

Email Marketing Right

**Build Your List
Build Relationships
Boost Sales**

By Karen Cioffi
(Must Know Stuff / Easy to Do)

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<http://writersonthemove.com>

Writing and book marketing tips

<http://karencioffiwritingforchildren.com>

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Please note: I do not endorse any products within this course, unless specifically stated.

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What is Email Marketing?

Email marketing is an electronic or digital marketing tool that brings you directly to your audience. It's part of your content marketing and inbound marketing strategy and has a number of purposes, **the main one being to build a long-term and loyal relationship with your subscribers.**

Other primary purposes of email marketing, is to:

- Provide help to your subscribers through 'relevant to your platform' information
- Provide relevant updates in your industry that your subscriber will be interested in
- Communicate your offers
- Convert subscribers into customers or clients

Emails are a dynamic messaging tool that is essential to business today.

There are a few problems with email marketing though.

1. Getting people to sign-up for your email list is getting more and more difficult. People don't want to subscribe to another marketer. They don't want to have to look through and open any more emails that they already have.
2. People actually open their emails with the first thought of deleting as many emails as they can.
3. Subscribers may sign-up just to get the 'gift' and then quickly unsubscribe.
4. Getting subscribers to actually open your emails.
5. Getting subscribers to take action once they open your email.

The rest of this workshop will cover these problems and give you strategies to use to create a successful email list.

P.S. If you're using email marketing, you're an email marketer.

Why is Email Marketing Important?

There are at least 10 reasons why you should be using email marketing as part of your overall marketing strategy.

- 1. Email lists are personal and build relationships.** They help you develop a relationship with your subscribers. No other marketing strategy offers this 'personal touch' element.
- 2. Emails drive targeted traffic to your website.** This means the people clicking on your email links are already interested in what your content and what you offer.
- 3. It's one of the most cost-effective strategies there is** (in other words, it's cheap). There are a number of services you can choose from that will only cost around \$20 per month. One of those services is GetResponse.com. This is the service I use and like so much I've become an affiliate.
- 4. It's is easy and quick.** Service, like GetResponse make it super-easy to create lists (campaigns), create the coded opt-ins, and allows you to send out emails immediately.
- 5. It allows for automation.** This means you can schedule emails to go out at specific days and times. It can be your Welcome Message and/or an automated series. And, it's easy to do.
- 6. It's versatile and customizable.** You can create a variety of campaigns, segues into other campaigns, use for weekly workshops, and so much more.
- 7. It generates results.** Email marketing is one of the only strategies that encourages subscribers to become customers or to take other actions. That action may be to respond to a survey, signup for a workshop or webinar, share your email, visit your website.
- 8. Allows you to measure results.** Email marketing services have analytical tools in place that give you much need information, such as how many subscribers open your emails and how many click on the links in your emails.
- 9. Beats social media's conversion rates.** Conversion is process of a person taking a desired action, such as clicking on your link or optin.

In a study by McKinsey and Company, it shows that **email exceeds social media's conversion rate by 40X.**

10. According to Convince and Convert.com, “People who buy products through email spend 138% more than people who don’t receive email offers.” Along with this, “44% of email recipients made at least one purchase last year based on a promotional email.”

11. Bonus reason 1: according to Business2Community.com, “91% of consumers use email at least once a day.”

12. Bonus reason 2: Email users have reached almost 2.6 billion in 2015. And, statistics show it will rise to 2.9 billion by 4th quarter 2019.

13. Bonus reason 3: Each day in 2015, sent and received emails total over 205 billion. And, it’s expected to go over 246 billion by 4th quarter 2019.

What is the Subscriber List?

The subscriber list is golden. It's your ticket to authority and sales.

The actual list is comprised of people within your target market who gave you their email address in exchange for and in the hopes of:

- Getting the valuable and free gift you offered
- Getting guidance and help with their 'relevant to your platform' struggles
- Having a relationship with you – one in which they can create a business connection
- Modeling what you do

There may be other reasons for someone to become a subscriber, but these are pretty much the primary ones.

So, why is the list considered golden?

The subscriber email list is called 'golden' because it's the foundation of building relationships with your audience, building trust and authority, *and selling what you're offering*.

This list is so important that everyone selling something online uses an email service, like GetResponse, iContact, or Aweber, to manage their subscribers. **The email list is BIG business.**

Unfortunately, most people today are inundated with email. With many, it's to the point that they dread having to open their email inbox. This makes building a list more difficult. It also makes keeping a list more difficult.

So, how do you do it right? How do you garner that email address and keep your subscriber happy enough to stay with you?

Ah, the 'golden' question . . .

Let's go back to the beginning.

Your goal is to get a visitor, a member of your audience, to subscribe to your mailing list which is usually in the form of a newsletter (but, you don't really want to mention a newsletter).

To subscribe to a marketer's email list is to give him permission to email you with relevant information and possibly promotional content.

This is the bare-bottom basics of email marketing. It's all about the email address.

What you need to remember.

While every marketer needs that email address, there's a real person attached to it.

You're not dealing with an address, you're dealing with people. People who are investing time and possibly money with you in the hopes of gaining usable knowledge or to get a product you're offering in order to move forward in their endeavors or maybe to make money.

In other words, the people graciously giving you their email address want help. They want YOUR help. By accepting them into your list, as a respectable email marketer, you are obligated to fulfil the promises you made to them to get their addresses.

These promises may be niche related information, tips, ideas, tools, resources, physical products, and so on. Make sure you deliver on what you promise.

Your list is precious and it's made up of precious individuals. Appreciate them and respect them.

But, before you get subscribers, you need to have something of value to give them in exchange for their email address.

So, what will be a good offer?

That'll be covered in the 'What type of Freebies you might offer' section.

The Service Providers You Can Use

Email marketing is permission-based content along with ‘some’ (minimal) promotion that you send through emails to your subscribers’ inboxes. In order to create and build a list, and market to it, you need an email marketing service provider.

These service providers offer lots and lots of tools to help you with your emails and marketing:

- A database of all your subscribers, along with pertinent information
- The opt-in box code
- The opt-in box design
- Email formats, including the newsletter
- Autoresponders
- Segmentation features to divide your subscribers into more defined groups
- Email campaigns
- Email analytics
- And, more

They’ll be more on some of these later in this section.

There are lots and lots of these providers online, such as:

- MailChimp
- **GetResponse**
- Constant Contact
- iContact
- Benchmark Email
- AWeber

And, they vary in price and features. I think the most reasonably priced are just under \$20 a month.

