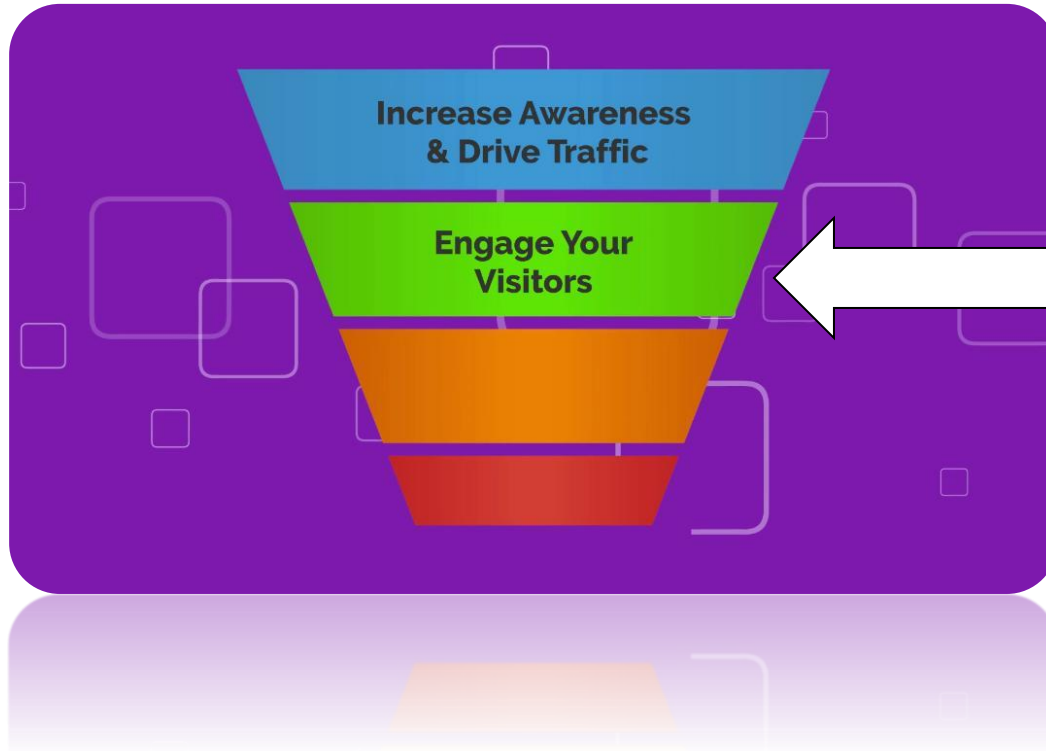
All of our businesses have a sales funnel whether we realise it or not.

**At the top of the funnel there are millions of customers who have never heard of us. We need to use digital marketing to get discovered and drive people to our website.**

A typical conversion rate is 1%-3%



# Use the sales funnel as the structure for your Digital Marketing Plan

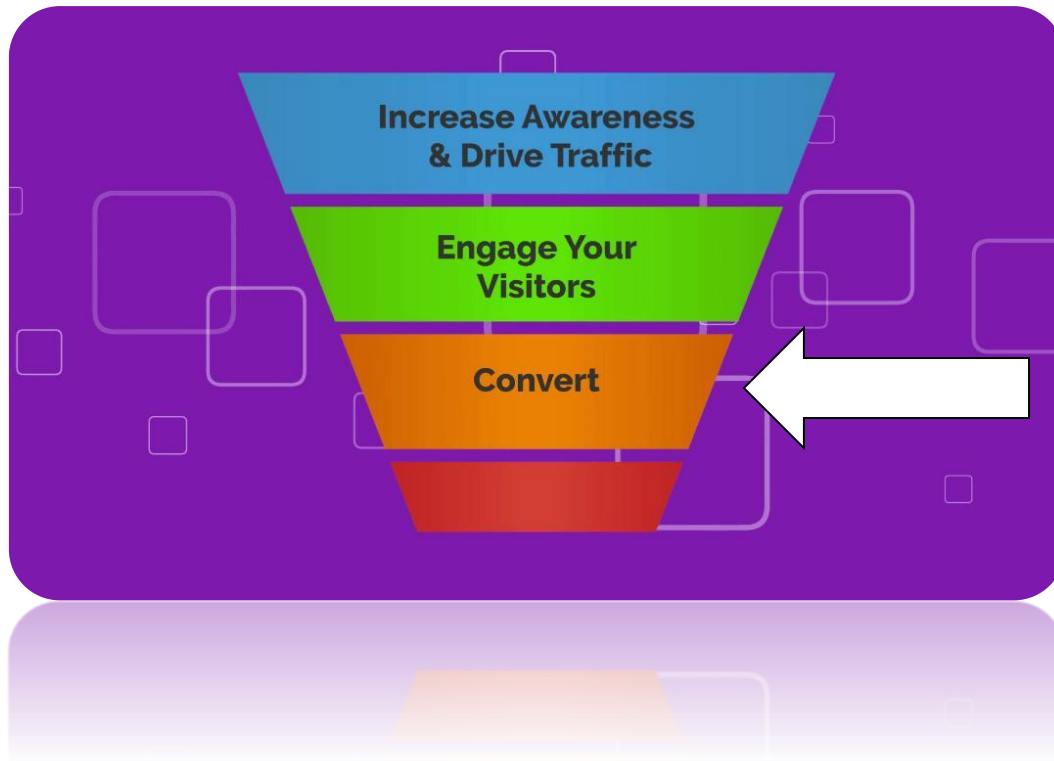


**When people land on your website you need to work hard to get them to engage or else they will bounce off.**



You also want to entice them to leave their email addresses before they leave the website. This would allow you to go back to these website visitors through email marketing

# Use the sales funnel as the structure for your digital marketing plan



**Once people engage and start browsing your site you now have a greater chance of converting them.**

You need to employ a range of tactics that will make people think:

- This product service is exactly what I was looking for.
- Other customers say it's great.
- Now would be a great time to buy it.
- I'll enquire and ask a few questions about it or I'll order it now.



And if they don't convert at this stage could we encourage them to leave their email address?

# Use the sales funnel as the structure for your Digital Marketing Plan



- Once people buy your product or service you need to focus on building customer loyalty and repeat purchases.
- You should have a database of these customers and you should keep in touch with them through email in order to up-sell and cross-sell other products and services.

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**4. You also need to grow your customer database (Bottom of the funnel)**

**5. What types of campaigns could you run for prospects and customers over the year**

**6. Best practice tips & checklist for running email marketing campaigns**

**7. Measuring your campaigns and metrics you should be aware of**

# Overview of the main options



- There are a large number of email marketing services that you can choose from and it can be tricky to choose one.



# FEATURES

All of these services allow you to

- Upload your email list
- Capture email addresses on your website using forms or popups.
- Automated emails with further info or offers can then be sent to people who signed up
- Create email campaigns based on easy to use templates
- People can easily unsubscribe and are automatically removed from future email campaigns
- See how your campaigns are performing – detailed analytics are provided

# You will want to email your website visitors so incorporate ways to capture email addresses

## mailer lite Email marketing platform



Email campaigns



Surveys



Automations



Landing pages



Pop-ups



A/B testing

We use Mailerlite.com and I think it is excellent. It allows us to do everything that we need to do in terms of email marketing.

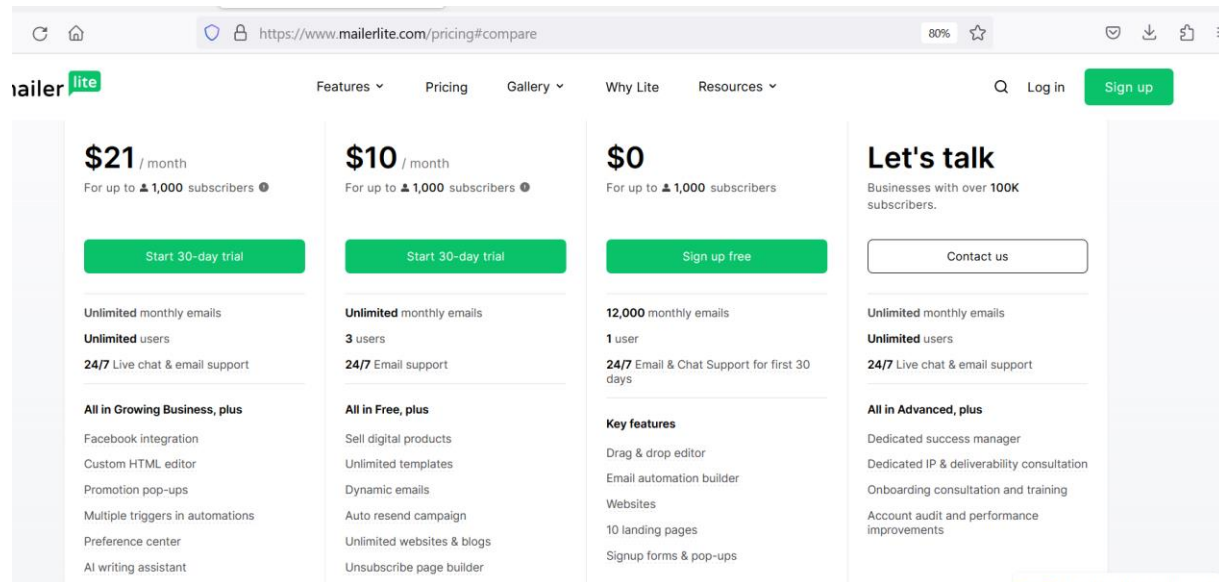
Compared to others it is not as expensive

I recommend it to others because if you are starting out it is free to use if you have less than 1,000 email addresses.

If you use Mailchimp It also makes it very easy to import all your lists from Mailchimp

Note – they also have free online video lessons that show you step by step how to use Mailer Lite

# How to signup for Mailer Lite



The screenshot shows the Mailer Lite pricing page in a web browser. The URL is <https://www.mailerlite.com/pricing#compare>. The page features four pricing plans and a 'Let's talk' section.

| Plan       | Price        | Users                                 | Key Features  |
|------------|--------------|---------------------------------------|---|
| Starter    | \$21 / month | For up to 1,000 subscribers           | Unlimited monthly emails, Unlimited users, 24/7 Live chat & email support, All in Growing Business, plus (Facebook integration, Custom HTML editor, Promotion pop-ups, Multiple triggers in automations, Preference center, AI writing assistant) |
| Essential  | \$10 / month | For up to 1,000 subscribers           | Unlimited monthly emails, 3 users, 24/7 Email support, All in Free, plus (Sell digital products, Unlimited templates, Dynamic emails, Auto resend campaign, Unlimited websites & blogs, Unsubscribe page builder)                                 |
| Pro        | \$0          | For up to 1,000 subscribers           | 12,000 monthly emails, 1 user, 24/7 Email & Chat Support for first 30 days, Key features (Drag & drop editor, Email automation builder, Websites, 10 landing pages, Signup forms & pop-ups)   |
| Let's talk | -            | Businesses with over 100K subscribers | Contact us button   |

Go to [mailerlite.com](https://www.mailerlite.com)

On the Pricing page you will see that they have a free plan if you have less than 1,000 email addresses

Click on Signup

Even though it says Signup – you are really applying to join. They will refuse if they think you might be someone who will send out lots of spammy emails.

# How to signup for Mailer Lite

## Get started with a Forever Free plan

Sign up in seconds. No credit card required.

Company or Organization

Digital Parenting

Name

Evan Mangan

Email address

evan@digitalparenting.ie

Password

••••••••

- One lowercase character
- One uppercase character
- One number
- 8 characters minimum

By clicking, you agree to [Terms of Use](#), [Privacy Policy](#) and [Anti-Spam Policy](#).

Create my account

Fill in the sign-up form.

Note – you have to have an email address to do with your domain e.g.

[evan@themarketingcrowd.ie](mailto:evan@themarketingcrowd.ie)

They won't approve / give you access if you only have a Gmail address

Once you click Create My Account You will then be sent a verification email. Click on it to prove that you own that email address

# How to signup for Mailer Lite

## Dashboard

### Welcome to MailerLite!

It's great to have you here! You're almost ready to build your sites, forms, campaigns and more.

To get started, please complete this checklist to confirm your account and help us to get to know you better.

#### Need help?

[Read this guide to set up your account.](#)



Signing up to MailerLite

Done >



Email verification

Verify your email address

Done >



Complete profile

Complete your profile information manually or migrate your MailerLite Classic account to get started

Complete >

Once you verify your email address you need to complete your profile

Click on the Complete profile and answer the questions / follow instructions

# How to signup for Mailer Lite

## Email marketing

Have you used other email marketing services before?

☒ Yes

☐ No

What platform did you use?

MailChimp

Would you like to transfer your account details over to MailerLite?

☐ Yes

Authorize another provider's account and move account details to MailerLite account

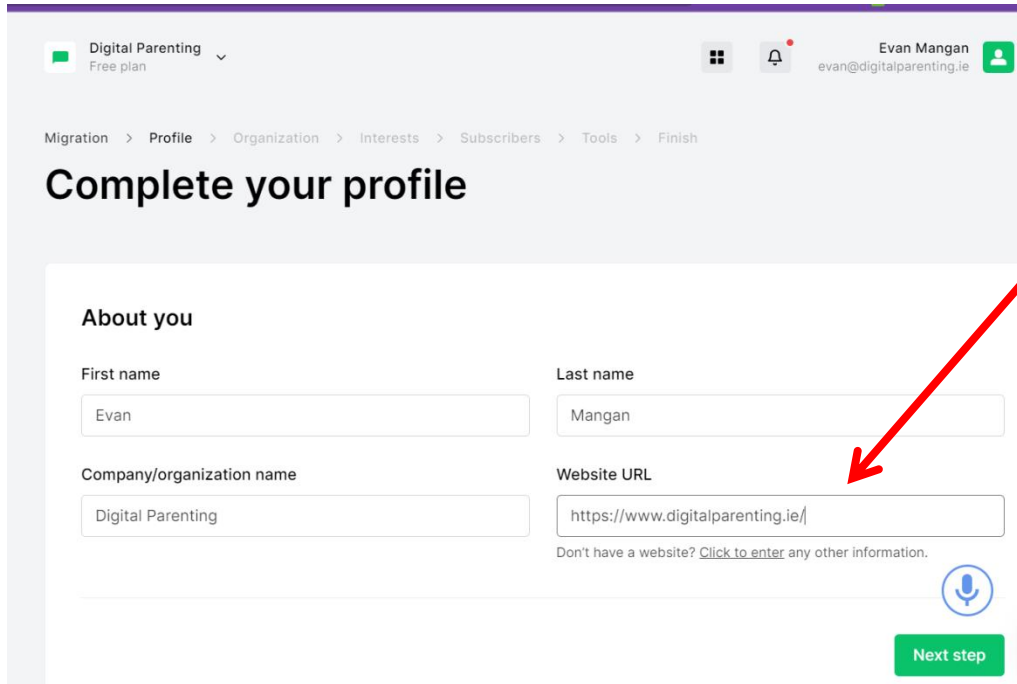
☐ No

I will start with a fresh account



For example, if you say you have previously used Mailchimp they will give you the option of importing your Mailchimp lists

# How to signup for Mailer Lite



Digital Parenting  
Free plan

Migration > Profile > Organization > Interests > Subscribers > Tools > Finish

## Complete your profile

**About you**


First name  
Evan

Last name  
Mangan

Company/organization name  
Digital Parenting

Website URL  
<https://www.digitalparenting.ie/>

Don't have a website? [Click to enter](#) any other information.



**Next step**

Enter your website address if you have one. If not, they want to know why you don't have one

Remember, you are applying to use MailerLite and they will refuse if they think ..

- You are not a legitimate business
- You are a potential spammer

# How to signup for Mailer Lite

## Complete your profile

### Organization information

To ensure your emails comply with our [Anti-Spam Policy](#), please provide your physical address.

Address

Lower Bridge Street

City

Killorglin, County Kerry

Country

Ireland

Time zone

Europe/Dublin (+01:00)

What industry are you in?

Online courses



< Go back

Next step

Enter your Business Address

# How to signup for Mailer Lite

## Interests

Which tools are you interested in using? Select as many as you like.

☒ **Campaigns**  
Build professional newsletters using the drag & drop editor

☒ **Forms**  
Add more subscribers using signup forms and pop-ups

☐ **Websites**  
Build a website or landing page using the drag & drop editor

☒ **Automations**  
Automate emails to reach subscribers at the perfect time

☐ **Transactional emails**  
Get to know MailerSend, a transactional email service with an intuitive design and a reliable sending infrastructure

< Go back

Next step

Choose which elements of MailerLite you are interested in using.

# How to signup for Mailer Lite

Subscribers

Do you have any subscribers?

☒ Yes  
I already have an email list

☐ No  
I'm just starting to build my audience

How many subscribers do you have?

< 1 000

How do you collect subscribers?

Please describe in detail how you collect subscribers and obtain their consent to receive your emails. If you use external webforms and/or trade shows, please share their names and URLs in the box below.

☒ Opt-in via online or offline forms

☒ Permission-based via social media or webinars

☐ E-commerce (subscribers purchased a product or service in the past)

☐ I bought a list from a third-party service without the subscribers' consent, or obtained a list from public sources

☐ I have yet to start collecting subscribers

☐ Other (Please specify in the box below)

What content will you share in your newsletters, landing pages and/or websites?

They now want to know if you already have an email list.

