

EMAIL MARKETING CONTENT

- Figuring out what to write is a very difficult task for new email marketers.
- There are 5 different types of email marketing campaigns: Indoctrination, Engagement, Ascension, Segmentation, Re-engagement.

INDOCTRINATION

- This is a campaign that goes out right away after someone signs up for your newsletter.
- It's designed to surround the new client/customer with your brand. It helps educate them on your company mission, your goals, and what you stand for.
- It gives them opportunity to attach themselves to your brand.

HOW TO: INDOCTRINATION

- Welcome – Who are you? Why are you different?
- Remind them why they signed up.
- What should they expect (frequency, offers, etc...)
- What's next step? What should they do?
- 1-5 emails

ENGAGEMENT

- The goal of an engagement campaign is to get people to TAKE AN ACTION towards an offer.
- Rather than just remaining a passerby, your goal with this campaign is to get them to become an active participant in your business and with your company.
- This includes an offer specific to what they're looking for.

HOW TO: ENGAGEMENT

- Convert regular subscribers into buyers.
- Remind them that they **TOOK ACTION** to get on the list.
- Predict and crush they're objections to continuing.
- Let them know the next step they should take.
- **CLEARLY POINT THEM TO THE ORDER PAGE.**

ASCENSION

- After someone has purchased or is a customer, the goal here is to get them to a higher level or purchase multiple products.
- Usually if they buy something and they enjoyed the value, they're even more open to purchasing more... or purchasing over and over again.
- This campaign helps boost your profit margins.

HOW TO: ASCENSION

- Reiterate the little “yes” actions they’ve taken so far.
- Turns ordinary buyers into multi-buyers.
- Boost trust and authority towards you and your company.
- Take them from mere customer to RAVING fan.

SEGMENTATION

- Most email marketing services have the capability to separate out your subscribers by interest.
- It's important to do this segmentation so that people are being sent extremely relevant offers **ONLY**.
- By doing this, you'll achieve higher open rates, more engagement, larger ROI on your marketing campaigns.

HOW TO: SEGMENTATION

- This is a broadcast to your entire database.
- Design and create offers that speak to exactly where people are at in the flow of your customer experience.
- It puts subscribers into a relevant engagement series to keep the journey going from where they left off previously.

HOW TO: SEGMENTATION

- New content – Send people to blog posts and different types of lead magnets. Just constantly keep them engaged with your biz.
- Special OTO – Develop one-time offers that will catch their eye and get them to take action now (time-sensitive).
- Events – Webinars, meet-ups, etc...

RE-ENGAGEMENT

- This is specifically for people who haven't purchased anything in a few months.
- It's created to get people re-engaged with your brand and bring them back in the loop.
- Rather than letting people drift away, it acts as a net that pulls them back in and reminds them why they loved the brand to start with.

HOW TO: RE-ENGAGEMENT

- “Hey, remember us?” – “Come back!!!”
- Remind them of the benefits you offer.
- “Here’s what you missed while you were gone.”
- Helps lower complaints and bounces.