Note: MailChimp offers a free service: Up to 2,000 subscribers and 12,000 emails per month. While free may sound tempting, check how the service and support is on the free plan before jumping in.

And, keep in mind that after your reach 2,000 subscribers you’ll have to get the paid service.

I used iContact for quite a while and liked their service. The only drawback to iContact was they only offered generic and outdated opt-in boxes (web forms). (I'm not sure if this has changed since I switched.)

Pro copywriter and marketer Colin Martin told me about GetResponse. He's used it for years and loves it. And, it provides 'grabbing' and engaging opt-in templates that you can tweak to make your own.

This was just what I was looking for. So, I jumped onboard.

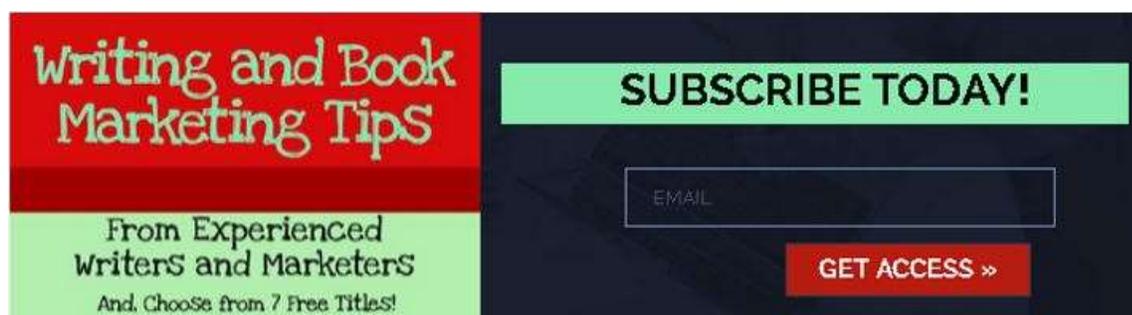
Then came the work. I had to export all my iContact contacts to GetResponse. Actually, it wasn't really a lot of work. These services make exporting and importing pretty easy.

If you're thinking of getting an email service or thinking of switching one, try GetResponse using my link. I love it and highly recommend it.

<http://www.getresponse.com/index/AWD1790>

It's the same price with or without my link.

Here are two of the opt-in forms I created with GetResponse:



Some Basics on the Service Provider Features

This is just a brief overview of some of the primary features that email marketing service providers offer.

Email Campaigns

Campaigns are tools designed to keep subscribers on different lists. It's a type of segregation tool. I'll use my email system as an example.

I have a campaign for each of my websites where I collect subscriber email address.

One of the purposes of this strategy is to know which sites are attracting subscribers and which aren't. It's always good to know how your marketing strategies are working.

I also have campaigns for specific businesses or websites.

For example, I have a health website that has nothing to do with my primary sites on writing and marketing. I also have a website that offers writing services for children's books; again it has nothing to do with content writing and marketing information. So, those sites get their own campaigns. And, because of their different target, I send different targeted messages to them.

The Autoresponder

Autoresponders are emails that you create and schedule to go out at certain times.

The Welcome message you receive when you subscribe to a list is an autoresponder. And, it's the most important email you'll send. It sets the tone for what's to come. And, it thanks the subscriber for joining you.

They'll be lots more on autoresponders in the 'How to create an autoresponder series' section below.

The Newsletter

The newsletter or information email is what sustains your email marketing. It's the valuable content that you send regularly to your subscribers.

Segmentation Features

Segmentation is the process of segmenting (dividing) the subscribers in your email database. According to HubSpot.com, segmentation is about “tailoring the content in your emails to individual groups of contacts.”

It’s kind of like campaigns, in that you break contacts into specific groups, but it takes it a step further. It’s a fine-tuning process that you can use within your campaigns.

There are even features that have a subscriber sent to a particular list or website if they click on a particular CTA.

Suppose a subscriber clicks on a Buy button in your email. The service provider, based on your preferences and setup, will send that person to another list within that campaign.

This new campaign list will then get its own emails, geared specifically for those who took that first ‘buy’ step.

Or, it might be a separate list for buying a particular product or service.

The purpose of continually refining your list, in other words segmentation, is to send highly focused emails to each group.

Summing it Up

Email marketing builds a relationship with each of your subscribers – this in turn builds trust. Email marketing also helps build your expert authority as the ‘go to person’ in your niche or industry. The IMPORTANT thing is to give your subscribers valuable (useable) information on a regular basis.

How to Create an Optimized Optin / CTA for Your Website

Your subscriber opt-in is the most important element of your email marketing.

If you don't get subscribers, it won't matter how great your emails are, no one will get them.

For this reason, you need an effective opt-in, an opt-in that will GRAB and MOTIVATE the visitor to say YES. An opt-in that will motivate her give her email address.

Depending on the email marketing service provider you use, you will have options based on what they offer.

Going back to iContact, they only offered very basic opt-in boxes.

If you have a service like Get Response, you'll have lots of options.

Check with your provider to see what they offer. Get Response (GR) also has great tutorials and a live chat feature with a service rep.

The optin tools at GR allows me to mix-it up a bit and choose different color schemes.

Most good services will have these tools also. Check with your service to see what they offer.

You can also hire a designer to create a unique opt-in for you. There are places like Fiverr.com that charge only \$5.

It all depends on your budget.

Other Opt-ins

There are many types of opt-ins, including:

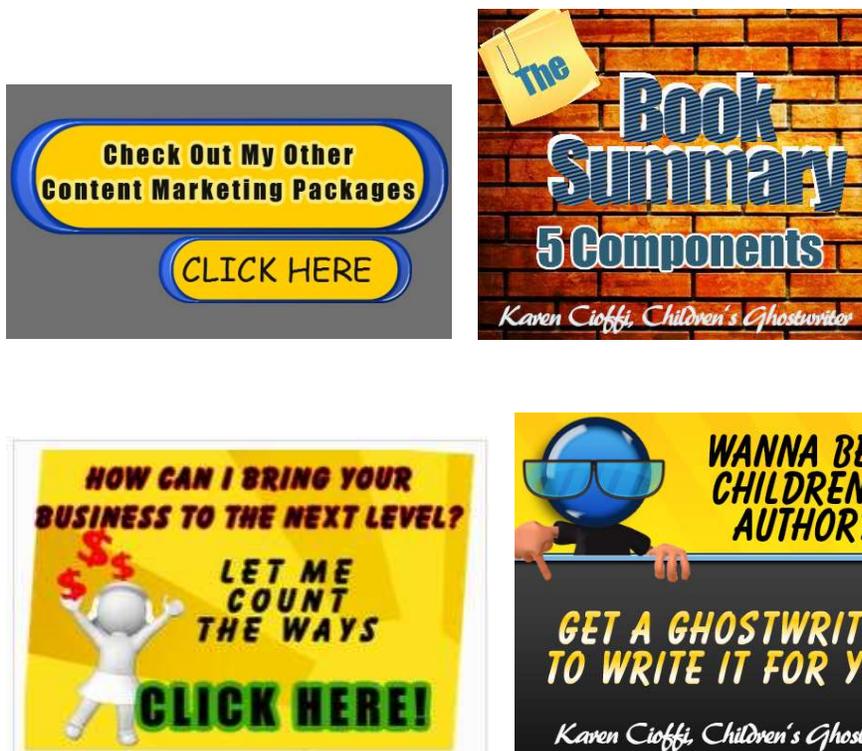
- Buy buttons
- Links to sales pages
- Links to landing pages
- Links to more information pages
- Links to separate opt-in pages