If yes, tell them how you got it. Ensure you do not click “I bought a list” as they will deny you access. (Note – never buy a list)

Also, tell them what you will be sending out in your emails. E.g. Useful tips and guides plus occasional offers

# How to signup for Mailer Lite

## Digital products

Do you sell products or services online?

☐ Yes

☒ No

## Website builders

Have you used other website builders before?

☐ Yes

☒ No

< Go back

Next step

Tell them if you plan to sell digital products

Tell them if you have used other website builders.

# How to signup for Mailer Lite

## Complete your profile

### **MailerLite's Anti-Spam Policy**

MailerLite can only be used for permission based email marketing. We immediately close spammer accounts as we catch them. Please read and agree to our Anti-Spam Policy to continue.

### **MailerLite's Anti-Spam Policy**

**MailerLite can only be used for permission-based marketing. Spam accounts will be closed immediately. Please read and agree to our Anti-Spam Policy to continue.**

#### **What is SPAM?**

Spam is any email you send to someone who hasn't given you their direct permission to contact them on the topic of the email.

When you send an email to someone you don't know, that's an "unsolicited" email. Sending one unsolicited message to someone is obviously not spam. But when you send an unsolicited email to an entire list of people you don't know, that's spam.

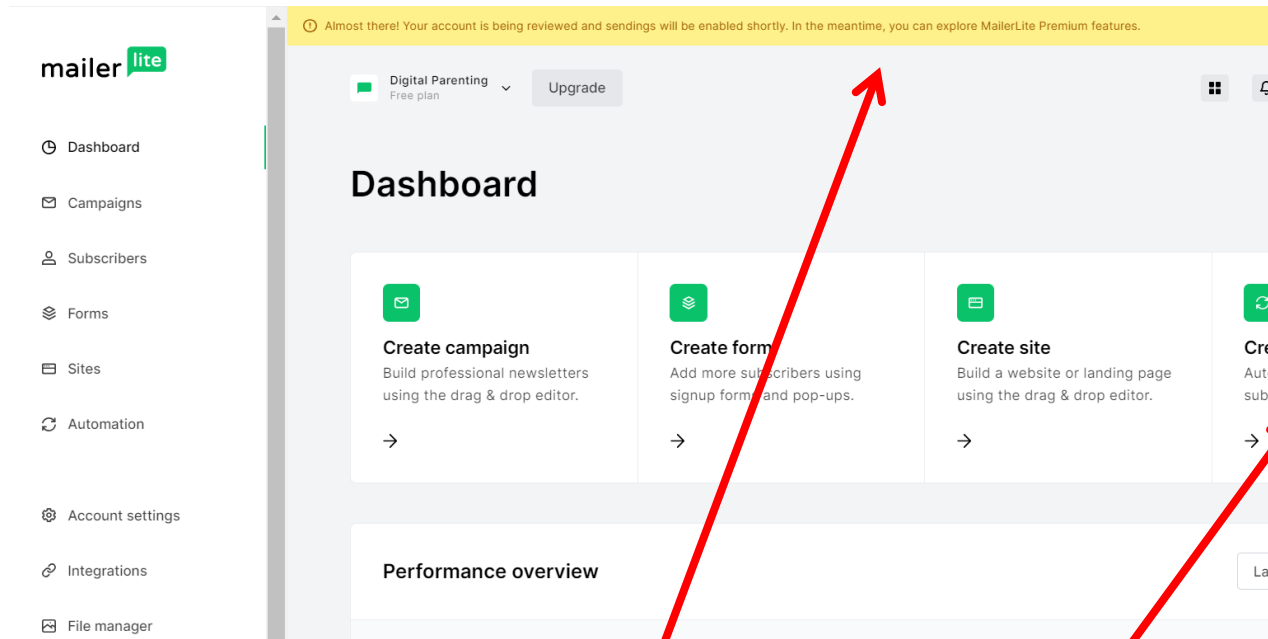
#### **What kind of email addresses are OK to send to with MailerLite?**

To send email to anyone, you need to have their permission. This could be done through:

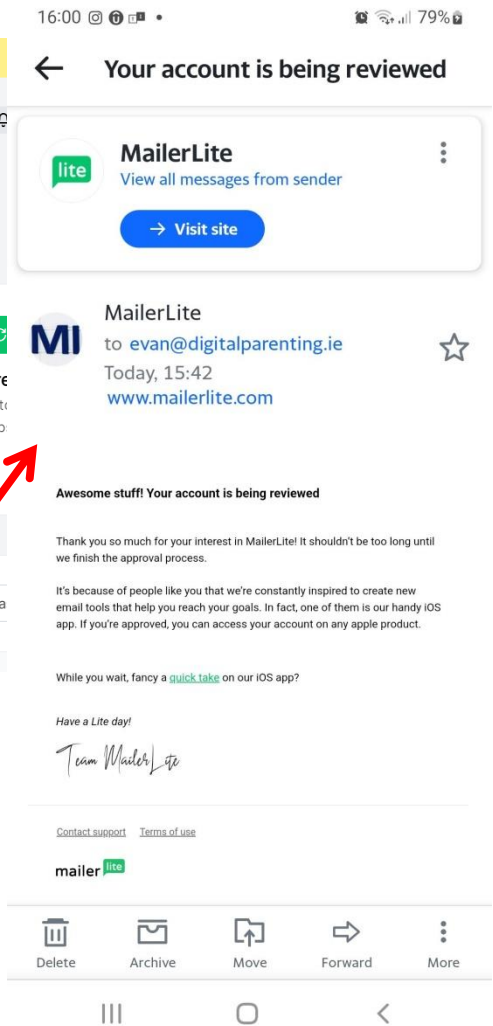
- An email newsletter subscribe form on your web site.
- An opt-in checkbox on a form. This checkbox must not be checked by default, the person completing the form must willingly select the checkbox to indicate they want to hear from you.
- If someone completes an offline form like a survey or enters a competition, you can only contact them if it was explained to them that they would be contacted by email AND they ticked a box indicating they would like to be contacted.
- Customers who have purchased from you within the last 2 years.

Read and accept their anti spam policy

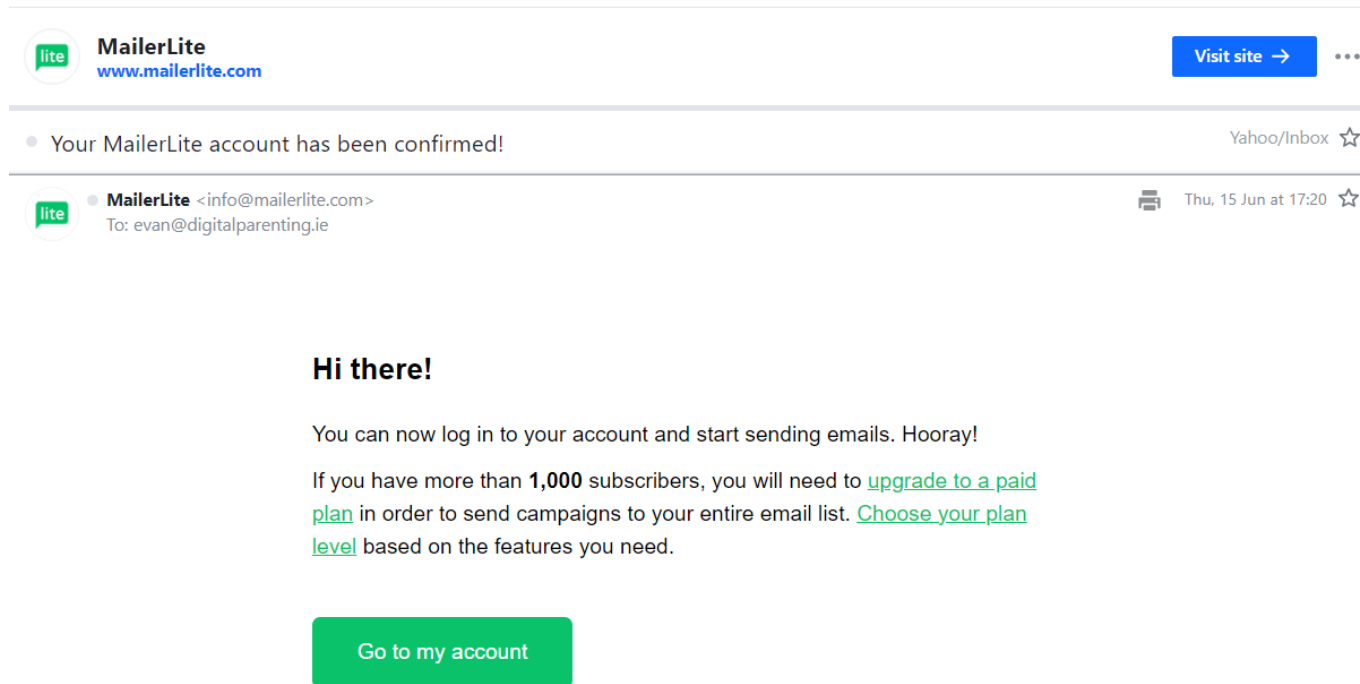
# How to signup for Mailer Lite



They will now tell you that they will review your account. You will also receive an email. You cannot send out any emails until you are approved but you can explore your account

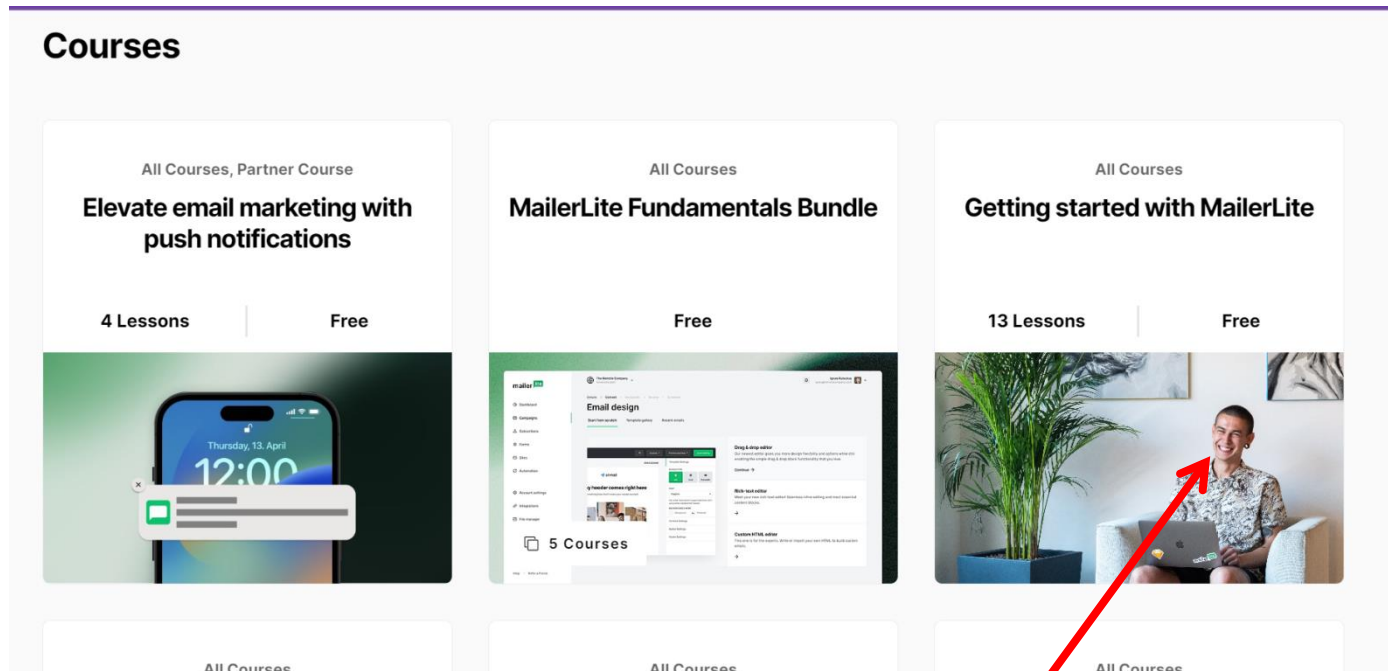


# Approval



Within a few hours you should receive this email saying your account is approved and ready to go

# How to watch their step by step video lessons



You can watch step by step video lessons from Mailer lite that show you how to use the service. Either Google “Mailer Lite Academy” or click on this link <https://academy.mailerlite.com/collections>

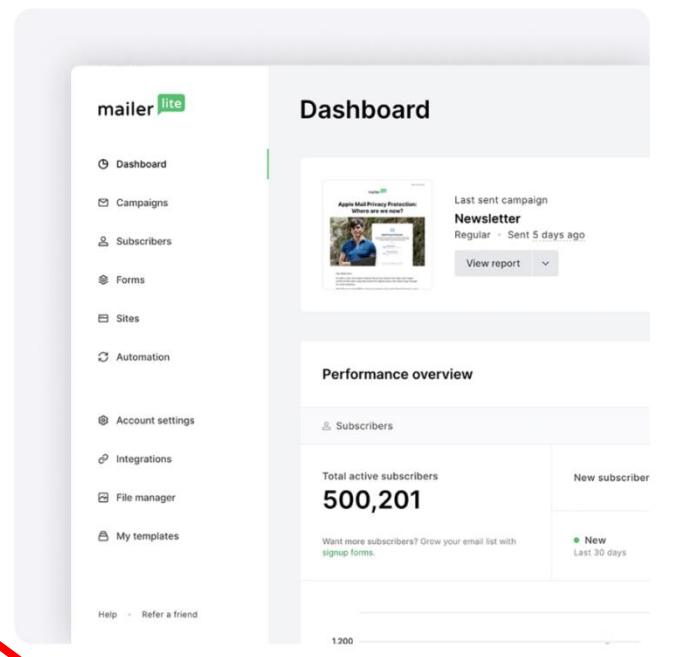
All of their online courses are free to watch - but you need to login to watch them.

# How to watch their step by step video lessons

## Getting started with MailerLite

New to MailerLite and not sure where to start? This video series will help you to hit the floor running with your new account! You'll learn how to set up your account, import your subscribers, build your first campaign and much more.

Enroll for free



If you setup a new account I recommend you watch this online course which explains what you need to know to get started <https://academy.mailerlite.com/courses/getting-started-with-mailerlite>

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# When building your email list it needs to be GDPR compliant



- **Don't buy email lists**
- **Don't add people to your email list who have not explicitly opted in**

Do:

- Ensure people tick a box to opt in to receive your marketing emails
- Use an email service provider that stores a record of how and when the email address was collected.
- Ensure unsubscribe buttons are easy to find in your emails—and *honor* opt-outs
- Tell people where you are located - Provide mailing address information in your emails

*You can read an overview of GDPR and email marketing here*

<https://securiti.ai/blog/gdpr-email-marketing/>

# Can you email your customers under GDPR?

**Yes you can under what is called Soft Opt-in. However, there are certain conditions you need to be aware of**

## **Soft Opt-In Exception**

GDPR and e-Privacy Directive allow organizations to send marketing communications to individuals whose details they obtained in the context of the sale of a product or service i.e. existing customers without making them select an opt-in checkbox. This is referred to as the soft opt-in exception. However, to rely on a soft opt-in exception and send marketing emails to individuals without their consent, the following conditions should be fulfilled:

- The organization obtained the individual's contact details in the context of the sale of its product or service,
- The individual did not opt-out at the time of providing their personal data, and a clear and distinct opt-out ability was provided to them at the time their details were being collected,
- The organization must send marketing emails only about its products and services and similar products and services for which the individual's details were initially collected,
- The organization must clearly and distinctly remind individuals about their ability to opt-out at every subsequent marketing communication,
- Opt-out should be simple, free-of-charge, both at the time of the collection of the personal data from individuals and in each subsequent marketing communication.

