



CashflowKickstarter

E L I T E

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WHAT'S THE GOAL?

- Develop you into an email marketing guru.
- You should be able to help any business of any type to increase revenue and conversions by developing a great email marketing strategy.

WHY EMAIL MARKETING?

- Email marketing generates the largest ROI of any single marketing channel on Earth.
- More than affiliates, SEO, PPC ads, Facebook ads, etc...
- Usually yields around 4,300% ROI for businesses in the U.S.
- Spend \$1 on email marketing, typical return = \$44

WHAT DOES IT ACCOMPLISH?

- The goal of a great email marketing campaign is to get people from one step in the customer journey to the next.
- Whether it's a new lead or a current customer, email marketing can assist in getting people to the next stage (and it doesn't cost much money to do email marketing).

VARIOUS TYPES OF EMAIL

- Transactional – Designed to alert people on orders, purchases, receipts, returns, account creation/passwords.
- Relational – New sign ups, lead magnet delivery, blog updates, live webinar confirmations/signups, social media updates.
- Promos – Announcing any new sales, coupons, products, events, and offers. Anything that says “buy now” and includes an offer.

VARIOUS TYPES OF EMAIL

- There will be some overlap between the various different types.
- For instance, many transactional emails can also be considered relational and promotional too.

TWO TYPES OF EMAILS

- **Broadcast** – These are typically sent to every single subscriber on your entire list. Usually these are newsletters. They can also be new product announcements, promotions, or an announcement of an event or major company change.
- **Automated** – These are emails sent to people based on actions they've taken and where they're segmented. If they've opted in and not purchased, they'll be sent emails to get them to purchase.

AVOID THE BIG MISTAKE

- Sending the same emails to absolutely every single person on the email list. Your email list should be segmented based on what actions they've taken, which links they've clicked, etc...
- This allows you to customize the exact offer emails to where they are in the sales funnel process and increase conversions.