These are opt-ins or CTAs you can create yourself because there's no code involved. You simply link the image to the webpage you want to bring the reader to.

Here are two CTAs I created in PowerPoint:



Then there's using Logo Creator. This is a program that allows you to create so many images. I use it for all my blog images and call-to-action buttons. Below are four examples.



This program is only under \$40 and you get lots and lots of characters and images to use to create your blog post images and CTAs.

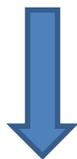
I'm an affiliate for the product, so if you decide you want it, please use my link:
<https://www.laughingbirdsoftware.com/ref/kcioffiventrice@gmail.com/>

It's the same price either way. Check it out. It really is an amazing program. And, the creator has lots of 5 minute tutorials on how to get the most out of it.

On their site, just click on "Get the Graphics Creator Here!"



Now on to the Opt-in Copy



Email Call-to-Actions (CTAs)

As an email marketer it's important to keep in mind that you should genuinely be striving to help your audience, especially your subscribers, reach their goals. It shouldn't be ALL about selling.

Call-to-actions (CTAs) are words (copy) that motivate a viewer to take action. It may be to sign up to your mailing list. It may be to buy your book or other product. It may be to take a survey. It may be to sign up to your course or class. Whatever it is you're offering or selling, it needs a CTA.

According to an article at Hubspot.com, "You should have a big, standout call-to-action in every email marketing message you send."

But, are CTA's one-size-fits-all?

No. No, they're not.

There are a number of elements in CTAs, such as the background color, the text, the text color, the size, the positioning, the design, and so on. Even how you use a CTA can vary.

Simple Changes, Big Results

An example of how simple changes can increase *conversions* (clicks / sales), Heinz Ketchup decided to test the effect of changing the color of their product. They changed it from red to green and "sold over 10 million bottles in the first seven months."

Another example is Performable. They changed their CTA button from green to red. It resulted in a 21% increase in conversions.

Testing is a big factor in all marketing. Testing variations of your CTAs can prove to boost your conversions.

A Bit of Knowledge Can Go a Long Way

To tweak your CTA, it's important to have an idea of which direction to go. This means you need to know your audience and you need to know what elements you want to test out.

Is your audience mixed, men and women?

If so, you should know that women prefer blue, purple, and green. Men prefer blue, green, and black. Testing your CTA button or text with the color blue or green will cover both bases.

Is your audience primarily English reading?

This reader reads from left to right and top to bottom. Having the copy (wording, text) lead the reader down to the CTA and having the CTA on the left should help boost conversion.

Is your copy easily understandable and anxiety free?

Marketing Experiments conducts ongoing research into what increases conversion. They've found that easy to understand text is essential.

They also found that the wording must be right.

You might think that offering a “Free Consultation” or a “Free Trial” will motivate your reader to take action, but the opposite may be true. A free consultation or trial may produce anxiety in the reader. She may feel there's an implied cost involved.

“Get Started Now” or “Instant Access” doesn't have an implied cost attached, so it's more likely to boost conversion.

In the opt-ins below, I use “Yes! I want it!” and “Get Access Today!”



Notice the copy on the following opt-in:



“Want to feel better today?”

Now, that’s powerful. Even without the right side of the opt-in (the video and mention of Oprah’s name), it’s super-powerful. Just about everyone wants to feel better in one way or another.

Side note – video is one of the highest converting tools for opt-ins, emails, landing pages, sales pages, and so on.

Even the placement of your opt-in matters.

The opt-in should be above-the-fold. This means it should be immediately visible upon landing on the page.

You might also include an opt-in in the footer or at the end of your blog posts.

There's also an optin that goes down the page as your visitor scrolls: Hellobar.com (it's free).

There are also Slide-in opt-ins. These are the opt-ins that slide into the viewers’ sight. It usually results in blocking the view of what the visitor was looking at. If you do use this type of optin, be sure the visitor can X out of it.

You need to test out what works best for your site and your audience.

Use Images

It's also a good idea to include an image of the product. You can include it in the opt-in itself or you may have a second widget box on the sidebar, right below or above the opt-in.

Another option is to include a testimonial in the opt-in. This would actually be in the form of a JPG also. Social proof is powerful.

Give the Visitor Options

Since people are different, it would be a good idea to have two CTAs:

1. A Buy Now button
2. A second CTA leading to a "More Information" page. Most people won't buy or opt-in immediately – they want to know all the details.

Give the visitor options. Remember, it's not a one-size-fits-all situation. And, you want to reduce any visitor anxiety.

Summing it Up

Email marketing is a powerful way to reach your audience. It should be used to help them as well as promote what you're offering.

Your CTA is what will prompt the reader to take action. Test out the various elements within the CTA to see what works best for you.

Definitions

Conversion – This is the process of readers moving from reading to action by clicking on your links, in other words taking the action step in your CTA.

What Type of Freebies You Might Offer

The type of freebies you can create and offer are almost limitless. They include:

- Ebooks
- Ecourses
- Videos
- Podcasts
- Reports
- Phone Consultations
- A combination of formats

Whatever it is, it needs to be powerful.

According to an 'email list mistakes' article at Boost Blog Traffic by Paul Jarvis, the 'freebie' or 'gift' is now a dime-a-dozen. You need something of REAL value to spark interest on your audience's part.

Jarvis suggests you analyze your blog stats to determine which posts are the most popular. This will help you choose a topic or information that your audience will be responsive to.

This is a great idea and one you should use.