Source: <https://securiti.ai/blog/gdpr-email-marketing/>

# Entice website visitors to leave their email addresses

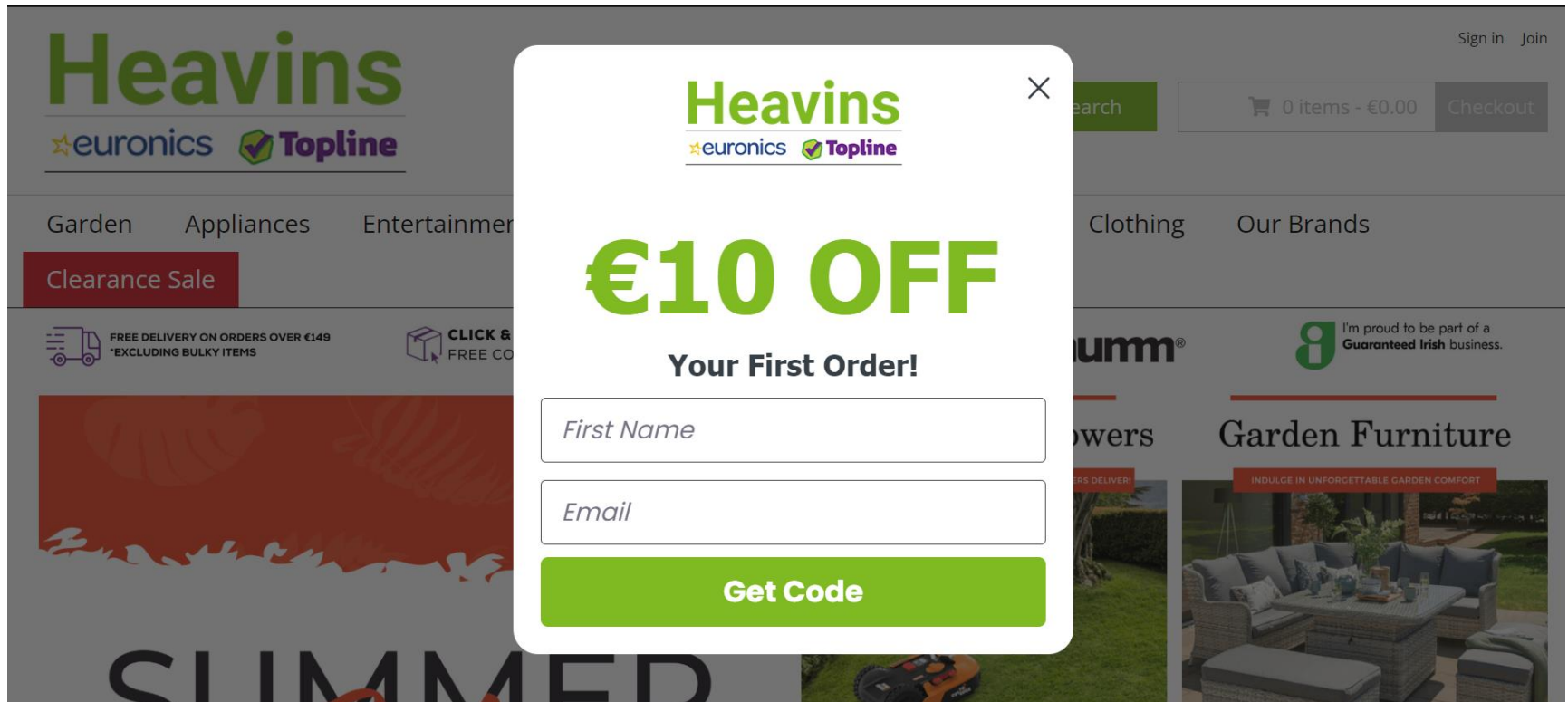


If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

If you can motivate your website visitors to leave their email address you then have the chance to follow up with monthly emails containing helpful content and special offers.

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# Entice website visitors to leave their email addresses



## Tactic 1: Offer a discount on the first order

- If visitors think they might be interested in buying from you in the future they are tempted to leave their email address

# Entice website visitors to leave their email addresses



**Howya Evan** 🙌

You're in, welcome to the Heavins.ie family. Before you know it, you'll be like part of the furniture. Considering you're the newest member, we've decided to give you €10 OFF your first online order.

*\*Order value must be over €99\**

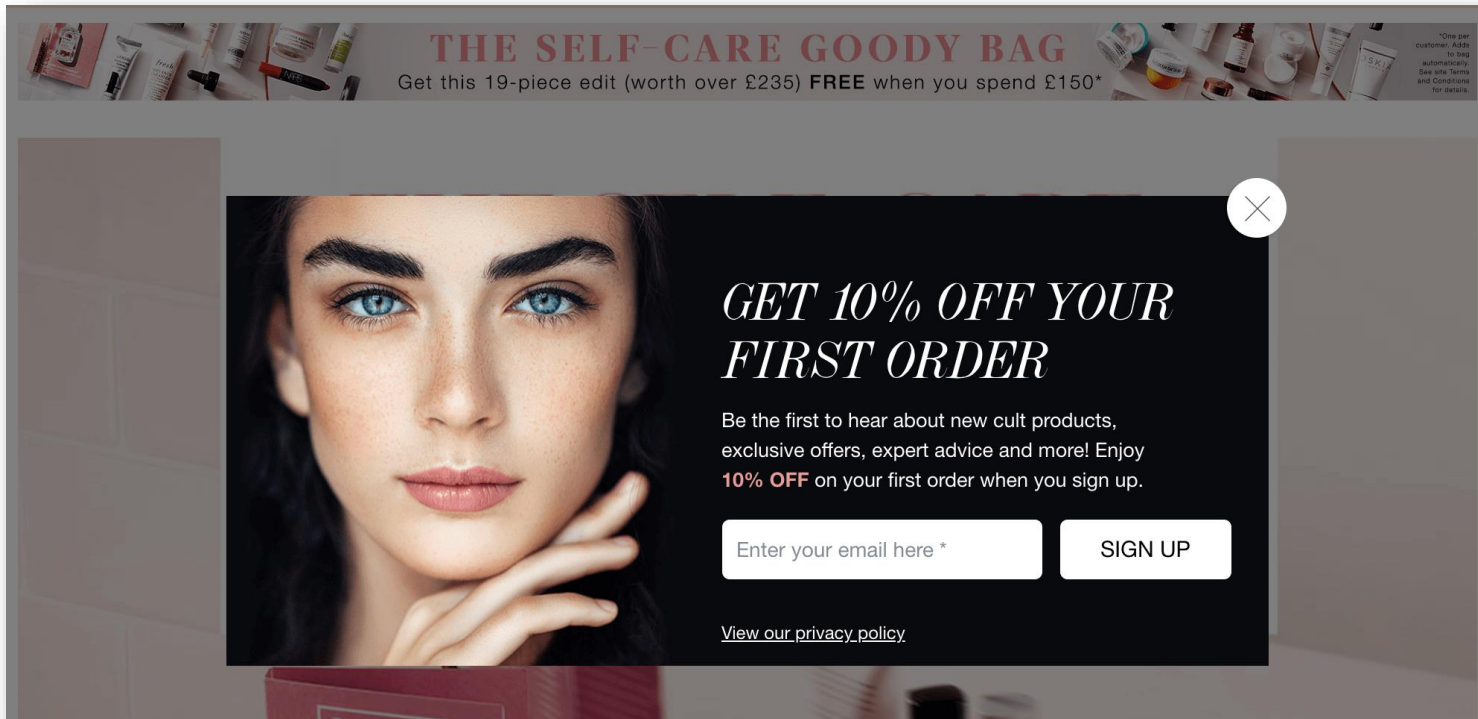
Evan's Code: **OFF10JNU**

[Claim My Discount](#)

[How do I use my coupon?](#)

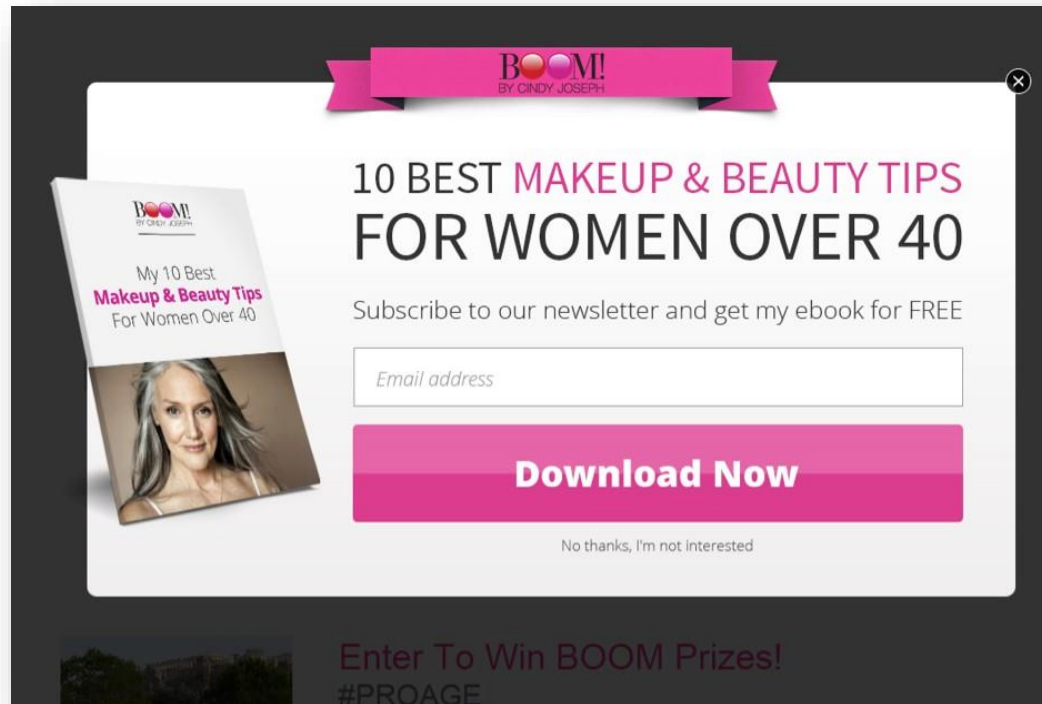
When people sign up for the discount, the email marketing system then automatically sends them an email with the discount coupon

# Entice website visitors to leave their email addresses



**Tactic 1: Another example of offering a discount on the first order**

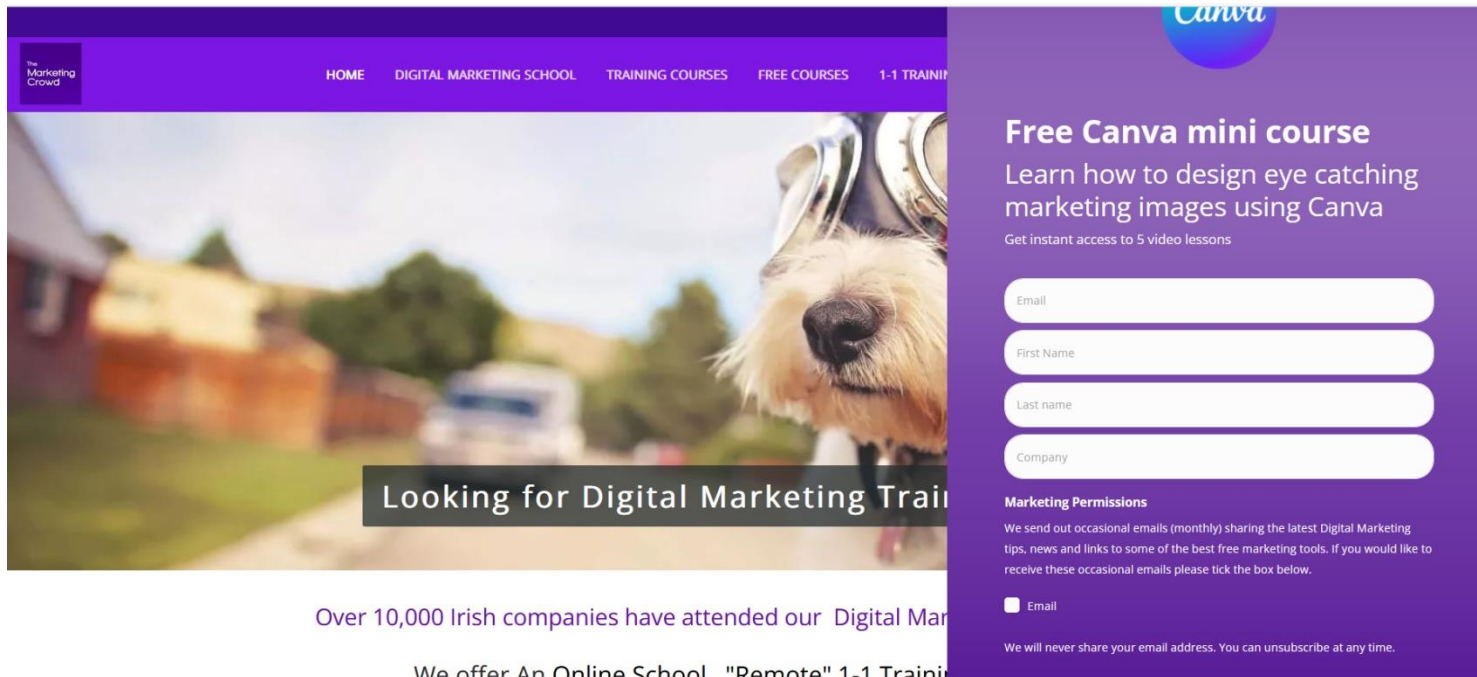
# Entice website visitors to leave their email addresses



## Tactic 2: Create a lead magnet e.g. Download our guide which shows you 20 ways to do x

- Try and provide something of perceived value. Write a useful guide that people can download. The only way to access this is by providing your email address.
- Make it look substantial by designing a cover if it is a download able guide.

# Entice website visitors to leave their email addresses

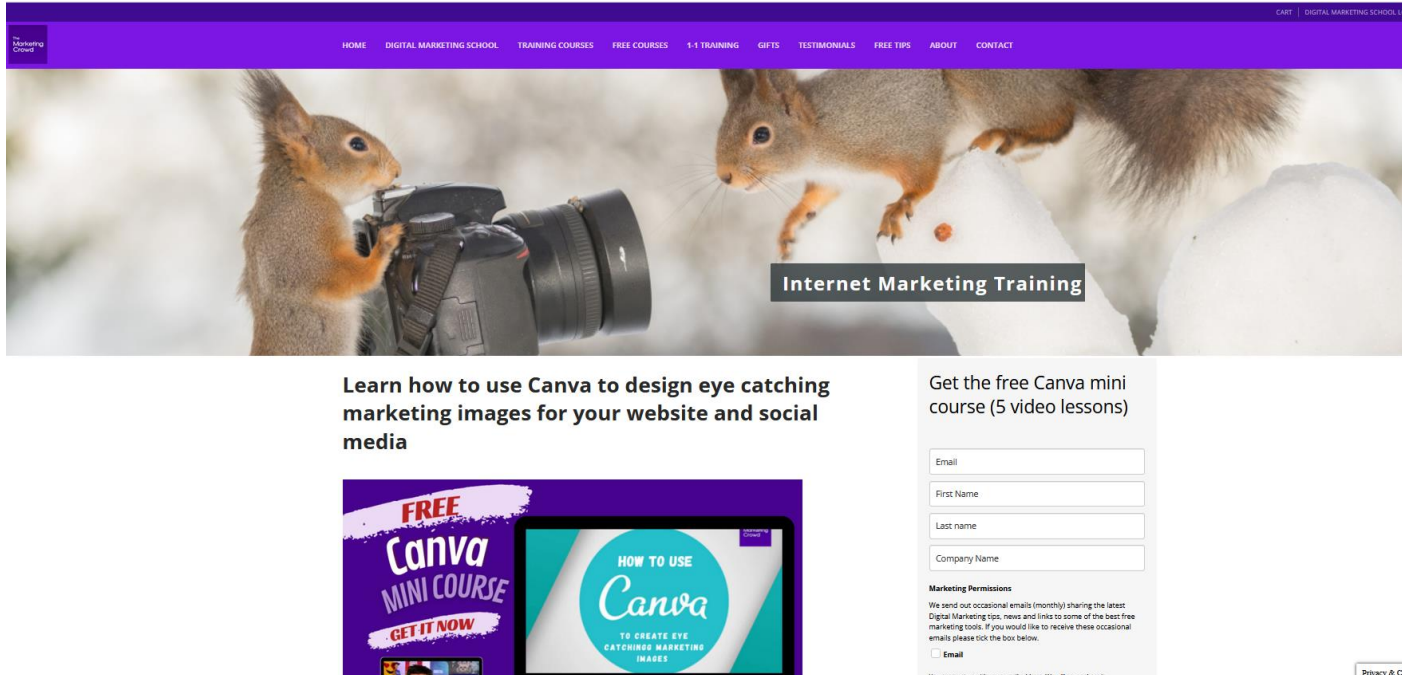


The screenshot shows a website with a purple header. The header contains the logo 'The Marketing Crowd' on the left and navigation links: 'HOME', 'DIGITAL MARKETING SCHOOL', 'TRAINING COURSES', 'FREE COURSES', and '1-1 TRAINING'. Below the header is a large image of a dog wearing goggles. Overlaid on the bottom right of this image is a white box with the text 'Looking for Digital Marketing Train'. Below the image, there is a purple banner with white text: 'Over 10,000 Irish companies have attended our Digital Mar' and 'We offer An Online School. "Remote" 1-1 Traini'. To the right of the banner is a white sidebar with a purple background. At the top of the sidebar is the Canva logo. Below the logo is the heading 'Free Canva mini course' followed by the text 'Learn how to design eye catching marketing images using Canva' and 'Get instant access to 5 video lessons'. Below this text are four white input fields with rounded corners, labeled 'Email', 'First Name', 'Last name', and 'Company'. Below the input fields is a section titled 'Marketing Permissions' with the text 'We send out occasional emails (monthly) sharing the latest Digital Marketing tips, news and links to some of the best free marketing tools. If you would like to receive these occasional emails please tick the box below.' Below this text is a checkbox labeled 'Email'. At the bottom of the sidebar, there is a small line of text: 'We will never share your email address. You can unsubscribe at any time.'

## Tactic 2: Lead Magnet e.g. Watch our video that shows you how to do X

- Try and provide something of perceived value. Watch a video that contains helpful tips and advice. The only way to access this is by providing your email address.
- You could present this as a popup delivered by the email marketing system. These popups can be timed e.g. Only show to people once they have spent 20 seconds on the site

# Entice website visitors to leave their email addresses



The screenshot shows a website for 'The Marketing Crowd'. The header is purple with a navigation menu: HOME, DIGITAL MARKETING SCHOOL, TRAINING COURSES, FREE COURSES, 1-1 TRAINING, GIFTS, TESTIMONIALS, FREE TIPS, ABOUT, CONTACT. A top right link says 'CART | DIGITAL MARKETING SCHOOL LOGIN'. The main banner features two squirrels in a snowy environment; one is holding a professional camera. A dark grey box with white text 'Internet Marketing Training' is overlaid on the right. Below the banner, on the left, is a text block: 'Learn how to use Canva to design eye catching marketing images for your website and social media'. Below this is a graphic for a 'FREE Canva MINI COURSE' with 'GET IT NOW' and a 'HOW TO USE Canva' graphic. On the right is a lead magnet form titled 'Get the free Canva mini course (5 video lessons)'. The form includes input fields for Email, First Name, Last name, and Company Name. Below these is a 'Marketing Permissions' section with a checkbox for 'Email' and a small disclaimer: 'We send out occasional emails (monthly) sharing the latest Digital Marketing tips, news and links to some of the best free marketing tools. If you would like to receive these occasional emails please tick the box below.' At the bottom right of the form is a 'Privacy & Cooks' link.

