

The Power of the Inbox

Tips & Tricks for Effective Email Marketing



About Your Panelists



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Before we get started we have a quick question for our audience:

What's the #1 reason why companies fail at their marketing efforts or don't achieve their desired results?

**They lack a comprehensive
marketing strategy.**

Developing a strategy: It's worth the investment



Key Objectives



Who's Your
Competition?



Who's Your Target?



What's Your Platform?



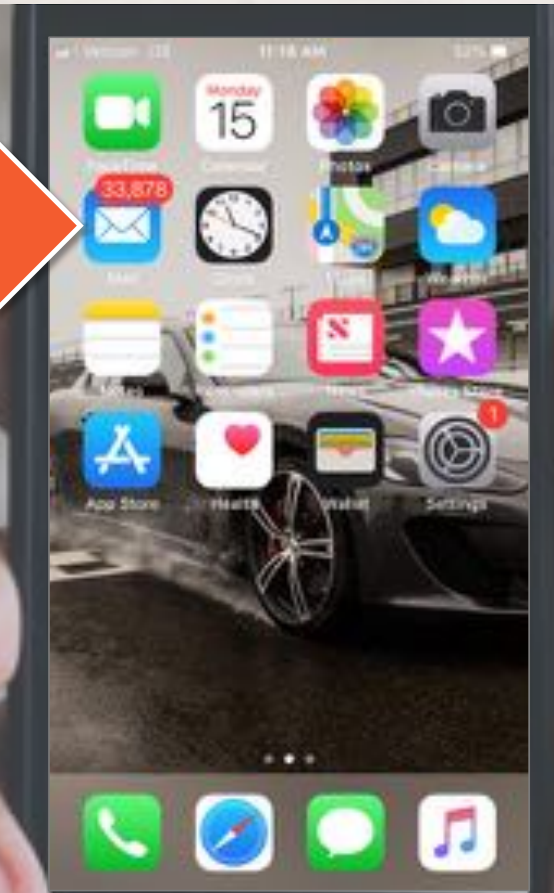
What's Your Budget?



Lay Out Your Tactics

There's a lot of competition in the inbox!

269 billion emails are
sent every day



Writing an email can seem daunting



“I don’t know what to send...”

“It takes too long...”

“I’m not a good writer...”

“No one wants another email...”

“It’s hard to get people to open & click...”



Agenda

- The different types of email campaigns
- A simple formula to any email
- More tips for writing successful emails