The opt-in gift itself can be anything you think your audience would appreciate. As mentioned above, it might be an ebook, a how-to video, a podcast, a screen-sharing how-to webinar, or some other useful content option. Whichever you choose, pack it full of value, with immediate useable information.

In the past I've always offered ebooks, but I'll soon be changing things up a bit. People love visuals, especially if it's showing you step-by-step how to do something.

You might use the mini or 52-week ecourse. They're very powerful. There's also the four-week ecourse. Or, you can offer a 52 'tips' email, one tip a week. You can make the course or emails any length you like.

What's good about this particular format is the subscriber opted in specifically to receive the emails, not for a one-time gift.

The benefit?

You know he'll be opening your email, at least as long as the course or tips continue.

As with all your marketing, you'll have to test the waters and see what works.

Final note: Keep your subscriber happy by keeping all your content on topic. Your website content, blog posts, your freebie, and your emails need to be relevant to your niche. If someone subscribes to your email list, it's because she wants topic related information. And, that's what you should be giving.

What You Should Include in Your Welcome Message

The email series or autoresponder series is an eight to 10 part system.

The very first message in the series will be the Welcome Message the subscriber automatically receives after signing up for your mailing list.

Since the welcome message is your first email contact with a person who felt that your ethical bribe was valuable enough to give up her email address and a person who you want to develop a relationship with, you need to make it count.

You'll need a powerful welcome message.

Your welcome message should have several components:

1. Thank the subscriber for signing up
2. Remind her what she signed up for (usually the freebie)
3. Provide the link or other means of immediate receipt of the free gift (if she didn't get it automatically upon signing up)
4. Explain how to get the gift – it may seem silly, but do it anyway, even if it's "click on the link and download your free gift."
5. Let your new subscriber know what to expect – what will be in your emails and how often will he receive them
6. Link back to your website and include your social media links
7. Have a one-time-only offer (this is optional)
8. Include one or two testimonials (this is optional, but a good idea)

The welcome message, as mentioned above, should be sent to the subscriber automatically, as soon as she signs up. **This would be considered Day Zero.**

It's a good idea to keep track of the responses you get to your welcome message. If you find there aren't any clicks or purchases (if you're offering a one-time-only offer), try revising it. You might also offer a different offer or eliminate it all together.

As with all your marketing efforts, you need to test the waters, analyze and revise until you find what works for you.

TIP: Keep in mind that you set the tone of your emails with the first one, so do some research. See how the pros do it. Subscribe to several heavy-hitter lists and analyze how they execute their emails.

Use these tips to create your own powerful email messages, ones that fulfil their purpose.

The next page has an example of one of my Welcome Messages, using the eight components listed above.

Welcome Email Example

TITLE: Welcome Aboard

Thank you for subscribing to The Writing World Through: (1)

Karen Cioffi Freelance Writer

As promised here is your gift: (2)

The Writer for Businesses and Individuals

[LINK TO GIFT \(3\)](#)

Just click on the link and it will take you to your gift. Then simply download it. (4)

Since anything can happen in cyberspace, if there is any problem, just reply to this email or my email address below and I'll send it personally.

What to Expect (5)

The first month you'll receive several helpful emails, along with my regularly scheduled newsletter. Then you will receive one email once a week or every other week.

Along with content writing information and 'visibility and authority building' information, occasionally there will be free stuff!

This is what two subscribers have to say about the newsletter: (8)

"I subscribe to your newsletters! You have definitely helped me in many ways. Your suggestions and sage advice helped me over many hurdles. You have also become my main source on how-tos!"

~ Charlene Trout

"Thanks for your newsletter. I really appreciate it. You always have information I can actually use in my marketing.

~ Kimberly Filagrossi

Thank you again and talk to you soon,

Karen

<http://karencioffiwritingforchildren.com> (6)

(EMAIL)

How to Create an Autoresponder Series

In the section above, I mentioned that the ‘powerful’ autoresponder series is eight to ten. It can also be twelve. And, it always begins with the Welcome Message.

After the Welcome email, there is a well-devised system to create a ‘more effective’ series.

Powerful emails should be focused on doing four things: (1) getting people to open your emails, (2) getting people to read your emails, (3) helping people, and (4) getting people to respond to your call-to-action.

The First Step

The initial series of email messages should:

- Help you establish a relationship with your subscribers
- Drive the subscriber back to your website
- Provide valuable informational content to help your subscribers
- Provide links for the subscribers to connect with you on your social media accounts
- Offer special ‘rewards’ to your community of subscribers – let them know you appreciate them through additional gifts and through pricing specials
- Make note of your subscribers’ problems and give them real solutions – solutions that are doable through your ebooks, workshops, e-courses, webinars, and so on
- Motivate the subscribers to think of you as the go-to person in your niche
- Convert subscribers into customers/clients

In a webinar presented by pro copywriter and marketer Colin Martin, he mentioned that the National Retail Federation tells their members: **“An online prospect needs to be ‘touched’ an average of seven times before they purchase.”**

In the online world, a ‘touch’ refers to some form of online communication or contact. With email messages, it takes a minimum of 10 email messages to satisfy the ‘seven touches’ approach.

This is explosive information.

Knowing how many initial messages you should send out to influence conversion will help you make sales.

So, using this knowledge, you should create around 10 autoresponder messages. Have them written and set up to go, prior to putting the email opt-in on your website.

These messages will be in place to secure your relationship with your subscriber and motivate him to convert from a subscriber to a customer.

Since we already discussed the first email, the Welcome Message, we'll go on to the next nine.

Nine Powerful Message Templates for Your Autoresponder Series

Message One - make him glad he signed up.

The first of your nine powerful email messages and *should be sent 3 days after your Welcome Message*. It's where you'll give the new subscriber usable information. You might:

- Lead him to a helpful article on your website blog
- Include a testimonial about your newsletter or emails
- Offer him a valuable bonus gift for signing up to your mailing list – this might be an ebook, an instructional video or podcast, a free lesson to a workshop, or other

Give your subscriber a reason to keep opening your emails.

Message Two – address one problem and give the solution.

Describe one primary problem or obstacle your subscriber faces. Freely give the solution to that problem. Ask if your solution is helpful.

Next, link to a product or service you offer that will further help your subscriber with that problem or another problem. Make the link an anchor text.

This message should go out 7 days after the subscriber signed up.

The following messages should be scheduled three to four days after each other.

Message Three – tell a story.

For this email you can tell the story of a client or customer you helped, or you can write a story of someone who is unsuccessful. Or, tell your own story of failure to success.

Explain how your service or product can make a difference. Provide an anchor text link to a sales page.