Learn how to use Canva to design eye catching marketing images for your website and social media

Get the free Canva mini course (5 video lessons)

Email

First Name

Last name

Company Name

**Marketing Permissions**

We send out occasional emails (monthly) sharing the latest Digital Marketing tips, news and links to some of the best free marketing tools. If you would like to receive these occasional emails please tick the box below.

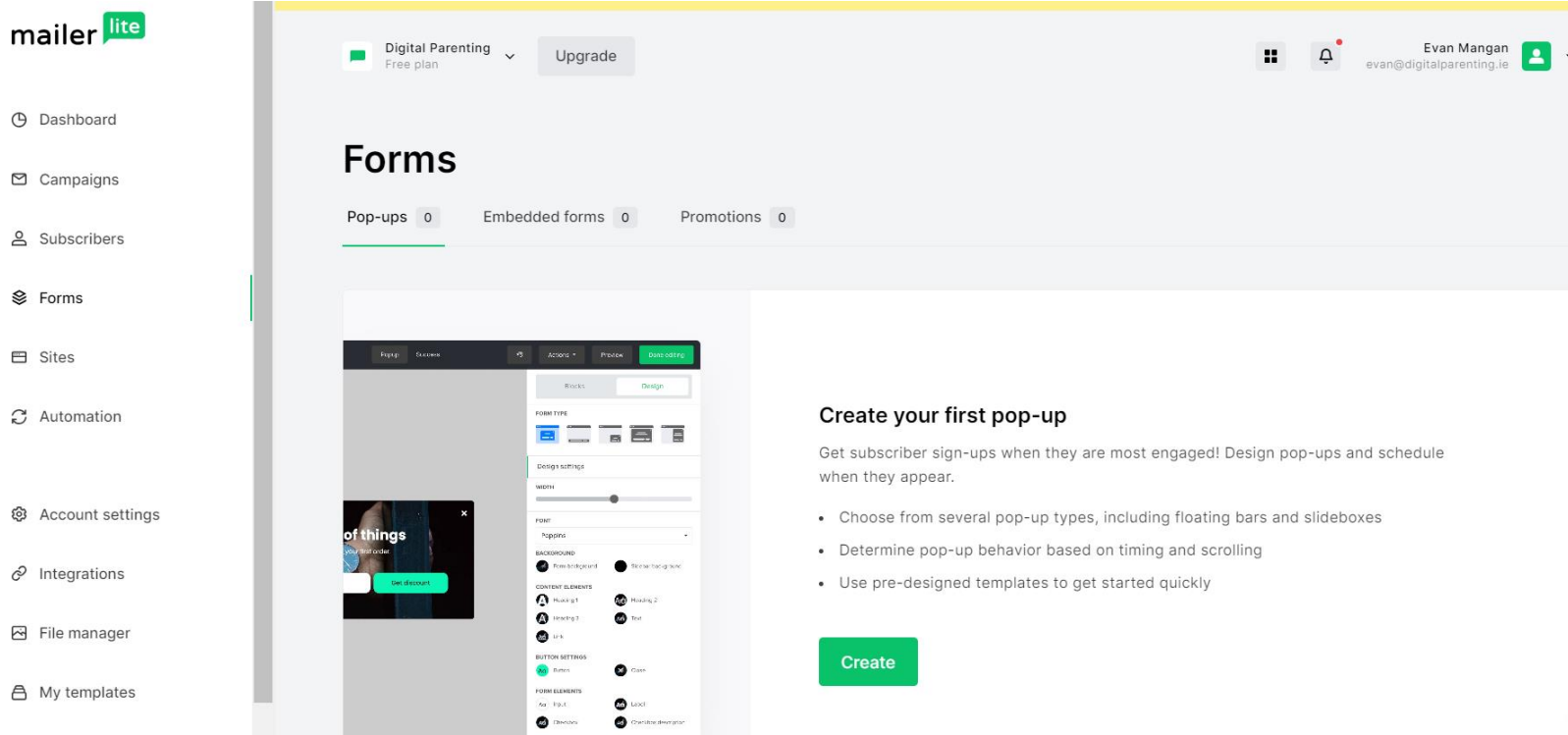
☐ Email

[Privacy & Cooks](#)

## Tactic 2: Lead Magnet e.g. Watch our video that shows you how to do X

- In addition to a popup you should also have a dedicated page on your site for any free content that you are offering
- Visitors can find this page in your menu navigation
- You can also send people directly to this page from social media

# Where in Mailer Lite can you go to set this up?



The screenshot shows the Mailer Lite dashboard. On the left is a sidebar menu with the following items: Dashboard, Campaigns, Subscribers, Forms (highlighted with a green bar), Sites, Automation, Account settings, Integrations, File manager, and My templates. The main content area is titled 'Forms' and shows three sub-sections: Pop-ups (0), Embedded forms (0), and Promotions (0). Below these, there is a preview of a pop-up form titled 'of things' with a 'Get discount' button. To the right of the preview is a 'Design' panel with various settings: FORM TYPE (with icons for floating bar, slidebox, and modal), DESIGN SETTINGS (with a width slider), FORM (with a dropdown menu), BACKGROUND (with radio buttons for 'Pop-up background' and 'Sticky background'), CONTENT ELEMENTS (with icons for Heading 1, Heading 2, Heading 3, and Link), BUTTON SETTINGS (with radio buttons for 'Form' and 'Link'), FORM ELEMENTS (with icons for 'Form', 'Link', and 'Form description'), and a 'Create' button.

**Forms**

Pop-ups 0 Embedded forms 0 Promotions 0

**Create your first pop-up**

Get subscriber sign-ups when they are most engaged! Design pop-ups and schedule when they appear.

- Choose from several pop-up types, including floating bars and slideboxes
- Determine pop-up behavior based on timing and scrolling
- Use pre-designed templates to get started quickly

**Create**

## In your Mailer Lite menu go to Forms

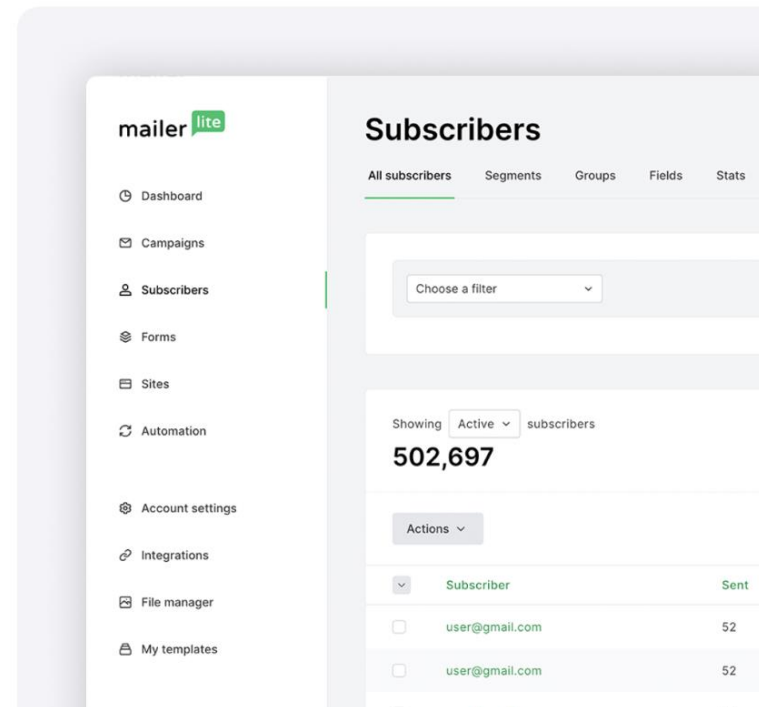
You can then create signup forms and integrate them with your website.

# Watch Mailer Lite's video lessons on how to set this up

## Collect leads

Generate new leads with MailerLite's advanced email marketing features. Learn how to build and manage your audience using tags, groups and segments. You'll be able to connect with everyone on a personal level and send even more targeted messages.

Enroll for free



On this page they have an online course which shows you how to capture leads  
<https://academy.mailerlite.com/courses/collect-leads>

Watch the section that explains how to setup up "Signup Forms"

## Other ideas for lead magnets



**Here are a few other types of lead magnets you could create:**

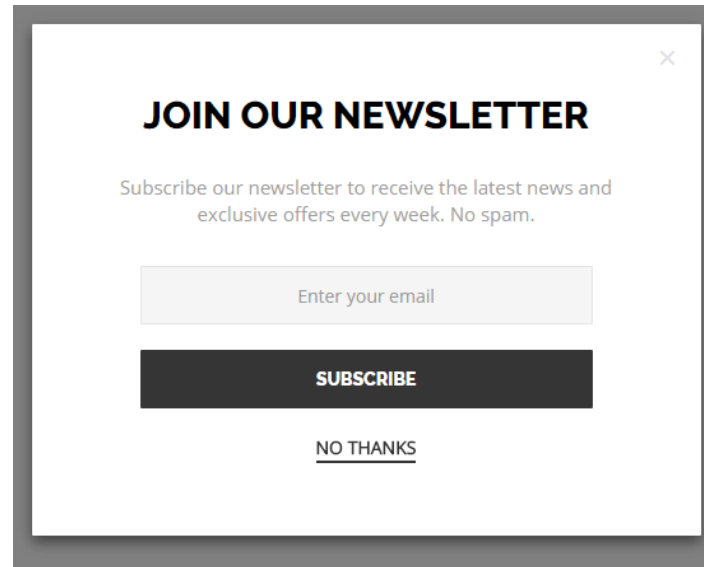
An Infographic  
Report or Study  
Checklist  
Webinar or Course  
Free useful tool

# Important points regarding lead magnets



- 
- **Solve a problem:** Provide practical information that solves a problem and creates a realistic way to achieve the solution.
- **Digital Format:** Lead magnets should be delivered in a digital format. Whether it's a PDF, a webpage, a video, or some other format, make it easy for your new lead to obtain and consume it.
- **Ensure it is very high quality:** You don't want people to sign up only to be disappointed by the content that follows. Make sure your offer is aligned with the value that you will provide throughout your relationship, otherwise you risk damaging trust.
- **Stepping Stone:** Treat your lead magnet as a stepping stone to your paid solution. The point of your email list is to eventually guide subscribers to a paid offer. You offer free content to demonstrate the value that you provide as a company, and those free offers should eventually lead to your product or service.

# Entice website visitors to leave their email addresses



×

## JOIN OUR NEWSLETTER

Subscribe our newsletter to receive the latest news and exclusive offers every week. No spam.

**SUBSCRIBE**

[NO THANKS](#)

## Tactic 3: Sign Up for our newsletter

- This will be **less successful** than offering a discount or lead magnet
- Important to appreciate that not many people are looking to sign up for Newsletters so ensure that it sounds interesting, explain how often and give an example of a recent Newsletter. This will improve signups. See example on our website <https://themarketingcrowd.ie/email-signup-following-zoom-course/>
- Make the Signup link prominent e.g., Have a link to the page on your Navigation, include in the footer and have an image link on pages

# Entice website visitors to leave their email addresses



## Looking for a summer getaway?

Summer has well and truly arrived. And with it, so has picnic season. So we asked the Bloom & Wild team for their top picnic spot recommendations. And they didn't disappoint. From Overbecks in Devon, to Calton Hill in Edinburgh, there are beauty spots up and down the country that make for the perfect day out.

### Win a 2-night luxury break at Lindeth Howe in the Lake District

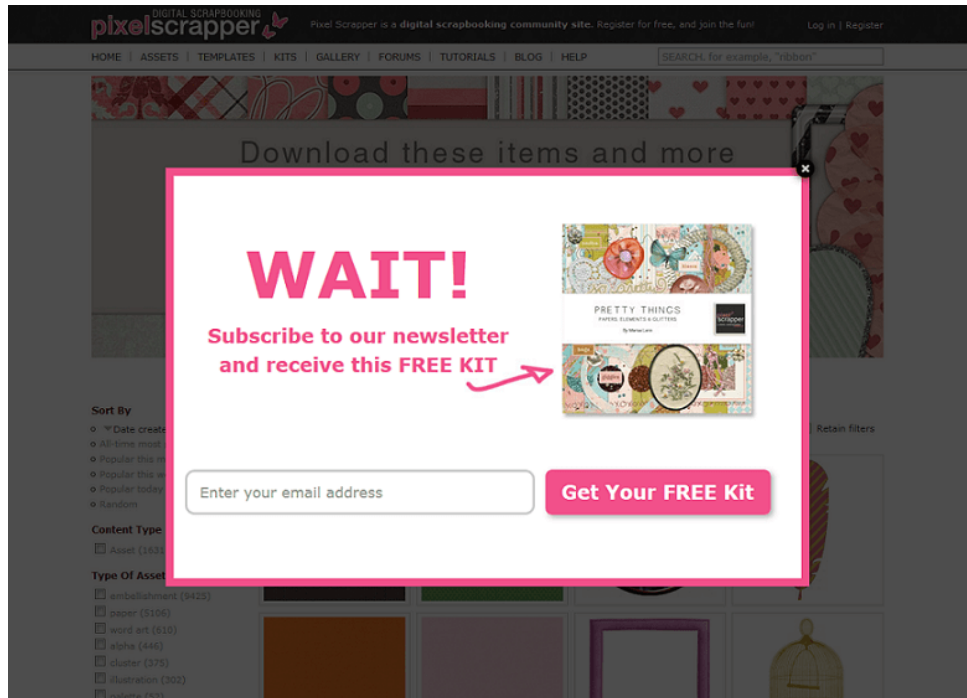
We've teamed up with **Classic British Hotels**, to turn your sunny afternoon into a 2 night stay. We're offering you the chance to win an indulgent 2-night break for 2 adults at Lindeth Howe in the Lake District. The lucky winner will check-in to the best room available, with a chilled bottle of champagne, handmade chocolates and a bouquet of fresh flowers to greet them. Lindeth Howe is a foodie haven and the prize includes dinner in the award-winning Dining Room each night and full breakfast each morning. And that's not all! We want to make that holiday feeling last all year. So we're giving away a **12 month letterbox flower subscription** too.

So read on for the chance to win. And to learn all about our favourite UK beauty spots.