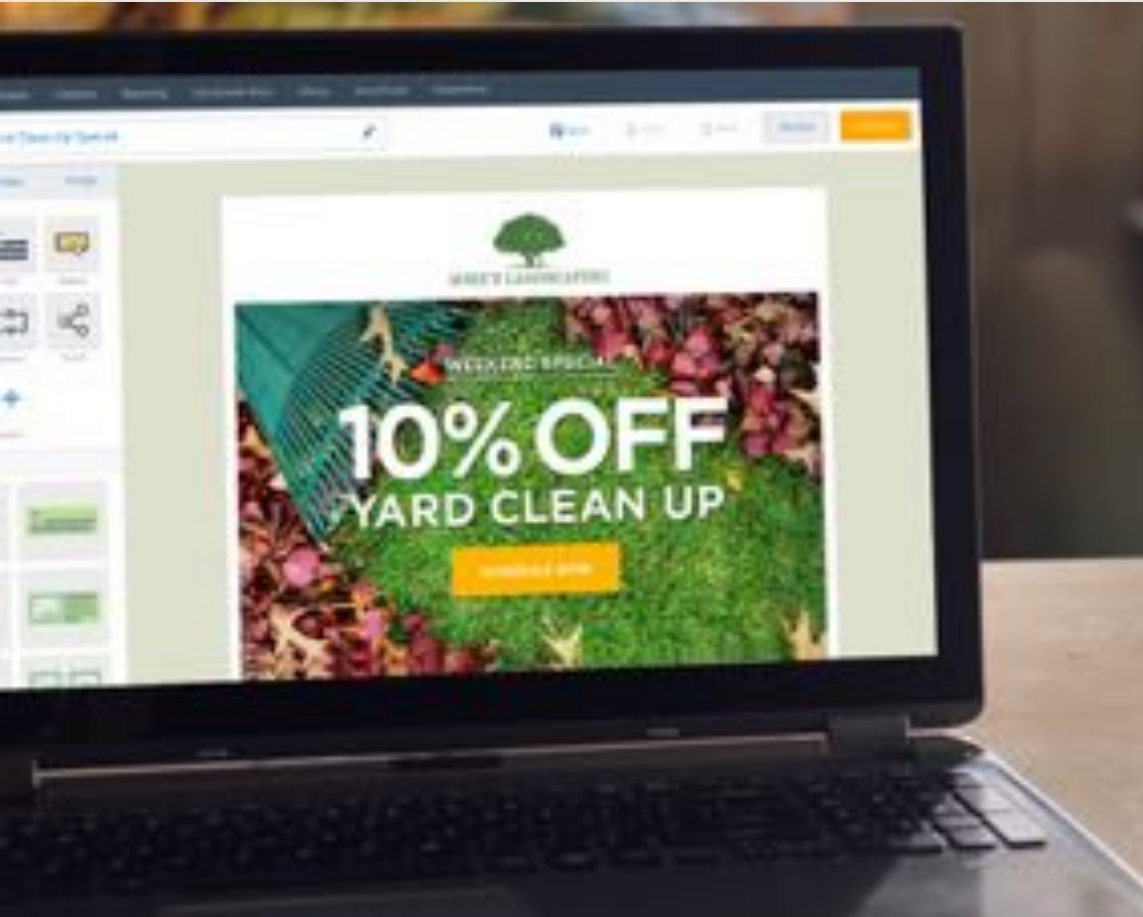
Types of email campaigns

- One-off automated emails
 - Anniversary
 - Birthday
 - Welcome
- Offers & promotions
- Events
 - Save the date
 - Invitation
 - Reminders & Announcements
 - Follow-up
- Celebrate holidays
 - DaysOfTheYear.com
- How-to information
- Interactive
 - Ask for reviews
 - Polls
 - Ask for feedback
- Behind the scenes
- Newsletter
- Curated news aggregator

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All emails follow the same basic formula



- Picture
- Paragraph
- Call-to-action



For-profit: Answer these questions



Headline: What are you offering?

Message body: How will it help the reader?
Provide just enough details to entice people to want to take action.
Usually about 3 to 5 sentences.

What should they do next?

Tell them specifically what it is you want them to do. Make sure your button is easy to see in your email and click on.

Sweet Raine Photography
Address
100-555-5555
srae@sweetrae.com
www.sweetrae.com

Hours: Mon-Fri 9am-5pm, Sat 10am-4pm, closed Sundays



Capture Every Moment! Get 15% Off of Family Portraits

Regular family portraits are important to capture the love and growth of your family. That's why we're offering 15% off of our family portrait packages for the month of April!

Schedule your next portrait session by the end of April 2019 in order to take advantage of this offer. We offer a variety of packages to fit any budget.

Schedule My Family Portraits Today!

Hours: Mon-Fri 9am-5pm, Sat 10am-4pm, closed Sundays



Nonprofit: Answer these questions



Headline: What are you trying to accomplish?

Message body: Why should the reader care?

Elaborate on the problem and provide details to explain why they matter to your reader.

How can the reader get involved?

Invite your audience to take part in solving the problem and helping your cause.



Volunteers Needed for Spring Planting

Our community garden feeds those in need throughout the Loveland area and we can't do it without you.