Message Four – the special offer.

Talk about what the subscriber needs. This might be based on your opt-in bribe. Make a special offer of one or more of your products or services. Let her know it's only for subscribers and provide an anchor text link.

Message Five – do a little bragging.

Provide testimonials about your business. Or, 'strut your stuff' by linking to interviews of you, news items about you, recommendations, a webinar you presented, or other.

Message Six – do a survey.

This is a great way to get your subscribers involved and to find out what they really want and need. With this information you can create products/services to offer them.

Message Seven – back it up.

You've given a lot of free and valuable information, but you want your subscriber to know that the 'industry' backs up what you're telling him.

In this message, provide quotes (with reference links) and/or links to relevant news items and/or information by well-known experts in the field that will validate your information.

Message Eight – connect on social networks

In all probability, after several months or so, you're subscriber will stop opening your emails. This is the general outcome of email marketing. You want to make sure you stay connected and still have opportunity to sell to that subscriber, so it's important to connect with him on your social networks before this happens.

Message Nine – give more solutions.

Here you want to again identify and address a problem your subscriber has. Be the answer to the question, the solution to the problem. This will reinforce your 'go-to person' status.

The welcome message and these successive nine email messages will cement your relationship with your subscriber. And at this point, these messages should have motivated him to buy what you're offering.

After the initial 10 automatic messages, you should provide helpful information regularly and occasionally reintroduce the first nine messages randomly here and there.

Creating Great Titles

(Super-Charged Email Subject Lines)

Marketing Experiments (a marketing research company) states that, “customers aren’t trying to open your emails - **they are trying to eliminate them.**”

The subject line is your primary email element. It’s your first and only line of defense against the dreaded *delete* button. It’s in place to get open clicks. It’s there to grab the reader’s attention enough to motivate him to click open your email.

That’s the sole purpose of the title. Without the open click, you’re dead in the water – your email will be deleted.

So, what makes an effective subject line?

Effective emails have subject lines that make the reader feel they can’t afford to delete it. They need to feel that they’ll miss out on something important to them. Effective titles initially cause an interruption in the reader’s thinking process, causing him to want to know what comes next.

To get this response, your subject line must:

- Make an immediate connection with the reader - the personal connection must outweigh the initial desire to delete the email
- Address or connect to an internal issue of the reader’s
- The internal issue connection must be specific and address his question or need
- Connect to an external event of the reader’s
- The external connection must be conveyed in a story that relates to an event the reader may have had
- For more motivation, it must be keyword effective

4 Internal Issues:

- Limited resources – time, help, finances
- Unmet expectations – health, work, family
- Insufficient skills – lack of ability or skills
- Fragmented perspective – misunderstanding, unawareness

Internal Issues Subject Line Examples

Example 1

Ineffective: *Easy and New Way to Order*

Effective: *New \$10 Minimum for Free Delivery – Order Today*

The ineffective title lacks clarity. What internal issue is it addressing? What does the ‘new and easy way to order’ mean?

The effective title meets a specific internal issue: required minimum for ordering. It clearly connects the offer to an experience the reader had. It also gives a directive, “order today.” This adds more clarity to the title.

Example 2

Ineffective: *Learn to Write Effective Articles with the Article Writing Doctor*

Effective: *Boost Your Freelance Writing Income in 4 Weeks with the Article Writing Doctor Training*

The ineffective title lacks motivation and clarity. It’s not specific. Why should the reader want to write effective articles? What’s the purpose? What the WIIFM (what’s in it for me)?

The effective title packs a punch. It addresses the internal issue of making money. It also has a time element, which is another powerful element of effective titles. It quickly and clearly addresses the WIIFM. The interested reader will want to know how she can earn more money in six weeks.

4 External Events:

- A cancellation of some kind: contract, membership, recurring payments
- A service interaction – car repairs, home repairs,
- A purchase - buying a car
- An action or behavior – hobbies, getting an education, smoking

External Events Subject Line Examples

Example 1

Ineffective: *Learn to Write Articles Today*

Effective: *Make Money with Content Writing in Just 4 Weeks*

The ineffective title isn't motivating. It lacks specifics and clarity. What's the WIIFM? The effective title immediately gives the WIIFM and how to get it. This is motivating; it's effective.

Example 2

Ineffective: XXXX Cable Provides Low Fees and Great Service – Order Now

Effective: Interruption Free. Live Customer Service Reps 24 Hrs. Only \$29 Per Month. Get Immediate Access to XXXX Cable

The ineffective title lacks specifics and clarity.

The effective title gives the WIIFM front and center, and it gives the specifics. It's effective.

More Examples:

Keep in mind that there are other types of titles, such as 'warnings' and 'questions,' that will address the internal or external scenarios:

3 Ways to Lose Subscribers (make sure you're not doing them)
Don't Make These 10 Writing Mistakes

Want to Boost Your Writing Income Starting Today? (Follow these steps)
Email Marketing – Do You Know the Very Worst Thing You Can Do?

These examples should help you craft your own effective subject lines.

An outstanding subject line gets more of the 'desired' opens and less of the undesirable opens.

TIP: Test your subject lines to see which are working. Repeat the ones that do.

Types of Emails to Send

Just like writing articles and blog posts have different formats to use, so do emails.

We'll start with the top 5 email message formats.

1. The Welcome Email

We've discussed this already. It's the first email you will send your new subscriber . . . and it should be sent automatically upon signup.

Keep it short and sweet and conversational.

2. The Information (Educational) Email

To me this is the most important email you send. The reason is because it's your information emails that will cement your relationship with your subscribers. This is how you'll distinguish yourself as an authority in your field and as the 'go to' person for help and guidance.

This type of email will build trust. Your subscriber will associate you with reliable, helpful, and updated information.

Some marketers consider the 'information' and 'educational emails separate, but I think they're too similar. Their purpose is to inform, to help.

Note: The Newsletter Email may also be considered a separate email and that may be the case, but I incorporate these three formats into one.

If you want to make a distinction between your information emails and newsletters, the newsletter may be more about telling your subscribers about updates to your business and/or add some personal tidbits here and there.

3. The Promotional Email

This is an email that every business, big, small, or home, should be taking advantage of. Its purpose is to let subscribers know about what you have to offer. It should be short and sweet, and motivational enough to entice subscribers to make a purchase.

Important points to this type of email are to include some kind of urgency in the message. You might let the subscriber know that it's time sensitive. Or, it may be a one-time-only offer.