## Tactic 4: Run a regular competition for website visitors

- Could you give away something of perceived value every month or few months?
- In order to enter the competition people fill in a form with their email address

# Entice website visitors to leave their email addresses



## Tactic 5: Exit intent popup

Depending on the email service you use, you can show a popup when someone is about to leave your site e.g. Goes to click the x in the browser or hits the back button on a mobile browser  
If someone is about to leave your site this is a chance to give them a tempting offer

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## 2. You need to use an email marketing system

- Overview of the main options
- Typical features that you need
- The service I recommend – Mailer Lite
- How to signup for a Mailer Lite account

## 3. You need to grow your Prospect database (Top and middle of the funnel)

- Entice website visitors to leave their email addresses
- **Entice your social media followers to provide their email addresses**
- Entice Cold prospects who see your ads to leave their email addresses

## 4. You also need to grow your customer database (Bottom of the funnel)

## 5. What types of campaigns could you run for prospects and customers over the year

## 6. Best practice tips & checklist for running email marketing campaigns

## 7. Measuring your campaigns and metrics you should be aware of

# Entice your social media followers to provide their email addresses

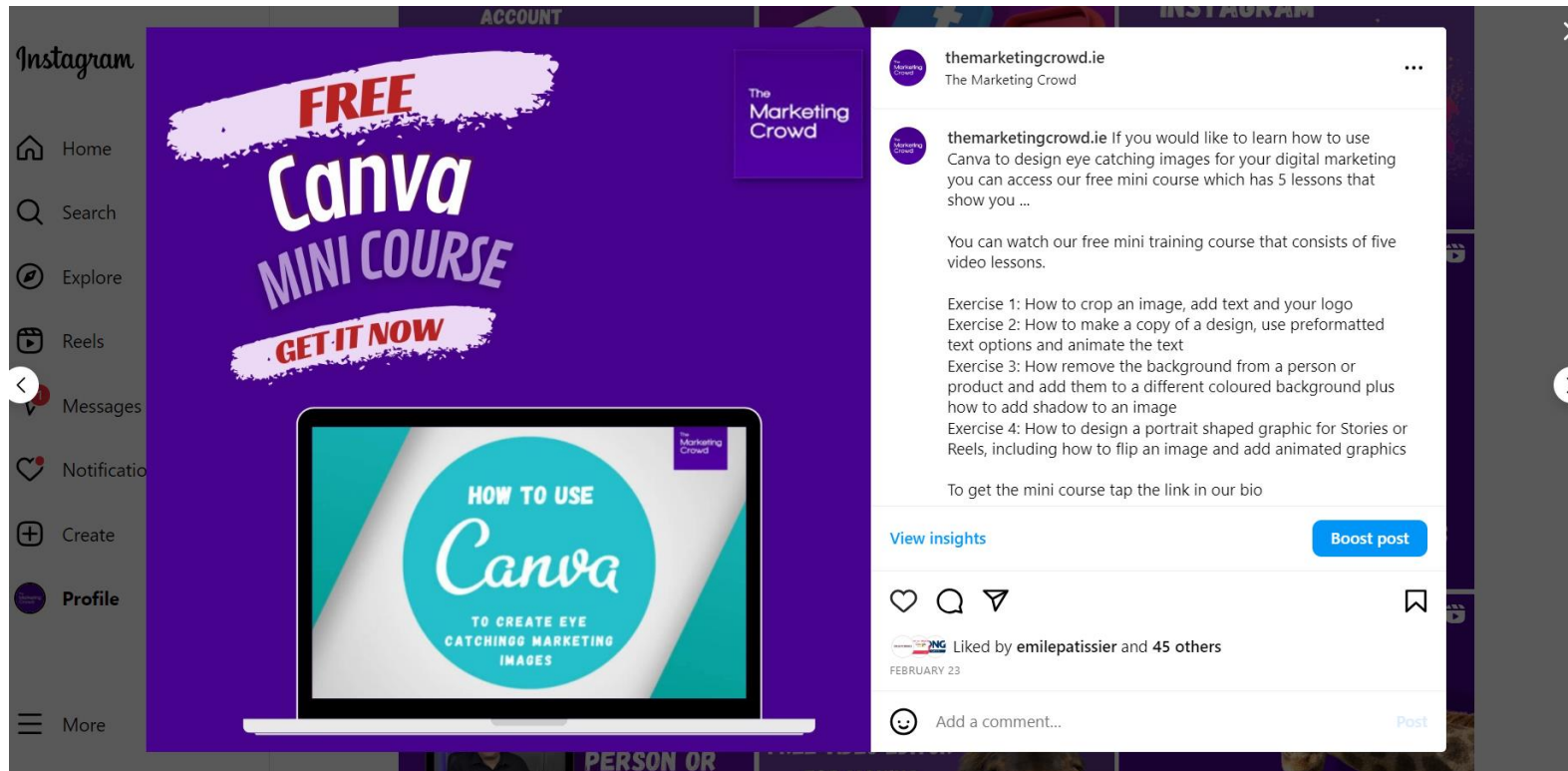


**You want to turn your social media followers into email addresses.**

## **Why?**

- Because you are not reaching all of your followers for free anymore on social media.
- These people are interested in what you offer
- You want to also communicate with them through email and to ensure you can continue communicating for free – and not dependant on social media algorithms

# Entice your social media followers to provide their email addresses



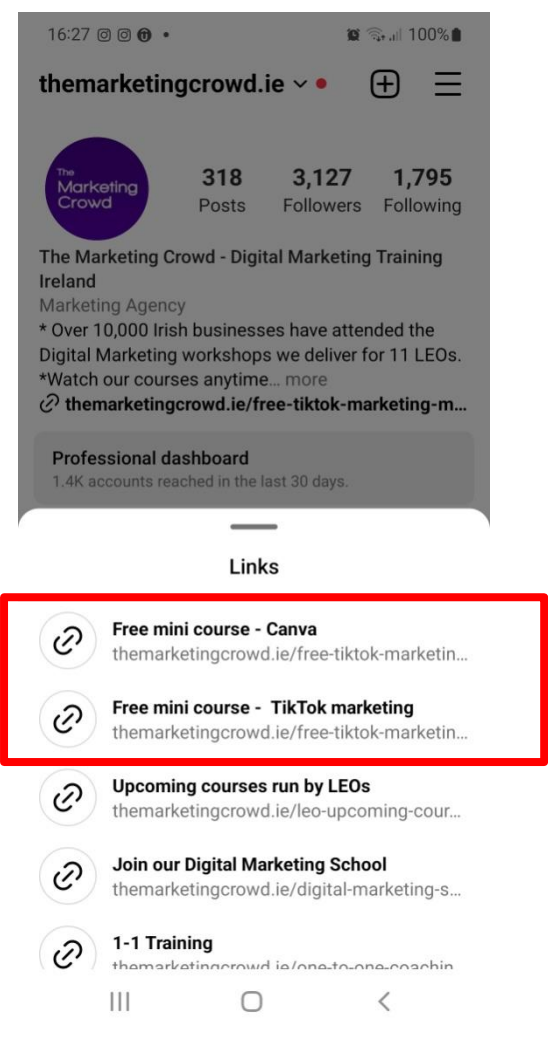
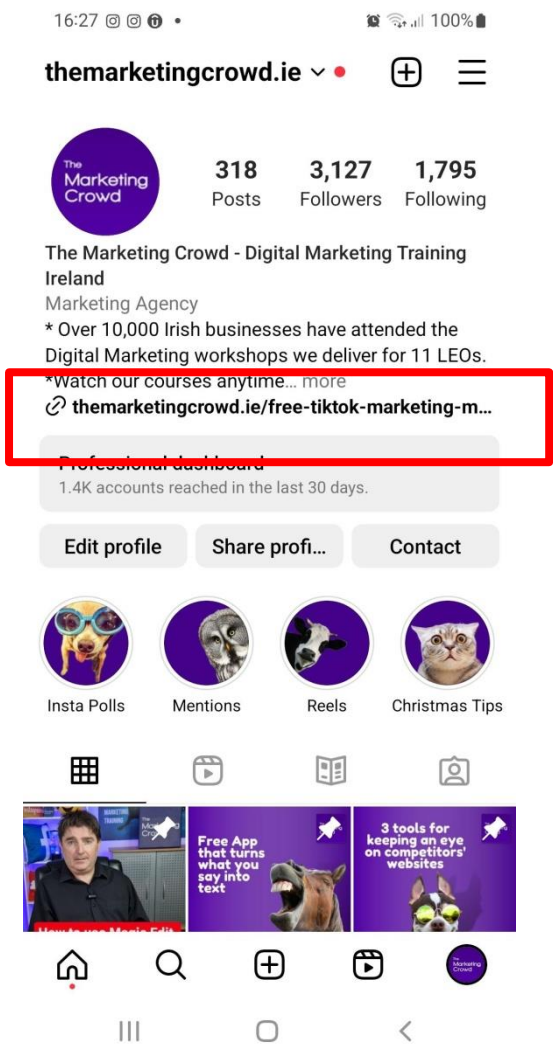
**Tactic 1: Send out posts about your free guides / exclusive free videos**

# Entice your social media followers to provide their email addresses



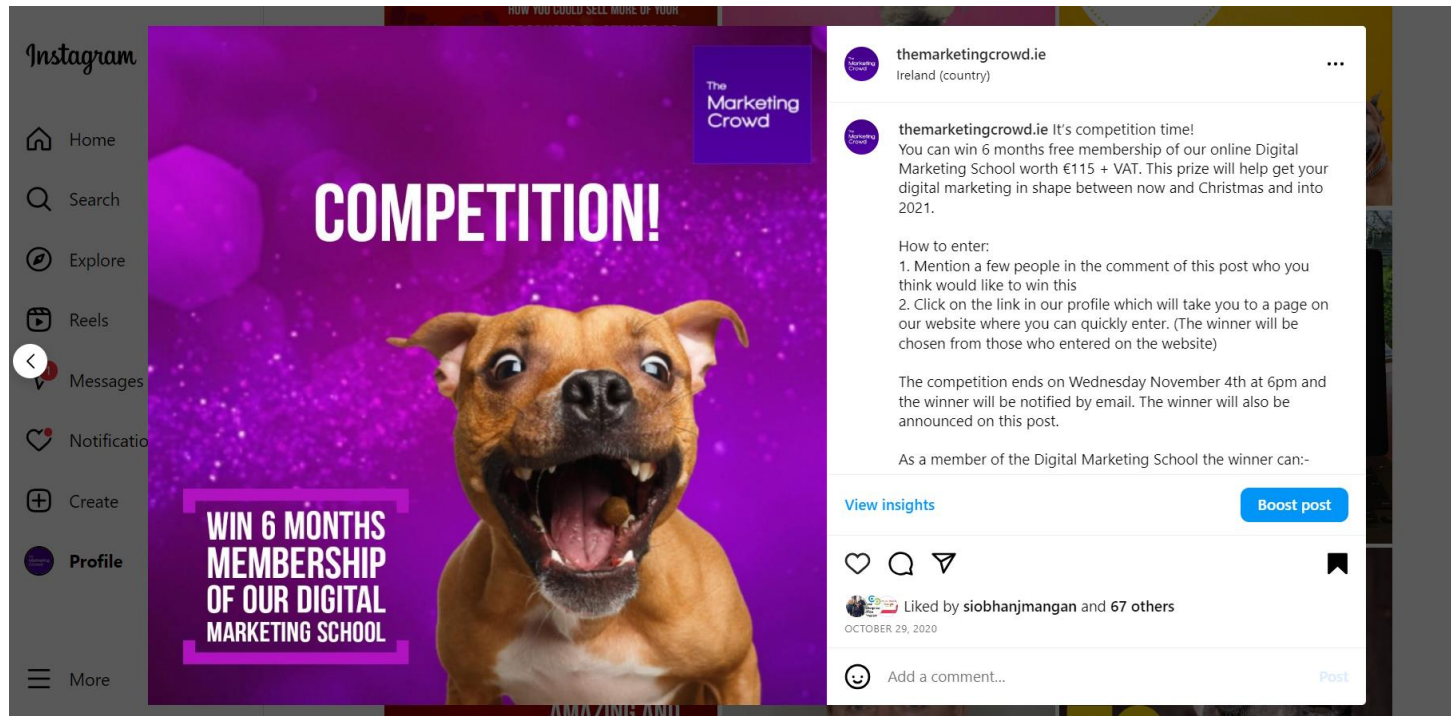
**Tactic 1: Send out posts about your free guides / exclusive free videos**

# Entice your social media followers to provide their email addresses



**Tactic 2: Put a call to action and link in social media profiles – driving people to the lead magnet on your website**

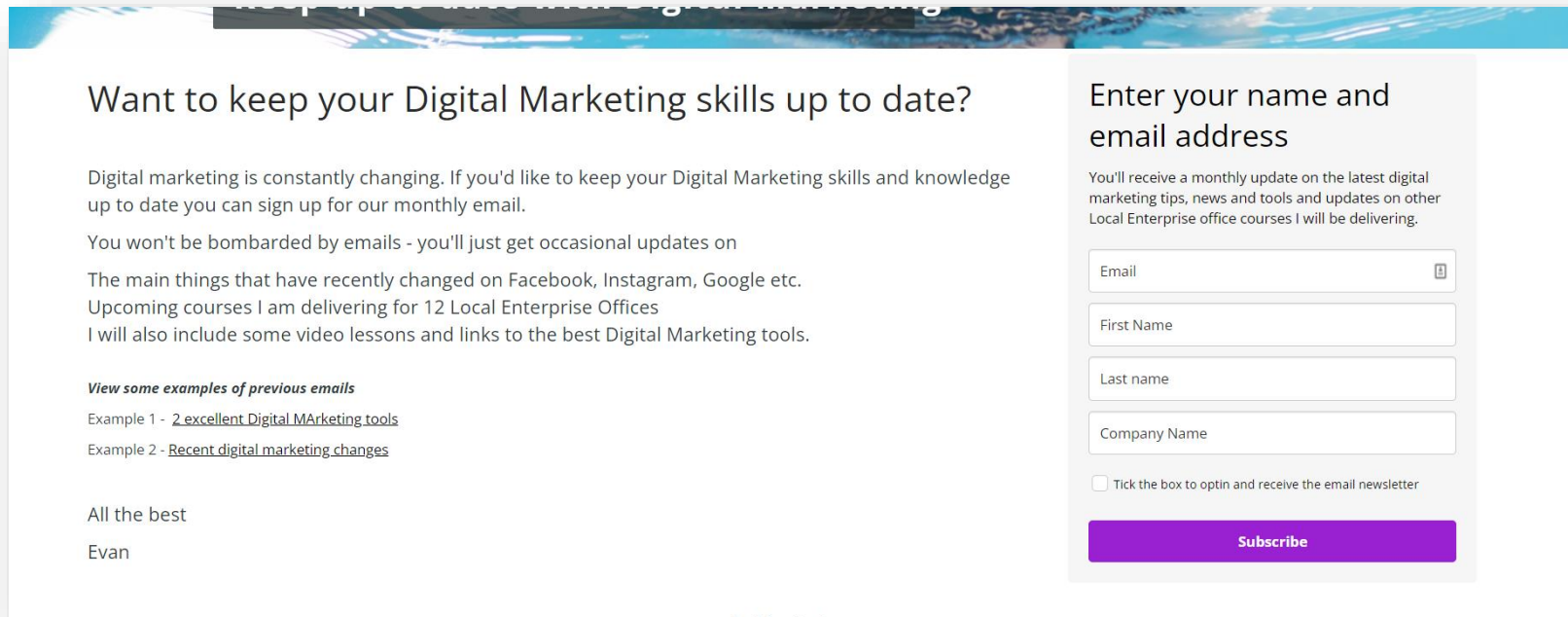
# Entice your social media followers to provide their email addresses



**Tactic 3: Run a Facebook and Instagram competition but require people to enter on your website – by completing a form**

See example here <https://themarketingcrowd.ie/competition-entry/>

# Entice your social media followers to provide their email addresses



Want to keep your Digital Marketing skills up to date?

Digital marketing is constantly changing. If you'd like to keep your Digital Marketing skills and knowledge up to date you can sign up for our monthly email.

You won't be bombarded by emails - you'll just get occasional updates on

The main things that have recently changed on Facebook, Instagram, Google etc.  
Upcoming courses I am delivering for 12 Local Enterprise Offices  
I will also include some video lessons and links to the best Digital Marketing tools.

*View some examples of previous emails*

Example 1 - [2 excellent Digital MARKeting tools](#)

Example 2 - [Recent digital marketing changes](#)

All the best

Evan

Enter your name and email address

You'll receive a monthly update on the latest digital marketing tips, news and tools and updates on other Local Enterprise office courses I will be delivering.

Email

First Name

Last name

Company Name

☐ Tick the box to optin and receive the email newsletter

**Subscribe**

## Tactic 4: Let your users know that you have an email list for special offers or exclusives

- Create a page on your website to capture email addresses. Ensure you explain how people will benefit and show examples of previous interesting emails.
- Then send out a social media post driving people to that page

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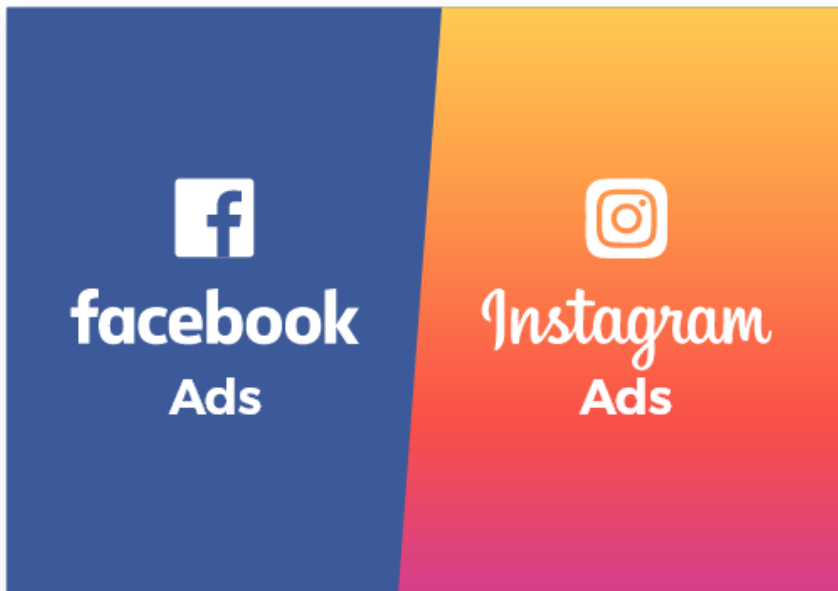
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## 6. Best practice tips & checklist for running email marketing campaigns

