Email Marketing

Table of Contents

mlc
Expert Consulting

Introduction to
Email Marketing and Best Practices

Creating an Email Marketing List

Before you can begin email marketing, you need a list of emails from your potential leads. An email list consists of individual email addresses from people who have consented to receive emails. A healthy email list consists of people who are already interested in your brand, agree to receive your emails, and have valid email addresses. These people also regularly open, read and engage with their emails.

mlc
Expert Consulting

Table of Contents

Suggestions for Growing an Email List:

General
- Create a CTA with personality
- Offer something of value in your CTA (i.e., Download our exclusive ebook now)
- Use a chatbot to engage with prospects

Website
- Include a CTA on your About Us page
- Create a branded opt-in pop-up form relevant to the content on each page of your site
- Build personalized landing pages with opt-in forms and messaging tailored to a particular segment of your audience
- Create a timed pop-up survey with relative content from that website page
- Personalize your Call-to-Action (CTA) for each blog and all landing pages
- Put an opt-in form in your navigation or footer
- Add a pop-up offer on your homepage

Social Media
- Utilize your connections on social media platforms by linking your email newsletter or email signature
- Run contests or giveaways on social media
- Add an email signup button on social media platforms
- Include a newsletter signup option at checkout

In-Person
- Collect emails when people sign in at your conference
- Offer a giveaway at your event where people have to provide their email
- After an event, have people fill out a survey that asks for their email

Tips for keeping your email list healthy
- Obtain explicit consent from the individuals before sending emails
- Encourage engagement by providing compelling content and requesting feedback
- Provide an easy opt-out option allowing the customer to control the emails they receive
- Clean your email list regularly by removing inactive subscribers, invalid email addresses, and those who mark your email as spam

Keep these three elements in mind when creating your email marketing list.

Quality
Quality is more important than quantity. Never buy an email list. Acquire your emails organically.

Relevance
Only target people interested in your products or services — or you increase your chance of those leads unsubscribing quickly.
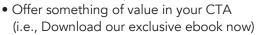
Quantity
If you prioritize the first two elements when building your list, you can grow a great list of emails over time.

mlc
Expert Consulting

Table of Contents

CONTACT US

843.819.0103
mlcexpert.com

Understanding the
Psychology of
Email Marketing

Our blog "Understanding the Psychology of Email Marketing" discussed the psychological theories you can use to encourage your customers to engage with your brand and purchase your products or services.

Customers want to feel connected to the brands they choose. Building relationships is vital to marketing, and understanding your customers' psychology will help build those relationships. Marketing campaigns will be more effective when they appeal to the consumers' emotions. Flashy content and campaigns aren't as beneficial as utilizing psychological principles to understand your audience.

mlc
Expert Consulting

Table of Contents

CONTACT US

843.819.0103

mlcexpert.com

Consider these **ten best practices** to improve your email marketing campaigns.

1 Use actionable email and Call-To-Action copy

Include punchy phrases in your email content that encourages the subscriber to act.

Examples are:

• Claim your coupon   • Buy this shirt
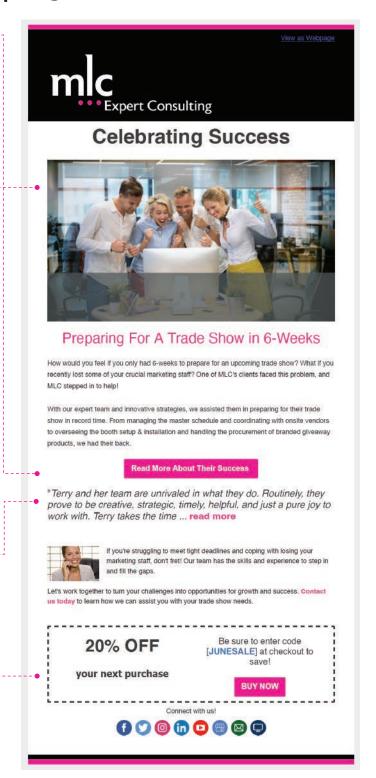
2 Use Visuals
Use GIFs, videos, and colorful images to make your message clear and appealing.

3 Use images of products in real-life use
Using real-life photographs of products builds trust more than stock images. The images will give the subscriber an idea of how the product will look without interacting with it.

4 Use the eye scan method with the email layout

People typically scan or skim across emails to filter out important information. You want to guide their eyes to specific places, and you can do this by strategically placing different elements or using visual cues.

5 Include customer testimonials
People put a lot of their trust in other customers' opinions. Therefore, including customer testimonials in your email allows customers to relate to your brand and gain trust.

6 Create exclusivity with your products and loyalty with your customers
People tend to gravitate to products everyone wants to own. So, rewarding loyalty in your emails by offering exclusivity to your products or services strengthens your customer bond.

View as Webpage

mlc Expert Consulting

Celebrating Success

Preparing For A Trade Show in 6-Weeks

How would you feel if you only had 6-weeks to prepare for an upcoming trade show? What if you recently lost some of your crucial marketing staff? One of MLC's clients faced this problem, and MLC stepped in to help!

With our expert team and innovative strategies, we assisted them in preparing for their trade show in record time. From managing the master schedule and coordinating with onsite vendors to overseeing the booth setup & installation and handling the procurement of branded giveaway products, we had their back.