4. The Lead-to Emails

These emails are similar to the Promotional email, but it's more focused. It's designed to lead your subscribers to your site to take a particular action.

Maybe you're offering a webinar or workshop and want to bring your subscribers to an information and signup page.

These emails should be on the short side and be motivating, starting the CTA process before the subscribers get to the site. This is to help with conversion once they get on the site.

You might also use the lead-to email to lead the subscriber to an About page to remind everyone what you and your business is about.

5. New Product Email

This is as the name implies, it's to introduce a new product or service that you've added to your business.

An important feature to this email is a 'good' image' and powerful description.

You want to make the product or service look and sound enticing enough or helpful enough that it will prompt the subscriber to take action.

Along with these five top email formats, there are also:

Testimonial – reinforces your value to your community.

Product Advice – gives tips on how to use a product.

Survey – lets you find out what your subscribers are thinking about – what they want/need.

Reorder – reminds the customer that it's time to reorder.

Best Days and Times to Send Emails

You've created a great article that offers your readers tips, help, or other valuable tidbits. You took the time to create an 'on the mark' title to help entice them to open your email. You're a great freelance writer and you're doing everything right.

But, what if your subscriber's inbox is flooded with other marketers' emails? This happens to me every day. The *invasion* of emails can cause subscriber anxiety and will definitely affect your email's 'open rate' and thus its 'click rate.'

There is hope though. Below are two strategies you need to use if you want to improve your open rate, click rate, and conversion rate.

1. Send Days

It's been noted for a while that mid-week is the optimal time to send your emails. But, because this is common knowledge, Tuesdays, Wednesdays, and Thursdays have become highly competitive days. Everyone sends their emails on those days. Your email will be among lots of others vying for the recipient's attention.

Solution: Test sending your email on the weekend when they'll be less competition. You can also test late Monday afternoon.

Or, you might try the weekend. Some of the latest research says that the weekends are currently the best times.

I currently send out my newsletter on Tuesdays. It used to be twice a week, on Wednesdays and Saturdays, but my list prefers once a week (and so do I). You have to pick your day/s and stick with it a while. This is the only way to see if the day helps or is a hindrance.

I've tested the days a bit and to be brutally honest, I don't see much of a difference in using specific days. Not yet anyway.

You must test your send days.

2. Send Times

'Send times' has also been studied and early mornings were found to be the best time to send your email. But again, because of the research results early mornings are now a heavy competition time.

Solution: Test sending your email late morning or in the afternoon. There should be less competition making the likelihood of the recipient opening your email higher.

Testing which days and which times are the most effective in boosting your 'open' and 'click' rates is a must. Keep track of what's happening with the testing. Are your rates increasing? Are they decreasing? It's only through analysis that you'll be able to continually move forward and make the most out of your email marketing efforts.

For my newsletters, I send it out early morning. My reasoning for this is that my readers who are possibly scanning their emails before work may be more likely to open a fresh-off-the-press newsletter. **Once it sits in an inbox for several hours or for days, chances of it being opened diminish. The longer it sits there, the less likely it will ever be opened.**

To have a guideline as to what's 'normal' or average in regard to open rates and click rates, here are some statistics from a survey by MailChimp:

In the Arts and Artists Industry:

Opens: 43.1%

Clicks: 3.4%

In the eCommerce Industry:

Opens: 22.2%

Clicks: 2.9%

In the Social Networks and Online Communities Industry:

Opens: 25%

Clicks: 3.5%

Keep in mind that these are just guidelines. If you're doing good, that's great. If you're not, don't worry too much. Just keep tweaking your email marketing strategies until you get the right mix.

PLEASE NOTE THAT STATISTICS LIKE THESE CHANGE ALL THE TIME. YOU'LL NEED TO DO RESEARCH TO KEEP CURRENT ON BEST TIME AND SUCH.

5 Top Metrics (definitions and average rates)

Wrapping this section up, it's important to know what to keep an eye out for. There are a number of metrics (elements) in email marketing, including open rates, click rates, bounce rates, and unsubscribe rates.

If you don't know where you stand with these metrics, you're kind of flying blind. There's no real way to tell if the strategies you're using are working. If they're producing results.

Well, research marketing company, Epsilon, conducted research based on 8.7 billion emails of 140 clients to determine what the average rates are for the top email marketing metrics.

The study spanned the beginning of 2013 to the beginning of 2015.

So, let's look at the five top essentials:

Delivery rate (non-bounce rate)

This is the percentage of your emails that actually make it to your subscribers' inbox. And, it's the most important metric. The reason is because if your emails aren't received, it's a give-in that they're not being opened.

Over the span of the research, the average Delivery Rate has been around 97 percent.

Open rate

After the Delivery Rate, the open rate is the next most important metric. These are the emails that have made it to the inbox and have actually been opened.

Sometimes the day or time of day may be putting a damper on opens. Sometimes it may be the title of your email. Test. Test. Test.

This average rate had been around 32 percent.

Click-through rate

This is your third most important metric. The purpose of the email is to get your subscribers to click on the links you include in the email. Links may be to your landing page, opt-in page, sales page, or other.

Once your email is opened, if the subscriber doesn't click on any of your links (takes NO action), the email is useless. You may be providing some helpful information, but that's it. It's not motivating the reader to take a desired action.

This average has been around 3.9 percent.

Conversion rate

The conversion rate is the number of subscribers who have 'clicked' on your link and followed through by taking a desired action, such as registering for a workshop, buying a product, or downloading a freebie from your website.

So, say 100 of your contacts clicked on your link and 10 of those took the desired action. You have a 10% conversion rate.

The average for this rate has been around 2-5 percent.

Unsubscribe rate

The unsubscribe rate is the percent of subscribers who decide, for one reason or another, to stop subscribing to your mailing list.

This is another important element because if people are unsubscribing you'll want to know why. It may be your promo promises aren't being fulfilled. It may be your freebie isn't relevant to your email topic. Or, it may be you're not providing valuable enough information. If you're number is high, you'll want to find out why.

The average rate for this has been around 0.20 percent.

Summing it Up

As with all your marketing strategies, you must keep an eye on results. You need to know if the strategies you're using are working . . . if they're ultimately increasing conversion. For email marketing, the service provider you use will provide must-know analytics to keep you moving forward. Be sure to check them at least once a week.

References:

<http://engage.epsilon.com/emaitrendsQ115>

http://snip.ly/0eqb?utm_content=20296991&utm_medium=social&utm_source=twitter#h

<http://www.pinpointe.com/blog/email-marketing-benchmarks-every-marketer-should-know>

Bonus Email Marketing Content

8 Elements Needed for an Effective Optin Page Designed to Increase Your Mailing List

This is a bonus section on creating an effective opt-in page

This section focuses primarily on opt-in landing pages, but the information is useful for all landing pages.