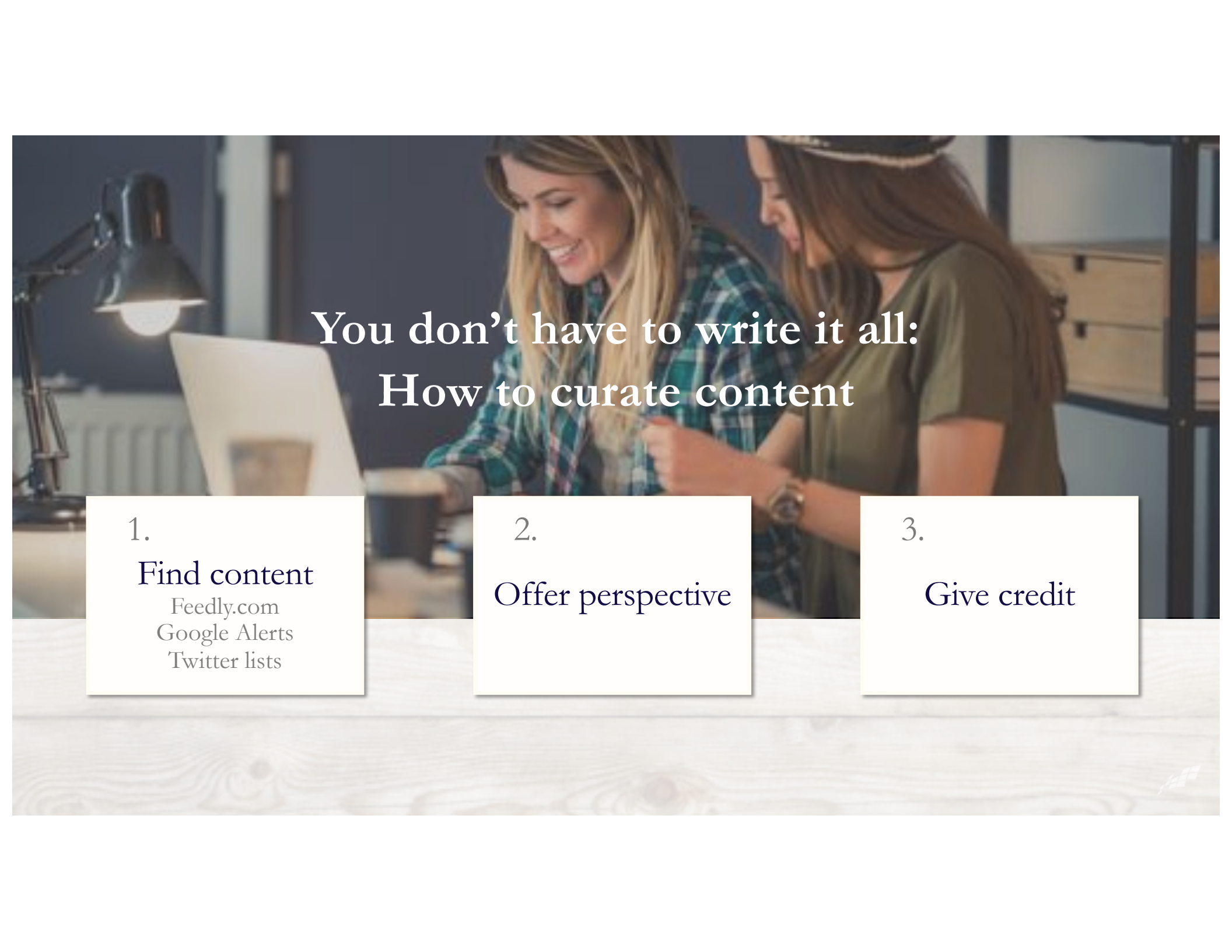
Volunteers are needed to help with spring planting and maintenance throughout the growing season.

Spring planting starts:
March 13th at 9:00 am

Can you help? Click the link below to sign up as a volunteer.

Volunteer for the growing season!





You don't have to write it all: How to curate content

1.

Find content

Feedly.com
Google Alerts
Twitter lists

2.

Offer perspective

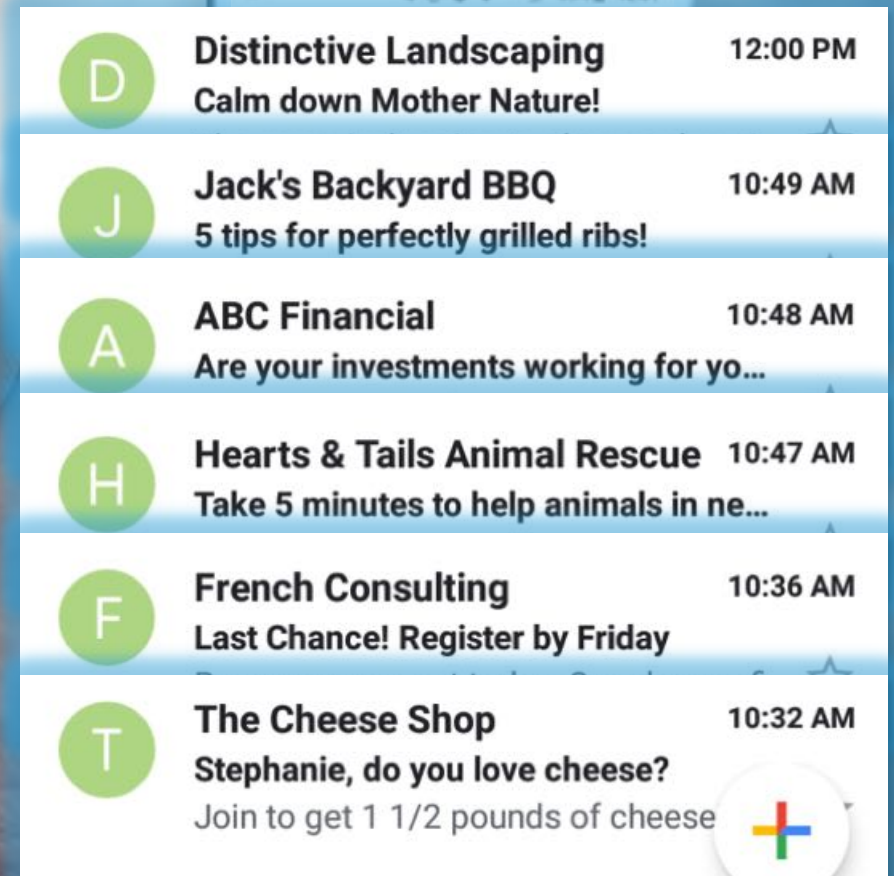
3.