Read More About Their Success

"Terry and her team are unrivaled in what they do. Routinely, they prove to be creative, strategic, timely, helpful, and just a pure joy to work with. Terry takes the time ... **read more**

If you're struggling to meet tight deadlines and coping with losing your marketing staff, don't fret! Our team has the skills and experience to step in and fill the gaps.

Let's work together to turn your challenges into opportunities for growth and success. **Contact us today** to learn how we can assist you with your trade show needs.

20% OFF your next purchase   Be sure to enter code [JUNESALE] at checkout to save!

BUY NOW

Connect with us!

mlc Expert Consulting

Table of Contents

CONTACT US

843.819.0103

mlcexpert.com

Consider these **ten best practices** to improve your email marketing campaigns. (cont.)
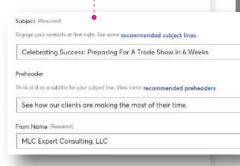
7 **Charity begins with your customers**
Giving a portion of your profits to a charity provides the customer satisfaction from doing charity while buying for themselves.

8 **Use informal language**
You want your messages to be informal to encourage intimacy with your customers. As a result, the reader will feel more relaxed and likely to engage with your message.

9 **Keep it short and sweet**
You don't want to bombard the reader with useless information, causing them to lose interest before they get through your message. Instead, getting to the point and engaging the reader with relevant content encourages them to act.

10 **Use captivating subject lines**
The customer will judge the relevance of your email based on your subject line. Keep the readers interested by adding powerful words and personalization.

Table of Contents

CONTACT US
843.819.0103
mlcexpert.com

Types of
Email Marketing Campaigns

Businesses utilize email marketing campaigns because of their many benefits. Some of those benefits include increasing brand awareness and reaching the customer directly. For a complete list of benefits, please read our blog, Introduction to Email Marketing and Top Benefits (link to MLC048).

mlc
Expert Consulting

Table of Contents

CONTACT US

843.819.0103

mlcexpert.com

The type of campaign you use varies depending on your customers.

Here are some of the most common email marketing campaigns with helpful tips:

The Welcome Series

Allows you to introduce yourself to new subscribers, informing them about your brand.

Tips and Examples

- Send an email soon after someone subscribes to your newsletter
- Email customers thanking them for making a purchase

Standard Promotional Campaign

Keeps your brand top of mind. The emails may contain discounts, free trials, product announcements, and other promotional material.

Tips and Examples

- Use slogans and popular music
- Utilize colors and images that grab attention
- Include a way for customers to unsubscribe to your emails
- Send an email before you plan a big promotion or when you want to generate revenue

Table of Contents

mlc
Expert Consulting

CONTACT US

843.819.0103

mlcexpert.com

The Newsletter

Send a series of emails to subscribers, allowing consistent communication between you and your potential customers.

Tips and Examples

- Educate customers by keeping them in the loop on products
- Provide worthy content that can grow your audience
- Add value to subscribers' life consistently

Abandoned Cart Series

Remind customers what they left behind in their cart and encourage them to finish their purchase. Emails are triggered when a shopper abandons their cart without completing their purchase.
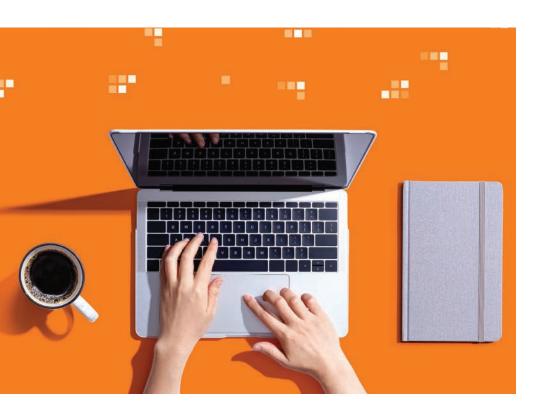
Tips and Examples

- Offer an incentive when they make a purchase
- Allow customers to purchase products directly from the email

Re-engagement Campaign

Encourages inactive subscribers to re-engage with your brand. Emails are sent based on the user's activity, action, or lack thereof.

Tips and Examples

- Include links to social media platforms to encourage engagement
- Utilize a loyalty program, giving customers points for different avenues of response
- Send an email after a customer has been on your website exploring your products or services
- Create a sense of urgency by including a countdown clock
- Send a "we miss you" email

mlc
Expert Consulting

CONTACT US

843.819.0103

mlcexpert.com

Support feedback emails

Send emails to customers once they finish a conversation with your support team.

Tips and Examples

- Include a survey in your email to gain information from your customers about their experience
- Allow customers to rate the service they received

Product launch emails

Announce your new product launch and create excitement.

Tips and Examples

- Highlight the features of your product and pricing
- Encourage your customers to take action

Seasonal Campaign

Promote holiday offers, special sales, and events by reminding customers what your business can offer them during the holidays and seasonal events.

Tips and Examples

- Know the holidays that are most important in your country/area
- Start early so the emails reach the potential customers on time
- Match colors and languages to the holiday theme
- Provide an exclusive discount for the holiday
- Offer products or services that are relevant to the season

Post-Purchase Drip Campaign

Allows you to re-engage with your customers. Emails are triggered after customers make a purchase.

Tips and Examples

- Show the customer the value of their purchase
- Suggest different ways to use their product or service
- Thank them for their purchase
- Provide special offers for returning customers

mlc
Expert Consulting

Table of Contents