The nitty-gritty of your landing page is to create an effective, engaging, and appealing page that is designed with focus and that will motivate the visitor to say YES to your opt-in or other call-to-action.

Getting traffic is great, but if that traffic doesn't convert, if that traffic doesn't take action on your site, there's really no point to it.

Your opt-in landing page should convert visitors into subscribers. It should motivate them to say YES.

Here are eight elements needed for an effective opt-in landing page.

1. A Specific Opt-in Landing Page

With attention spans dwindling and competition increasing, the main goal of your opt-in landing page is to get email addresses that will convert into sales.

You might be wondering why a separate opt-in landing page is a necessary step. The answer is: distraction.

Most visitors are scanners. There's just too much information online for people to read everything. And, in addition to this, attention spans are shrinking.

If you bring a visitor to your blog for the purpose of having her sign-up for a newsletter, she may first glance over your interesting post and scan for more information. Maybe she'll glance over all the gadget/widgets you have on your sidebars. This is distracting and dilutes focus.

When you drive traffic for the purpose of increasing your mailing list, your intent, your call-to-action, needs to be deliberate and clear, with NO distractions.

This is the purpose of a specific opt-in landing page.

1A. Get a Domain Name and Hosted Website

The URL for your website, the domain name, is an important element of setting up your opt-in landing page. The domain name must be relevant to what you're offering or what your call-to-action is and it should be in sync with the title of your website.

I'll use the example of the landing page for my newsletter. Originally, the newsletter was titled, A Writer's World. I created the newsletter before I had a separate landing page for it. (This was a mistake.)

When I went to get the domain name it was taken. The closest name to it was The Writing World. As it conveyed the same image of what the newsletter is about, I took it

Since focus and clarity are key elements to article marketing and website design, having two different names doesn't work. In other words, the URL to the site should be the same as the Title of the site. So, I changed the newsletter name to The Writing World.

You also need a 'good' hosting service, since your landing page is the portal to your subscriber kingdom. You want a reliable service. Hosting services range from around \$3 to \$15 or more per month.

I use BlueHost.com for my domain names and my hosting service. What's great with them is you can build on one hosting site with 'add-ons (more websites),' so it's well worth the cost. I currently have 7 websites for one monthly/yearly cost.

If you're looking for a hosted website service, I'm an affiliate for BlueHost: <http://bluehost.com/track/kcv155>

Other hosting services include: GoDaddy.com, NetworkSolutions.com, HostGator, Hostinger.

And, you get a free domain name when you sign up with some hosting services.

2. The Sign-up

The most essential words on your opt-in page were: SIGN UP or other text prompting the visitor to subscribe to your newsletter. More recent marketing research shows that 'sign up' may cause visitor anxiety. It should be replaced with GET ACCESS or other text.

Take a look at some of the heavy-hitter sites in your niche and see what copy they use.

Getting subscribers onto your mailing list is the first and most important element of an effective website. It should be the purpose of your opt-in landing page.

The sign-up text is the building blocks of your empire. It is the link to developing a relationship with the visitors to your site.

As mentioned early, for your sign-up you'll need a service like GetResponse.com, iContact.com, ConstantContact.com, or AWeber.com. It's through one of these email services that you'll get the code for the actual opt-in form. This is what will allow you to collect the subscribers' email addresses.

I love GetResponse, so I became an affiliate marketer for it. If you need an email marketing provider or are thinking of switching, check them out:

<http://www.getresponse.com/index/AWD1790>

3. Convey the Benefit

Simply having the sign-up wording in place isn't enough. According to MarketingExperiments.com, you need to provide the visitor with a benefit. The benefit is the incentive to say YES to the sign-up steps.

People are getting more and more gun-shy about opting into yet another newsletter or ezine. You need to give them something of value for their valuable address. Think of it as an exchange.

The landing page should also list what's included in the free gift and the value of the newsletter. Using bullet points is recommended.

This is considered your copy and you need to make it effective, powerful if possible. Usually using a conversational style works best.

4. Your Ethical Bribe - The Free Gift

Your 'ethical bribe' should be relevant to your site and valuable to your target market. And, you want the visitor to know that your offer, your opt-in, is free. You don't want him wondering about this – make it clear.

The reason for 'sweetening the pot' and making the offer as irresistible as possible is because you need to build your mailing list. You need that visitor to say YES. You need conversion.

To get that YES, your benefit and free gift needs to be valuable, but more so, it needs to be perceived as valuable by the visitor.

So, how do you decide if your gift is valuable enough to grab that email address?

The answer to this question is easy: you know who your target market is.

Think about it . . . what does your target market want? What would you want?

If your site and product is about writing, guess what...your visitors would probably appreciate an e-book on that topic, maybe a 'how to write guide.' Or, if you're into marketing...offer an e-book of marketing tips and guidance. If your site is about cooking, offer recipes or an instructional cooking e-book.

The idea is to establish yourself as an expert, someone your reader wants to learn from.

The visitor *needs to want* what you're offering, whether it's for instructional value, information, entertainment, or other.

People will buy what they want, rather than what they need.

Now for a word of caution: make sure your new subscriber is able to get his free gift. Occasionally, you may come across a site that you sign up to, specifically for the free gift, and then had trouble with the link or the download itself. *This isn't a good way to start a relationship.* Most subscribers will get annoyed and unsubscribe to the site.

There's a great bonus handout with this workshop that gives even more information on creating a freebie (lead magnet): Boost Your Optin Rate Today - It's All About the Lead Magnets (Offers). Be sure to read it.

5. Clarity

Putting it all together, clarity rules. Your opt-in page should be an easy read and easy to understand. And, it should answer all potential questions.

In addition, the sign-up wording you use should be readily visible, near the top of the page (above the fold). And, what you're offering, including the benefits and freebie, needs to be clearly stated. Bullet points are a good way to give the visitor a quick look at all your offering.

If a visitor has to guess or search for what you're offering and what the benefit is, or wonders what you're about, you've lost that subscriber.

According to Dr. Flint McLaughlin of MarketingExperiments, "When it comes to crafting effective copy, clarity trumps persuasion."

6. Images

Images are an important element to a website and landing page. As mentioned earlier, people are becoming more and more 'visual.'

But, the image MUST be relevant to what you're offering. The visitor needs to be able to quickly make the connection, otherwise it may be distracting.