Give credit

Subject line ideas

1. Make them laugh
2. Use numbers
3. Be inquisitive
4. Pull at their heartstrings
5. Create a sense of urgency
6. Make it personal
 - Use “*you*” or “*your*”

Additional subject line real estate: Don't forget the preheader text!



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Get personal: Think “WIIFM”

1. Send targeted, relevant info
2. Forget about “*eblast*” mentality
3. Have a personal conversation
4. Use “*you*” and “*your*”
5. Show your personality
6. Answer FAQs

Use power words to trigger response

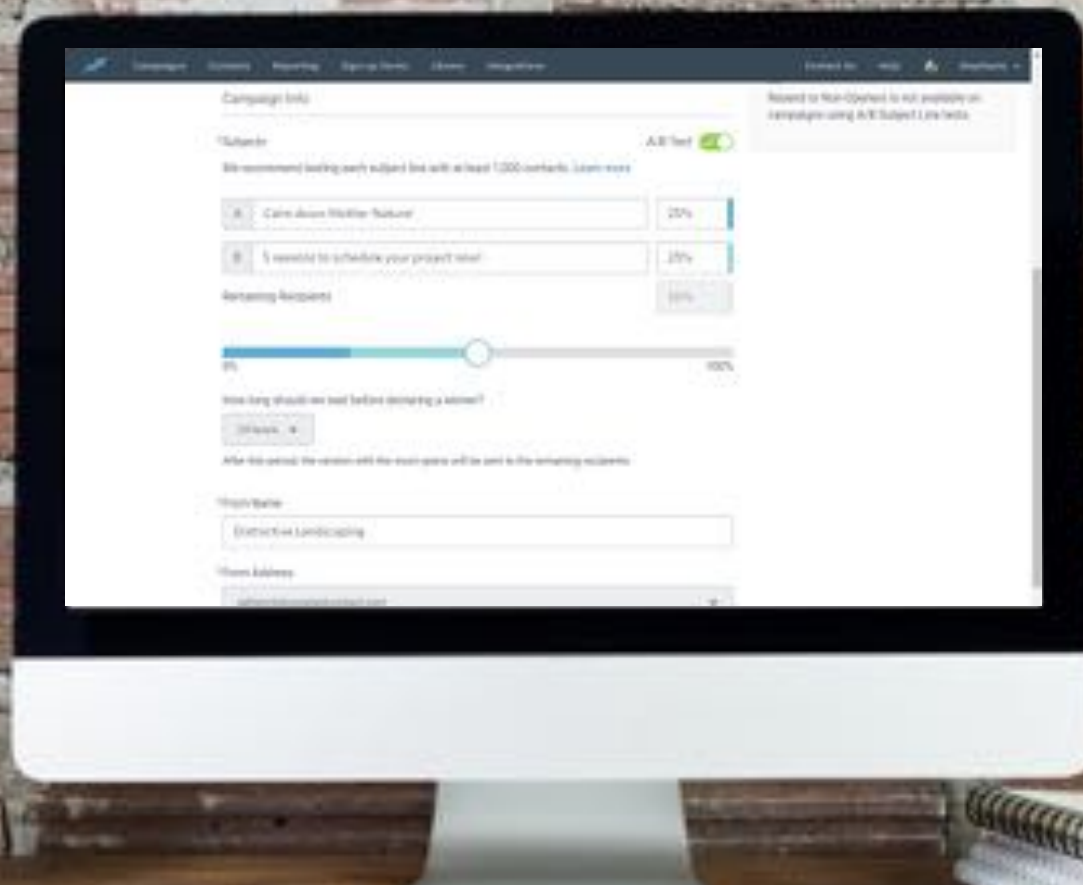
Download at: <http://bit.ly/powerheadline>

How To Write Headlines That Drive Traffic, Shares, and Search Results

Power And Emotion Words

absolutely	banned	bright	conquer
abuse	bargain	buffoon	conspiracy
advise	beating	bully	controversial
affordable	before you forget	bumbling	corpse
agony	behind the scenes	burned	courage
alert	belief	cadaver	crammed

Read the reports & always be testing



Recap

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YOUR TIME
IS
NOW



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