## 7. Measuring your campaigns and metrics you should be aware of

# Entice Cold prospects who see your ads to leave their email addresses

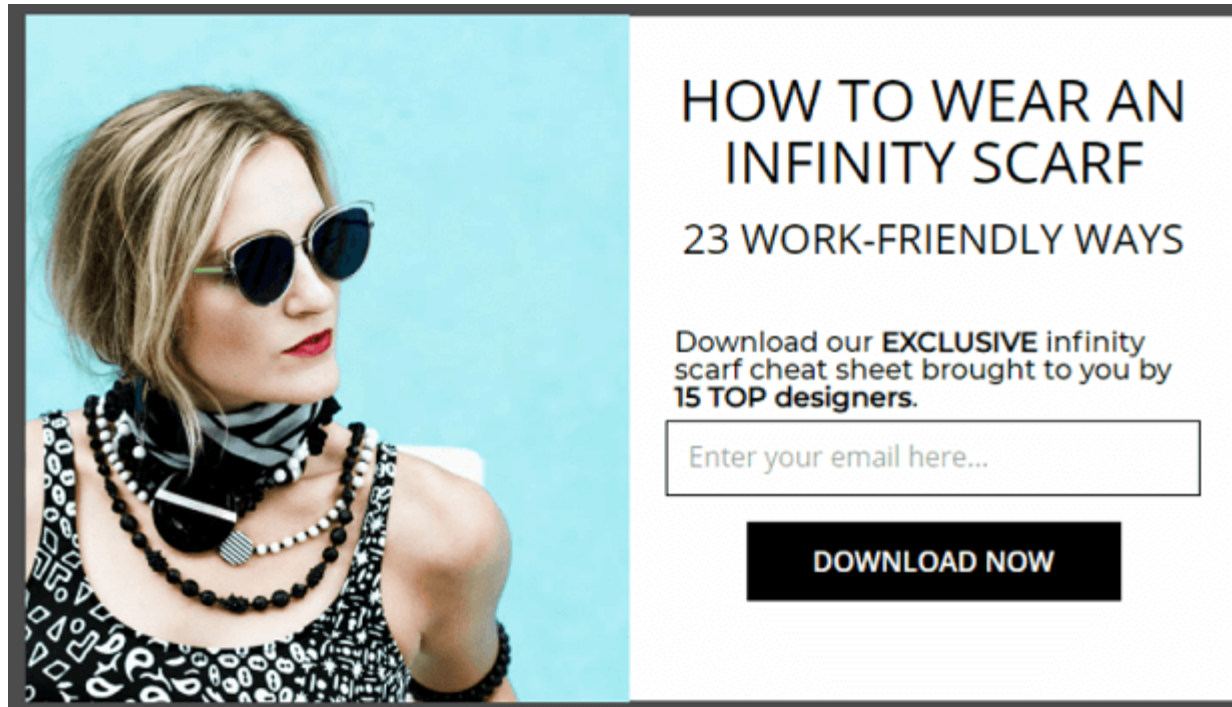


**When you spend money advertising on Facebook / Instagram you want to turn interested prospects into email addresses.**

## **Why?**

- Because they are a cold audience. People rarely go from never having heard of a business to immediately buying from them. Especially if it is a high value item.
- These people are interested in what you offer
- You want to also communicate with them through email ad over time turn them into a customer

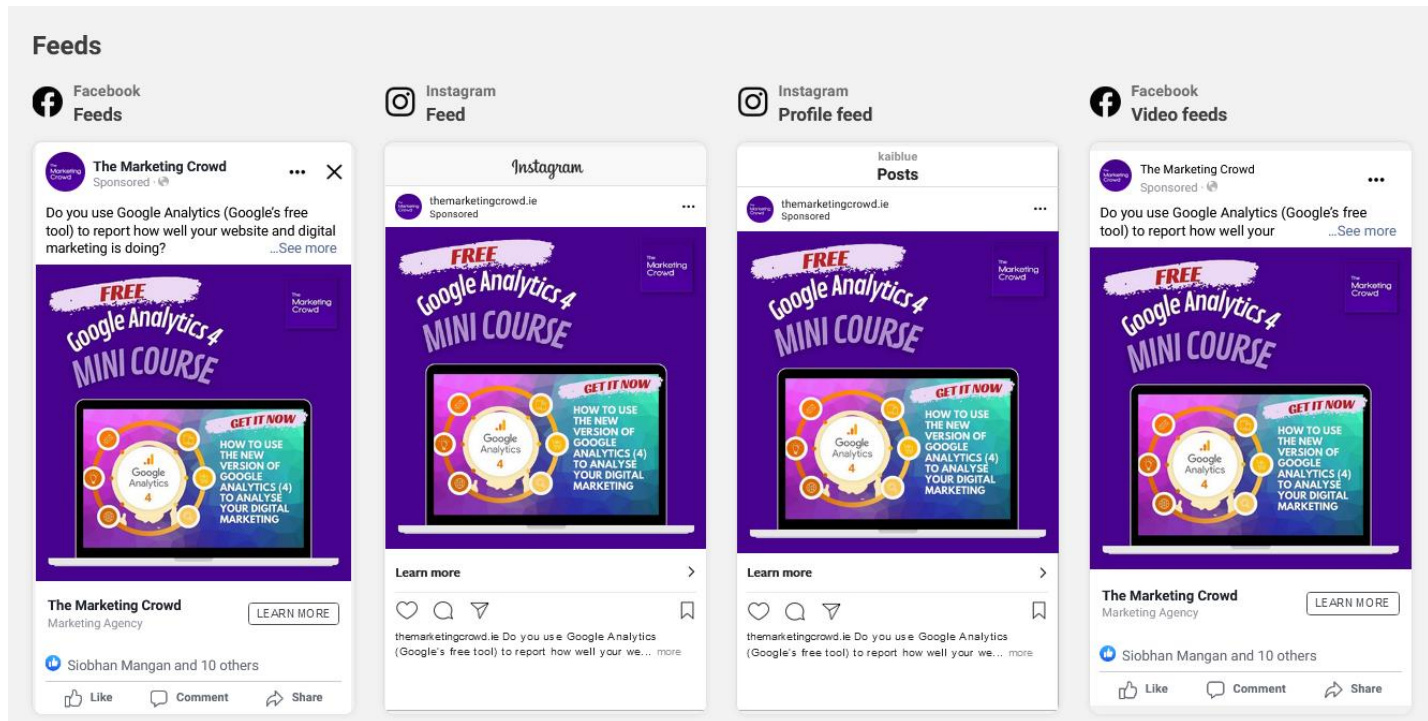
# Entice your social media followers to provide their email addresses



## **Tactic 1: Ensure your ad drives them to a page on your website which has an incentive to leave their email address**

e.g. A popup with a New customer discount, download our guide etc. The tactics we described earlier

# Entice your social media followers to provide their email addresses

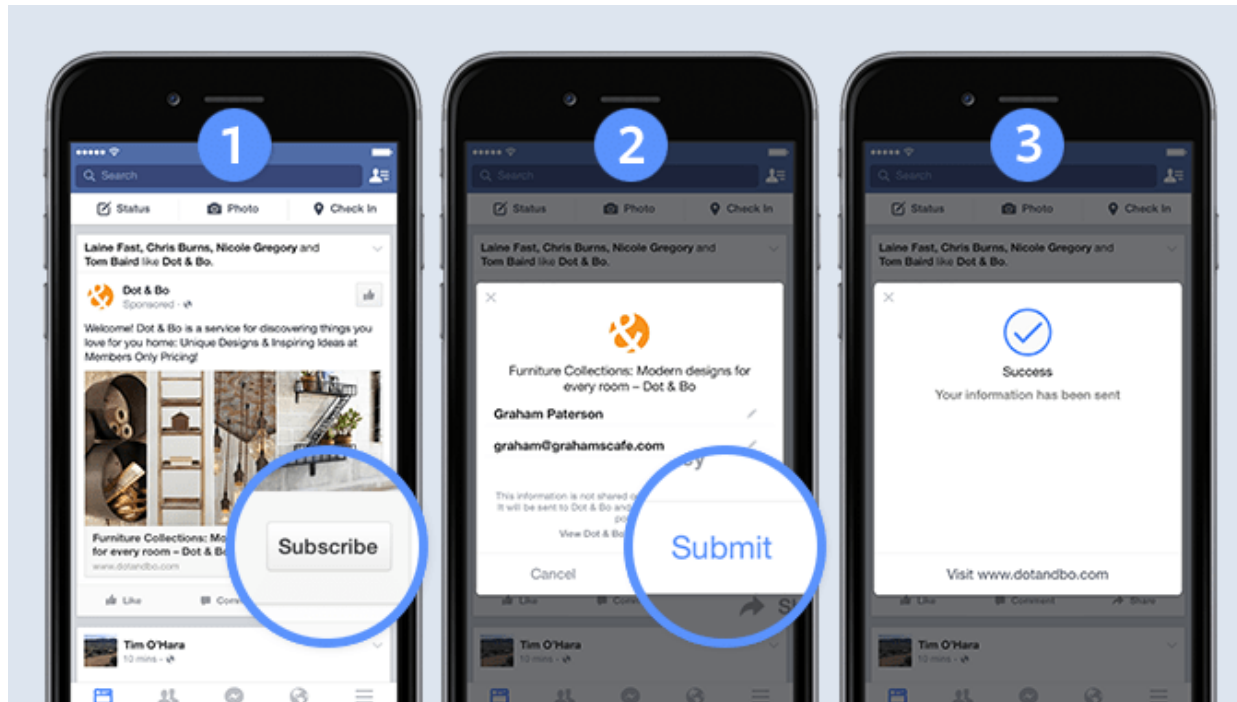


## Tactic 2: Turn a post (that offers your free lead magnet) into an ad

Rather than advertise your product or service to cold audiences who have never heard of you, consider offering them your free content that will be useful for them – in return for their email address.

You can then try to convert these people into customers over time using your email campaigns.

# Entice your social media followers to provide their email addresses



## Tactic 3: Run a lead campaign on Facebook which makes it easy to capture email addresses while they stay on Facebook

- I will be explaining how lead campaigns work in our upcoming Facebook and Instagram Ads course.

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# You need to grow your customer database of email addresses



**When someone buys your product or service you want to get their email address**

## **Why?**

- Because you might want to thank them for their purchase – that is good customer service
- It is much easier to sell to previous customers than new customers - In the future you will want to promote other products or services to them
- You would want to ask them for a testimonial e.g. On your Google profile

# **Reminder: Can you email your customers under GDPR?**

**Yes you can under what is called Soft Opt-in. However, there are certain conditions you need to be aware of**

## **Soft Opt-In Exception**

GDPR and e-Privacy Directive allow organizations to send marketing communications to individuals whose details they obtained in the context of the sale of a product or service i.e. existing customers without making them select an opt-in checkbox. This is referred to as the soft opt-in exception. However, to rely on a soft opt-in exception and send marketing emails to individuals without their consent, the following conditions should be fulfilled:

- The organization obtained the individual's contact details in the context of the sale of its product or service,
- The individual did not opt-out at the time of providing their personal data, and a clear and distinct opt-out ability was provided to them at the time their details were being collected,
- The organization must send marketing emails only about its products and services and similar products and services for which the individual's details were initially collected,
- The organization must clearly and distinctly remind individuals about their ability to opt-out at every subsequent marketing communication,
- Opt-out should be simple, free-of-charge, both at the time of the collection of the personal data from individuals and in each subsequent marketing communication.

Source: <https://securiti.ai/blog/gdpr-email-marketing/>

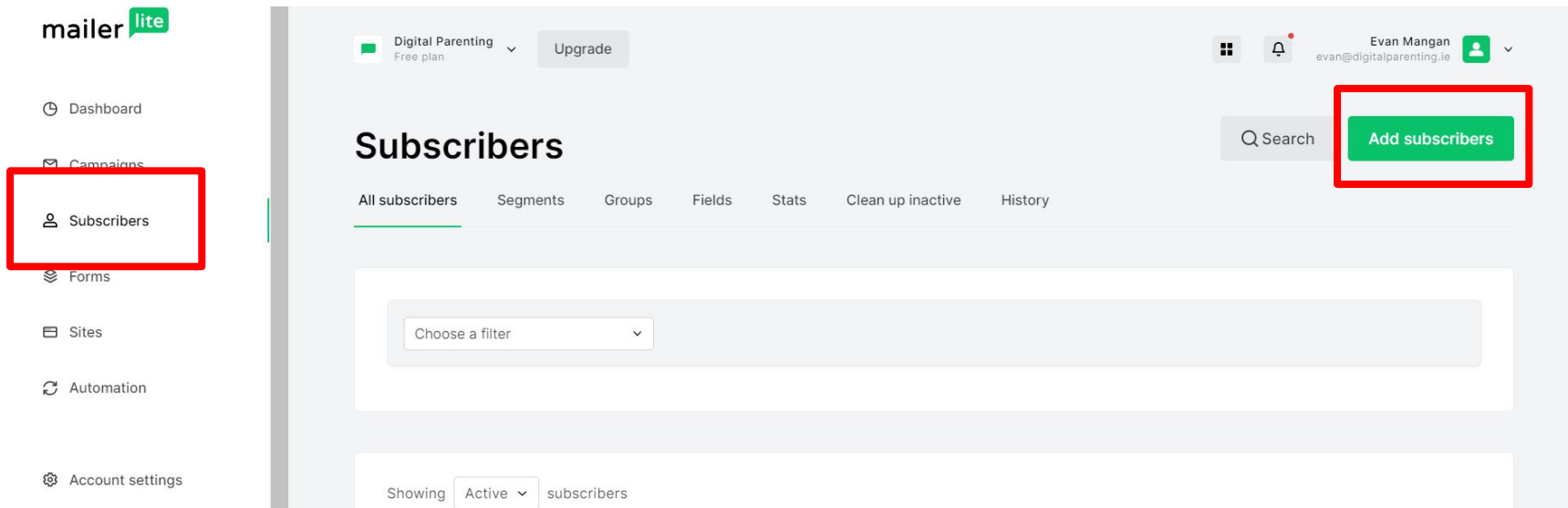
You need to grow your customer database of email address



**Tactic 1: If you have a shop / restaurant / bar incentivise customers to provide their email address by entering a competition**

- When giving the receipt you could provide details of a competition that they can enter by filling in a form

# You could then upload these details to MailerLite – but keep the physical originals for GDPR reasons



## Where in mailer lite can you do this?

In the left-hand menu go to subscribers. Then click Add Subscribers. You can then enter them manually or you can copy and paste from Excel.

You can watch video lessons from Mailer lite showing how to do this here

<https://academy.mailerlite.com/courses/collect-leads>

You need to grow your customer database of email address



**Tactic 2: If you have a shop / restaurant / bar drive them to your website to avail of an online offer / or enter a competition**

- You could simply provide your web address or it would be better to also provide a QR code that takes them directly to the page on your site when they scan with their phone camera

You need to grow your customer database of email address



### **Tactic 3: If you offer a service e.g. Yoga, Vet, Accountant**

- In addition to telephone number also capture the email address when people order your service either over the phone or on your site – however, ensure to ask if they are happy to receive details of relevant offer in the future via email

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# Examples of email campaigns you could run targeting prospects

From: Photobox for Stephanie <newsletter@email-photobox.co.uk>  
Subject: Make mum @ Last Chance for Mother's Day Mugs, Cases and Home Gifts + £10 off  
Date: 8 March 2015 12:06  
To: sng10@uni.brighton.ac.uk

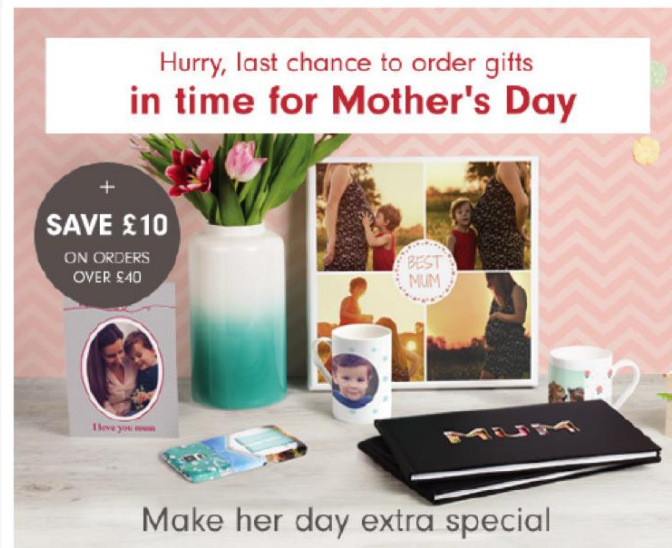
PF

[Last chance to order Mother's Day gifts](#)

[View email in browser](#) | [Unsubscribe](#)

photobox

[Special Offers](#) | [Sign In](#)  
[Forgotten details](#)



Hi Stephanie,

Order **Mugs, Cases and selected Home Gifts** by **Monday 9th** with Standard delivery to **receive them in time for Mothers Day**. Alternatively you can use the faster delivery options and order by midnight Wednesday 11th. [Last order dates](#) vary by product so please check before ordering.

## Offers and promotions

Exclusive Offers or Promotions:  
Provide non-customers discounts,  
early access to new products, or  
special offers to encourage them to  
become customers.

# Examples of email campaigns you could run targeting prospects



## Time limited Offers

Create a sense of urgency and scarcity e.g. a 48 hour offer

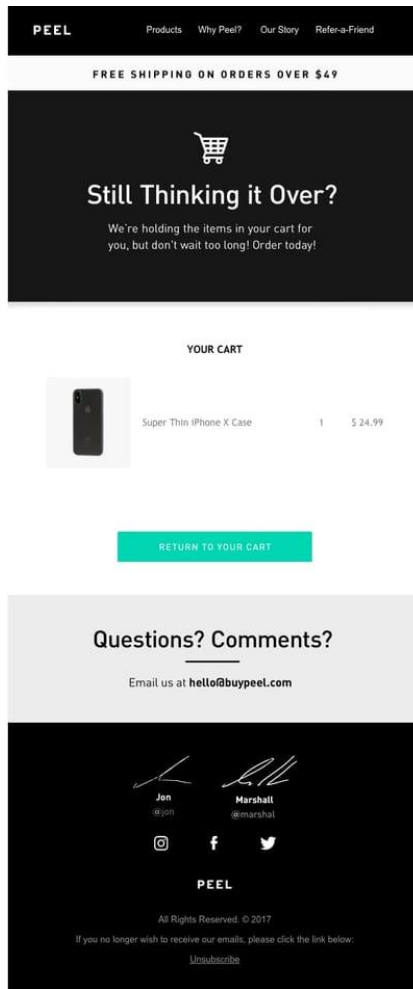
# Examples of email campaigns you could run targeting prospects



**Special Offer Seasonal Emails**

Seasonal Greetings: Send personalized emails on special occasions like Christmas, St Patrick's day to foster a sense of connection.