Along with this, you need to keep your landing page simple, clear, and easy to navigate. This means don't clutter it with too many images.

Having your picture, along with your logo, or other relevant image should be sufficient.

The purpose of having your picture on the landing page is that people connect with people. They feel reassured when they see an actual person – it helps foster trust.

7. Your Qualifications

A visitor to your landing page needs to know what qualifies you to offer the newsletter – specifically the information you'll be sharing.

To establish an element of trust, you should include your bio. Let the visitor know your qualifications. Maybe you're a published author, maybe an award-winning author. Maybe you provide workshops or webinars. Maybe you have lots of social proof from your social media networks.

You get the idea. Let the visitor feel assured s/he will be getting quality information and instruction.

8. The Mailing List

You might have heard that only 1% of first-time visitors will buy a product.

The first reason for this is because first time visitors don't know you, which means they don't trust you. Under these circumstances, why should they buy from you?

The second reason is that during an initial visit, your visitor may not have the time to spend browsing your site for information that will entice him to make the decision to purchase your book or product.

This is where your specific opt-in page and sign-up text comes in. It gives the visitor a quick and easy decision-making nudge to subscribe to your mailing list. It conveys the benefits and highlights the valuable free gift the visitor will get for taking action.

According to MarketingExperiments.com, you can't assume your visitor "understands the value of the action you are asking him to take."

It's your job to convey or communicate the "true value" of opting in to your mailing list.

With everything in place, including a clear call-to-action, you've made the visitor's sign-up decision even easier.

The mailing list is your connection and opportunity to develop an ongoing relationship with the subscriber. It's this relationship that will convert your reader into a customer or client.

The mailing list is GOLDEN.

Warning - Email Marketing and Free Email Services

If you're an email marketer, and you should be, you should be paying attention to what's going on with the free email services and your subscriber lists.

The first to play havoc on their email customers was Yahoo.

Yahoo made a change to its DMARC ((Domain-based Message Authentication, Reporting, and Conformance) Policy, according to iContact.

What does this mean to you?

Well, maybe nothing. But, if you send your subscriber emails through email services not related to a hosted website, Yahoo and others are bouncing the majority of them.

YIKES!

iContact notes that Yahoo's purpose was to prevent suspicious or phishing attacks. So, if your 'From Address' is tied to yahoo.com and it's not sent from one of their IPs, your email will be bounced.

The Solution

If you are using free email services like Yahoo and Gmail for your email marketing, change your "From Address" to a paid service, use a domain that you control, one that's connected to your website.

If you're not sure how to do this, ask your email marketing service provider for help.

Newer List Building Strategies

According to marketing research, this is happening across the board: Readers and visitors are becoming savvier. They know exactly why you want their email address - to sell them products or services. So, you better darn well have something of REAL value to give them if you expect a YES response.

Keep in mind that just about everyone online is offering something and they all want that visitor as a subscriber. To get visitors on a mailing list, the FREEBIE is offered.

You and I and a million other people offer free reports, free ebooks, free podcasts, free videos, and even free coaching sessions. **The freebie has become so prevalent that it too is losing its appeal. This prevalence has made the freebie less valuable.**

In addition to this, there are just so many marketers bombarding everyone's email with 'pie in the sky' promises. Promises that you can make \$5,000 a week, or even in a day; promises that if you give him \$197 he'll give you the step-by-step method of creating your own million dollar business. Or, if you join his program or membership site, you will become an expert and make money, just like him.

The emails are unrelenting and everyone is overwhelmed by them. So, can you blame the visitor for being leery?

In recent months, I've seen a drop in subscribers to my list. And, my email inbox is so cluttered I have to delete mail I would like to read, but there just isn't enough time.

In fact, a number of people are now using 'spam' emails, or emails they use just for subscribing to get freebies. Or, they sign-up and after they receive the freebie, they unsubscribe. This has happened to me also.

While this may seem like a bit of doom and gloom, there are newer strategies you can put in place to move forward and continue to build your list with quality subscribers.

The single most important strategy is to use the major platforms.

You may be reluctant to jump on the 'major platform' bandwagon, but if you don't, you can kiss your list building away.

Let's look at the four heavy hitters:

1. YouTube

The most effective conversion marketing tool around now is video. If you haven't learned how to create a simple video (and it can be simple), you need to invest the time and do so then get it up on YouTube.

If you're intimidated by video, you might start with Slideshare.com. You create a slide show with a PowerPoint document. It plays like a video and is simple to create.

The drawback to Slideshare is the lack of audio. While you can add music to it, there is no talking. This lessens the personal effect for the visitor.

I started uploading animation clips on YouTube. I love them.

2. iTunes

Another major player is iTunes, which is the world's number one music store. Creating a podcast and uploading it onto iTunes is a great marketing strategy.

I'm working on getting podcasts on iTunes. I have them on my sites as a welcome and introduction, and will hopefully get some up on iTunes in the near future.

3. Amazon

And, then there's Amazon. Not much needs to be said about Amazon, aside from you need to write an ebook and get it on Kindle. Or, you might write a book and self-publish it with them.

I have ebooks on Kindle and a physical book through Amazon and one through IngramSpark. This is aside from my traditional publishing books.

4. Social Media

Facebook, Instagram, Pinterest, and Snapchat are currently among the heavy hitters. It would be a good idea to market through them.

Keep in mind with social media that only a small percentage of your postings ever make it to your followers. And, engagement is important. You need to share others' posts and 'talk' to others to create an active presence.

Depending on your niche, decide which platform will work best for you.

To be in the game today, you need to be on at least one of these platforms, preferably on all four to be an effective marketer and to get your business 'out there.'

Keep your eye on marketing trends to see what's working. Things change so often; you can't rely on what you knew yesterday.

Let's Connect

LinkedIn: <http://www.linkedin.com/in/karencioffiventrice>

Facebook: <https://www.facebook.com/writingforchildrenwithkarencioffi/>

Twitter: <http://twitter.com/KarenCV>

Pinterest: <http://pinterest.com/KarenCioffi/>

More Tools to Help You Get Where You Need to Be

Build Your Author/Writer Online Platform

This is a 4-week e-class through WOW! Women on Writing and covers: optimizing your website, blogging smart, email marketing, and social media marketing.

It's interactive, in-depth, and priced right. Check it out today.

Just CLICK THE LINK for details:

http://wow-womenonwriting.com/classroom/KarenCioffi_WebsiteTrafficInboundMarketing.php

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One More Thing

Remember:
Nothing Ventured, Nothing Gained!