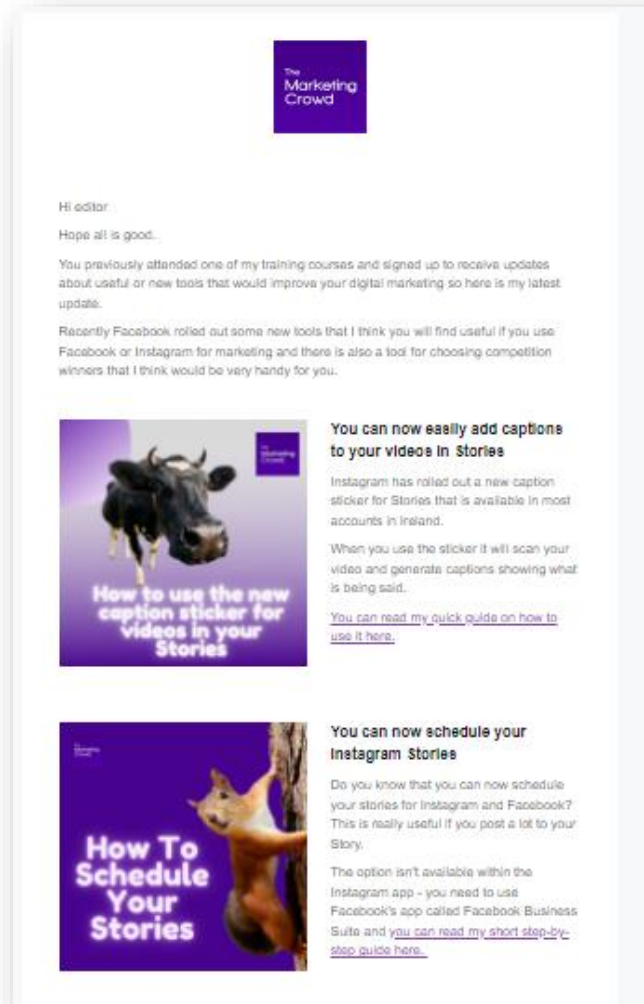
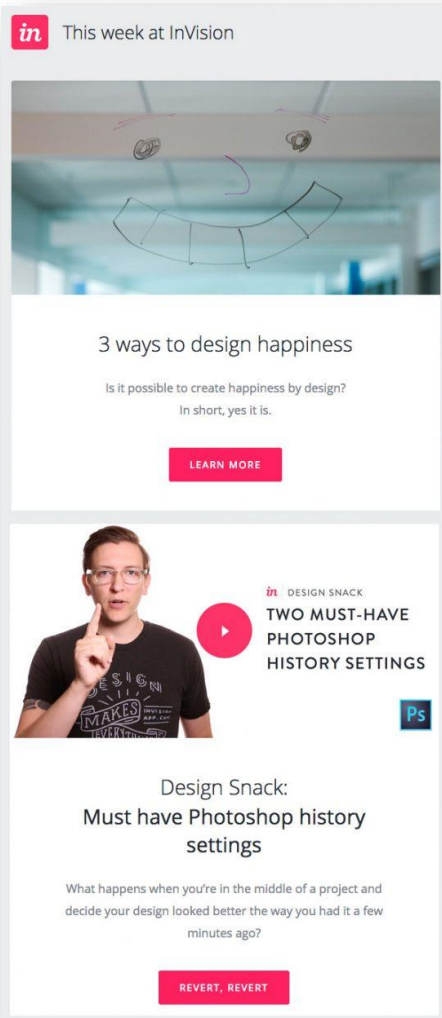
# Examples of email campaigns you could run targeting prospects



## Cart Abandonment emails

If you have an ecommerce website it might have a built in facility to email people who added to their cart but didn't proceed with the order.

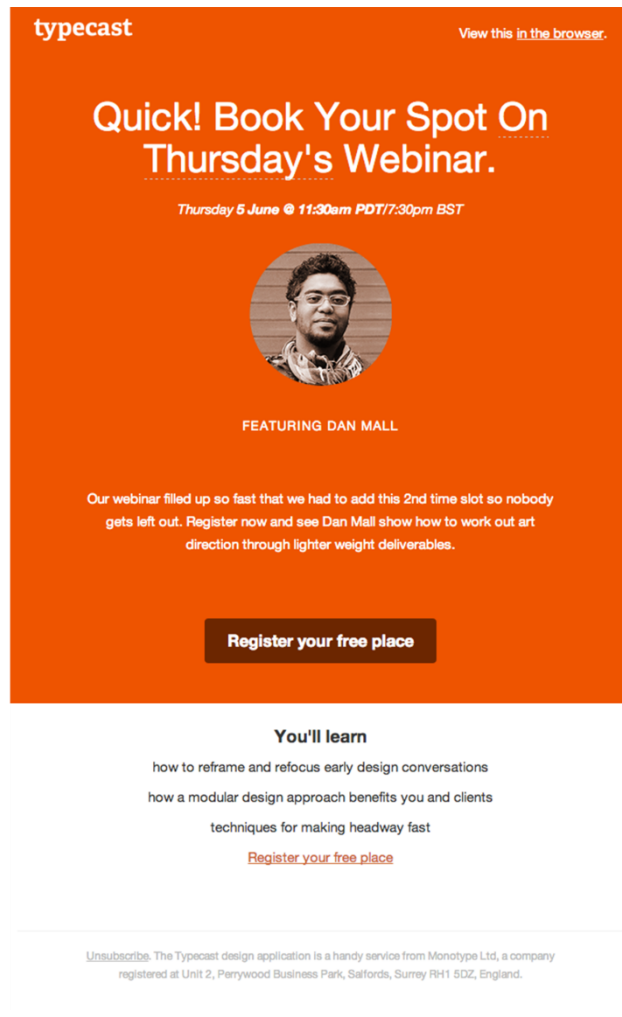
# Examples of email campaigns you could run targeting prospects



**Non salesy  
informative and  
helpful emails**

Newsletter: Share updates, news, and valuable content related to your industry or niche. Subject: "Stay in the Know with our monthly newsletter"

# Examples of email campaigns you could run targeting prospects



## Non salesy – invite to a free event or webinar

Invite recipients to attend a webinar, workshop, conference, or any other event you're organizing.

# Examples of email campaigns you could run targeting customers



## **New Product Announcement:**

Introduce a new product or service to your customers, highlighting its features, benefits, and how it solves their pain points.

## **Upsell/Cross-sell Offer:**

Present complementary or upgraded products or services that align with your customers' previous purchases.

# Examples of email campaigns you could run targeting customers



## **Loyalty Program Update:**

Inform customers about new perks, rewards, or tiers in your loyalty program to encourage continued engagement and repeat purchases.

## **Product Tips and Tricks:**

Provide customers with helpful tips, tutorials, or use cases to maximize their experience with your product or service.

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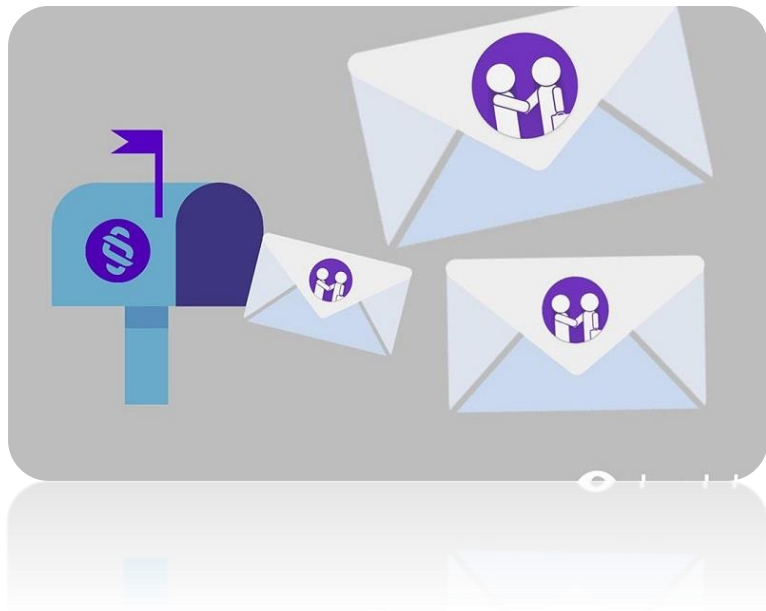
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# Some important terms you should be aware of



**Deliverability** – Email deliverability failure is usually when an email went to the spam folder or was blocked by the ISP.

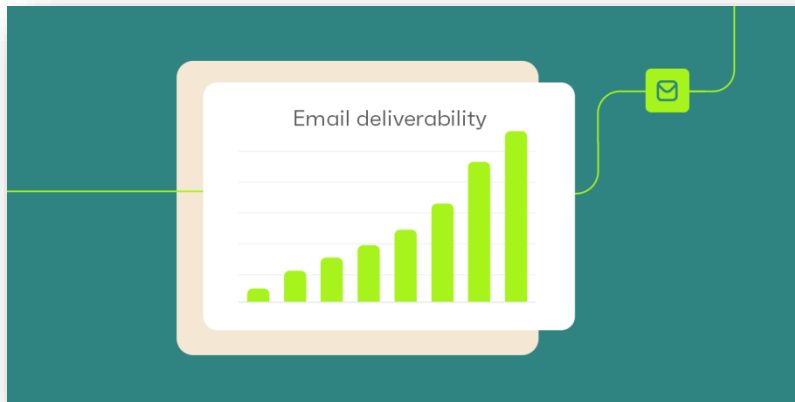
**Open rate:** This shows you the average number of opens your emails get. Open rates can help you analyze the effectiveness of your email subject lines

**Click-through rate:** This shows you the average number of times subscribers clicked on the links or CTAs inside your emails. The click-through rate is an important metric for understanding email engagement.

**Unsubscribes:** This shows you the number of people who unsubscribed from your email list. High unsubscribes could either indicate that your email content is not relevant to your subscribers, or that your emails aren't being sent to the right audience.

**Spam complaints:** This shows you the number of times your emails have been marked as spam. This could be due to spammy subject lines, irrelevant email content or unsolicited emails

# Tips to increase the deliverability of your emails



**Email deliverability failure is usually when an email went to the spam folder or was blocked by the ISP.**

When you send an email campaign, mailbox providers run an initial set of vetting checks.

These are known as **email reputation checks**. Email reputation checks are complex formulas that all go together to generate a score. Based on that score, your email deliverability is affected. Although a confusing metric, we do know a few factors that are taken into consideration when generating that score:

- Who and How you are emailing
- The content of your email
- The frequency of emails

And they are a bit like credit checks for email, affected by:

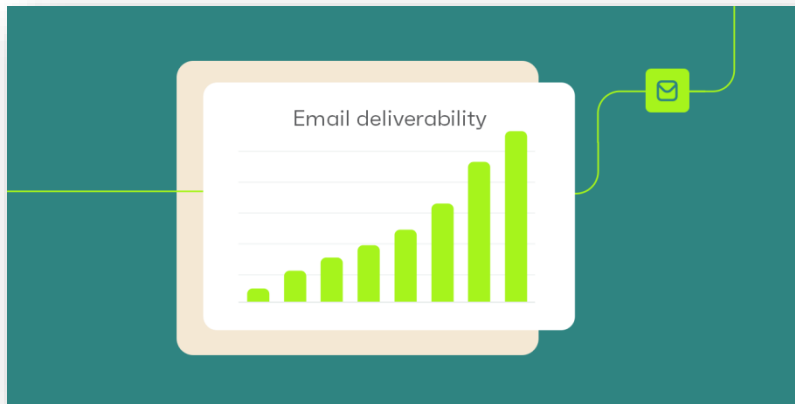
Sender reputation

Server / IP reputation

Domain reputation

Email engagement metrics

# Tips to increase the deliverability / avoid going into spam folder

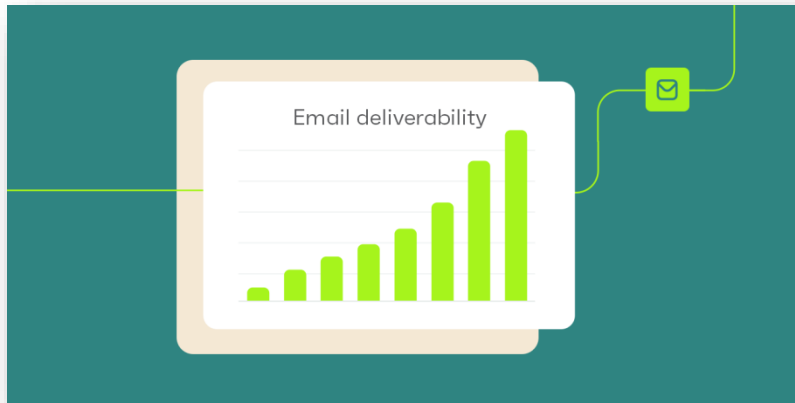


You can read more detailed tips here

<https://www.sendx.io/blog/emails-going-to-spam>

- Ensure you have permission to communicate via email. The more people mark your emails as spam the more inbox providers will treat your emails as spam.
- Ask subscribers to add you to list of safe senders. See example on our website here <https://themarketingcrowd.ie/how-to-whitelist-our-emails/>
- Avoid spam trigger words in the subject line e.g. Free, cash, click here, all caps, exclamation marks. See a full list here <https://www.sendx.io/help/list-of-spam-trigger-words>
- Avoid your content looking spammy – spelling mistakes, poor grammar, using link shorteners,
- Avoid your email being just an image – it looks like you are hiding spammy text. Have a good ratio of text to image
- Avoid copying and pasting text into your email – it can create html and formatting issues

# Tips to increase the deliverability / avoid going into spam folder

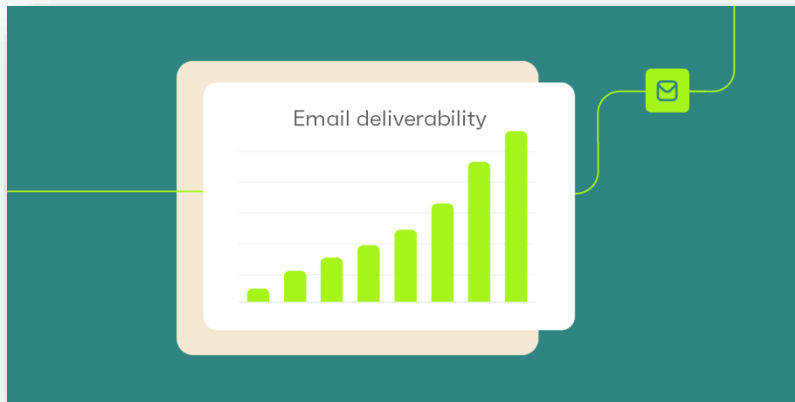


Choose a reputable email marketing service that has a good IP reputation e.g. Mailchimp, Mailer Lite

- Authenticate your email domain.

If you do not authenticate the domain that you are sending emails from inbox providers won't trust your emails. By authenticating you are preventing your domain from being used by spammers who could send out emails using your domain name i.e. spoofing

# Tips to increase the deliverability of your emails

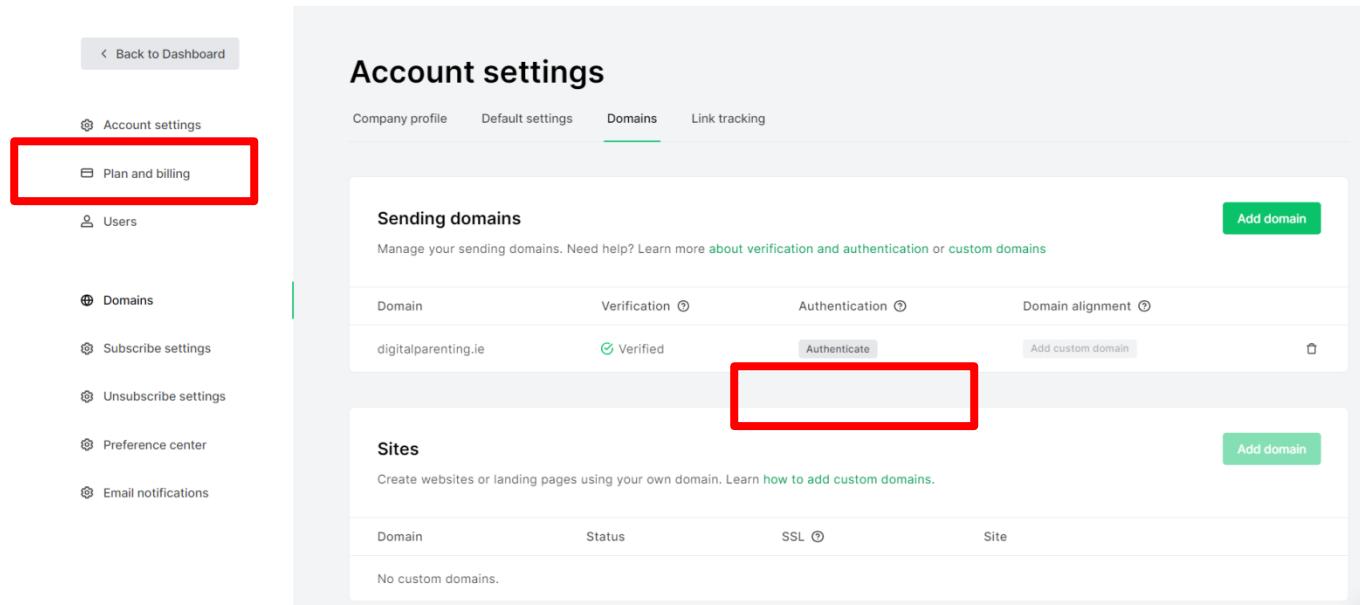


## Authenticate your email domain

If you are not enabling Sender Policy Framework (SPF) and Domain Keys Identified Mail (DKIM), you risk falling victim to email spoofing (somebody taking control of your email domain) and, as a result, experiencing poor delivery rates.

Authenticating your email with SPF and DKIM proves to the ISPs that you really are who you say you are and are worthy to send email.

# Tips to increase the deliverability of your emails



## How to do this in Mailer Lite?

Go to Account settings and then click Domains  
You will see an option for authenticate. Click this and you will be given instructions.

If you are unsure, ask the company where you bought your domain for assistance

Watch this video from Mailer Lite for a demo of what to do [https://www.mailerlite.com/video-tutorials/email-domain-authentication?\\_ga=2.7368818.1973257124.1687082194-1317349877.1682531520](https://www.mailerlite.com/video-tutorials/email-domain-authentication?_ga=2.7368818.1973257124.1687082194-1317349877.1682531520)

# Tools you can use to check your emails and domain reputation

The screenshot displays the MailTester website interface. At the top, a header reads "Validate an Email Address". Below this, the "Single Check" section is active, featuring a green envelope icon and the text "Perform single email verification with deep analysis result." A text input field contains the email "wshasco@yahoo.fr", and a green "Check" button is positioned below it. To the right, the "Analysis Results" section is titled "Details" and lists the following information: Email: wshasco@yahoo.fr, Domain: yahoo.fr, Syntax Error: False, Role: False, Spam-trap: False, Disposable: False, Accept-All: False, and Free Email: True. Further right, under "Mail servers found for domain:", it lists mx-eu.mail.am0.yahoodns.net. At the bottom, there are two tabs: "Multiple verification" and "Result History". The "Multiple verification" tab is selected, showing a text input field labeled "Enter Email(s) to Verify". A "Chat with us" button with a speech bubble icon is located in the bottom right corner.

Validate an Email Address

**Single Check**  
Perform single email verification with deep analysis result.

Enter Email to Check

wshasco@yahoo.fr

Check

**Analysis Results**  
**Details**

Email: wshasco@yahoo.fr  
Domain: yahoo.fr  
Syntax Error: False  
Role: False  
Spam-trap: False  
Disposable: False  
Accept-All: False  
Free Email: True

Mail servers found for domain:  
mx-eu.mail.am0.yahoodns.net

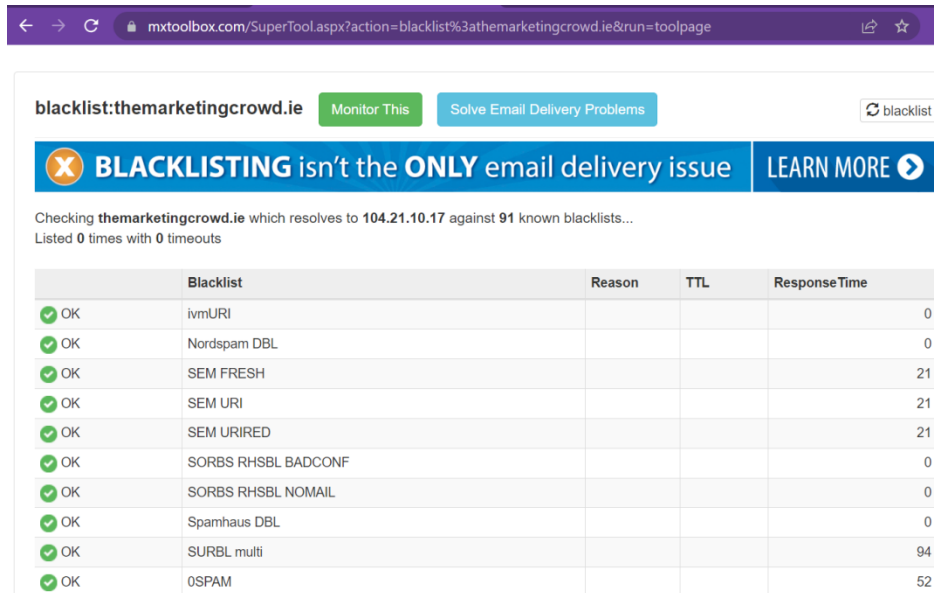
**Multiple verification**  
Enter Email(s) to Verify

**Result History**

Chat with us

MailTester is tool that enables you to check the quality and deliverability of your emails in a few easy steps. You just need to send your message to the email address generated on its website. It will then return an insightful report showing you whether your email account is authenticated, an assessment of your mail server and sending IP, content, or if you have broken links.

# Tools you can use to check your emails and domain reputation



blacklist:themarketingcrowd.ie [Monitor This](#) [Solve Email Delivery Problems](#) [blacklist](#)

**BLACKLISTING** isn't the **ONLY** email delivery issue [LEARN MORE](#)

Checking **themarketingcrowd.ie** which resolves to **104.21.10.17** against **91** known blacklists...  
Listed **0** times with **0** timeouts

|      | Blacklist           | Reason | TTL | ResponseTime |
|------|---------------------|--------|-----|--------------|
| ✓ OK | ivmURI              |        |     | 0            |
| ✓ OK | Nordspam DBL        |        |     | 0            |
| ✓ OK | SEM FRESH           |        |     | 21           |
| ✓ OK | SEM URI             |        |     | 21           |
| ✓ OK | SEM URIRED          |        |     | 21           |
| ✓ OK | SORBS RHSBL BADCONF |        |     | 0            |
| ✓ OK | SORBS RHSBL NOMAIL  |        |     | 0            |
| ✓ OK | Spamhaus DBL        |        |     | 0            |
| ✓ OK | SURBL multi         |        |     | 94           |
| ✓ OK | OSPAM               |        |     | 52           |

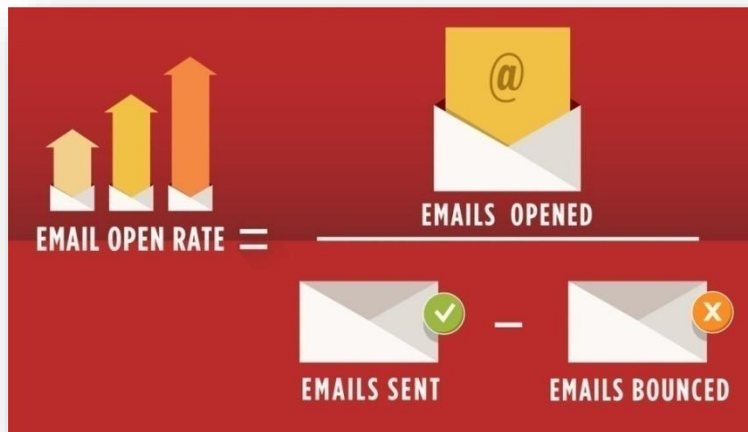
Services like senderscore.org , Glockapps and unspam.email can help you check your email deliverability and reputation

<https://mxtoolbox.com/> - this checks if your domain is on any blocklists

<https://senderscore.org/assess/get-your-score/> - this checks if your domain is authenticated

<https://glockapps.com/>

# Tips to increase the open rate



Keep an eye on your open rate % over time. If it is declining then re-evaluate what you are sending and how often

## From Field:

- Test if company name or personal name in the “from” field gets more opened email.

## Subject Field:

- Effective subject line writing makes the reader want to open the email. Arouse the curiosity of the reader.
- Compare open rates of emails where subject lines do/don't include an offer.

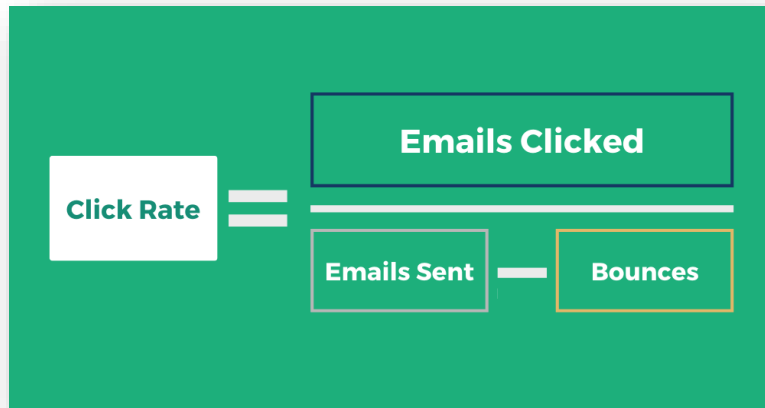
## Frequency:

- Frequency of email is important, don't let the subscriber forget you but don't email too often e.g. twice a week

## Content:

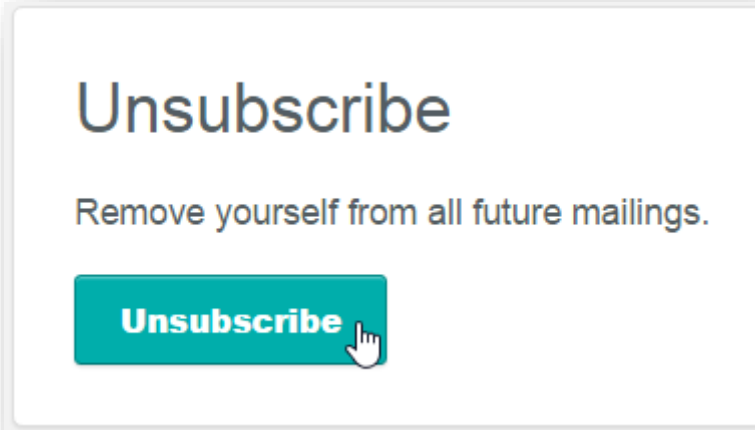
- Keep the top of message clear and meaningful as it may be viewed in preview pane
- Flag what email is coming next - If you are receiving a sequence of tips you will want to open each email
- Ensure content is relevant and valuable to the recipient. If not, they won't open subsequent emails
- Focus on benefits - Make it all about the reader, not about you

# Tips to increase the click through rate



- Personalise the email, specific to a product purchased or a topic the reader downloaded an ebook about etc.
- Use headlines in the body of the email to grab attention.
- Keep information simple and uncluttered.
- Try working with different offers to see what works best with audience
- Try limited time offers e.g. 48 hour offer – it increases urgency
- Communicate a strong call to action.
- Make sure that design is clear and easy to read. Use graphics sparingly to grab attention.
- Send a few test emails before sending out your campaign - Check how the email looks on various mobile phone screens

# Tips to decrease unsubscribes and Spam complaints



- Ensure your list has opted in to receive your emails
- Ensure the content is relevant and interesting.
- Avoid constantly selling
- Don't send too frequently to prospect lists

# What we will cover

## 1. Understand where email fits within your digital marketing plan

## 2. You need to use an email marketing system

- Overview of the main options
- Typical features that you need
- The service I recommend – Mailer Lite
- How to signup for a Mailer Lite account

## 3. You need to grow your Prospect database (Top and middle of the funnel)

- Entice website visitors to leave their email addresses
- Entice your social media followers to provide their email addresses
- Entice Cold prospects who see your ads to leave their email addresses

## 4. You also need to grow your customer database (Bottom of the funnel)

## 5. What types of campaigns could you run for prospects and customers over the year

## 6. Best practice tips & checklist for running email marketing campaigns

## 7. Measuring your campaigns and metrics you should be aware of

# Measuring your campaigns and metrics you should be aware of



One of the best things about email marketing is that you can continuously track and improve the performance of your email campaigns.

Most email marketing tools offer in-depth analytics and dashboards to help you understand whether your emails are having the desired effect or not.

# Some benchmark metrics you should be aware of



**Average Open rate:** This metric measures the percentage of email recipients who open your email. This metric can help you analyze the effectiveness of your email subject lines, sender name, and pre-header text (the snippet viewable right after the subject line in many email clients).

**Average open rate across industries in 2022 was 34.4% (source: Constant Contact)**

[https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates?lang=en\\_US](https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates?lang=en_US)

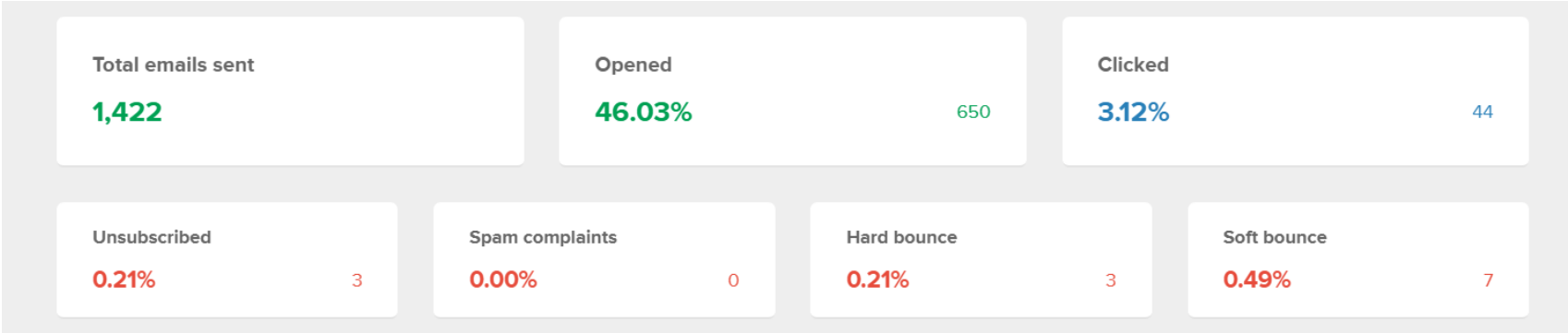
**Average Click-through rate:** This shows you the average number of times subscribers clicked on the links or CTAs inside your emails. The click-through rate is an important metric for understanding email engagement.

**Average click through rate across industries in 2022 was 1.33%**

**Average Bounce rate:** This shows you the percentage of your contacts who didn't receive your email. A high bounce rate can indicate that your email list is full of inactive, fake or outdated contacts, or that you need to change your email service provider.

**Average bounce rates for emails are 2% (Source – <https://www.usebouncer.com/what-is-an-average-email-bounce-rate/> )**

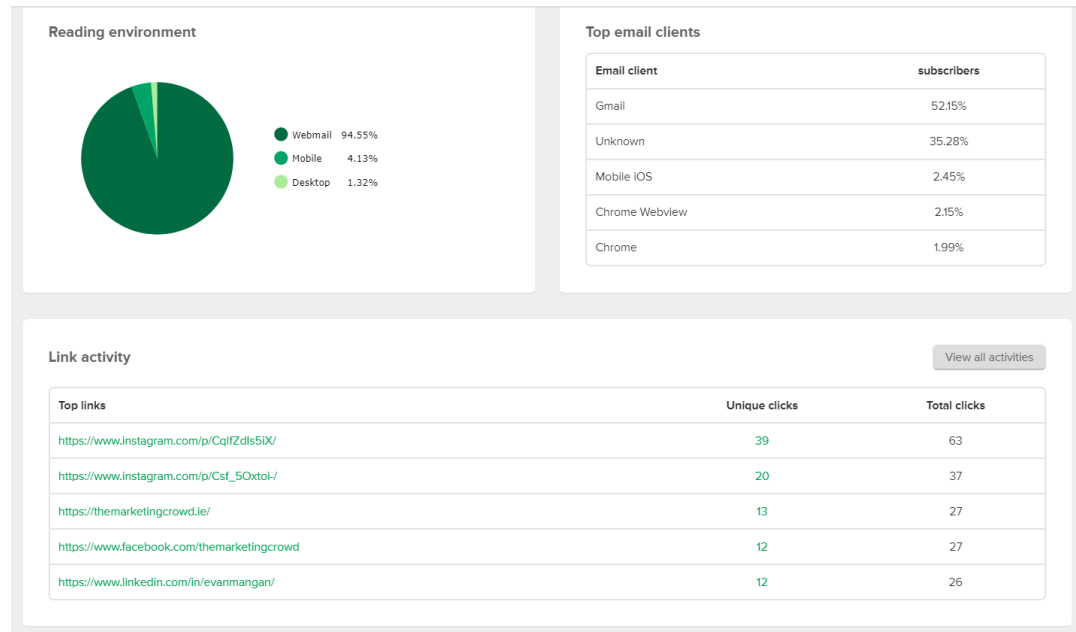
# Example of metrics provided for a campaign by Mailer lite



## Your email marketing service will provide statistics for every campaign you send out

Once you send out a campaign, click on the campaign name to see the stats.  
These are stats from a recent campaign I sent out to non-customers  
If you click on the number of “Opened” and also Clicked” it also shows you which email addresses opened and also which clicked

# Example of metrics provided for a campaign by Mailer lite



## You can also see...

- Whether people are opening your emails on their phone or desktop – if high on mobile ensure emails look great on a phone
- What % of your list uses Gmail and other email clients
- Which links in your email got the most clicks. Check this to understand what is working in terms of clicks e.g. Text links, Call to action buttons, links near the top or bottom of email.