

CEI

Women's

Business Center

# Email Marketing

FOR SMALL BUSINESSES

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## SECTION 01

# 4 Steps to Email Marketing

# 1. Define the outcomes you want to achieve

Because email marketing platforms are built for beginners in mind, it's easy to start sending your first campaign without understanding the outcomes you want your company to achieve.

While it's likely that your objectives may change depending on the specific campaign, your email marketing objectives should fit into your company's overall sales and marketing strategies.

With both individual campaigns and overall strategy, what do you want to accomplish with email marketing?

For example, perhaps you might want to use email marketing to drive sales, upsell, increase website traffic, gather customer feedback, and/or educate customers about an upcoming product release. Each campaign type will require a different type of messaging.

## 2. Pick an email marketing platform

There are *many* email marketing platforms, and most platforms offer templates, integrations, segmentation, and automation. The cost and features of various website makers will vary quite a bit depending on your needs (and each has pros and cons).

[MailChimp](#) is the most popular service and lets you get started for free. It's an ideal solution for most companies (of all sizes).

[EmailOctopus](#) is an easy-to-use and simplified version of MailChimp; it's free for up to 2,500 subscribers and up to 10,000 emails per month if you're a small company looking to spend the least amount possible (\$0).

Should you choose to use a platform with less available integrations, like EmailOctopus, [Zapier](#) is a tool that allows you to connect apps and automate workflows.

[Klaviyo](#) is a sophisticated email marketing platform that might be ideal if you're using your website to sell products, have a lot of customer segmentation, and want to automate trigger-based marketing.

[Yet Another Mail Merge](#) is a tool to send simple email campaigns - add your contacts to Sheets, create your Gmail message, and send your campaign.

[Mailgun](#) is an email API service for developers to send email marketing campaigns through your website or app.

### 3. Build and segment your email list

**An email marketing list is one of your company's most valuable resources, so what are all the different ways you can build your list?** You've probably got known contacts already, so you can add your existing customers into the platform you've chosen. Every marketing platform has an import function for you to use. Listing the different methods by which you can be collecting email addresses is vital. But, most importantly you should ask why should someone subscribe to the list you're building? Are you offering your best content? Discounts? What incentive do I have in order to sign up?

Now that you've figured out why it's essential for someone to signup, where are all the different places you can build your list? Of course, you can collect emails on your website and automatically add them to your email marketing platform.



Image: pexels.com

On every piece of content, can you add a call-to-action for a visitor to add their address to your list? Perhaps when a customer makes a purchase, you can ask if they'd like to be enrolled. Pop-ups are an effective way to gather email addresses from your site, too. If your company is marketing via social media, you can cross-promote your email newsletter there. Another surprisingly effective means of growing your list is simply adding a call-to-action to your email signature.

## 4. Personalize messages & measure your results

When someone signs up for your email list, what makes that someone unique from the other people on your list? Depending on the level of sophistication you'll be using, you can use either lists or tags to segment your subscribers. Segmented lists or tags allow you to only send the most personalized messages possible.

A subscriber who signs up after a purchase might have different needs than a subscriber who signs up after reading a blog post. In addition to past activity or action, you can also segment subscribers by location or demographics in order to maximize relevance. More personalized messages will keep your unsubscribe rate to a minimum and higher open rate will improve deliverability. website behavior after any email clicks.

Every email marketing platform will allow you to see several metrics, including total subscribers, emails sent, open rate, and click rate. If you fail to define the objectives of your email marketing, it can become easy to focus exclusively on the metrics that are performing best (especially since these platforms highlight them).

Regardless of your objective, however, a "good" metric is one that improves. So, start measuring from the get-go. In addition to measuring changes over time, it's essential to also set objectives every time you begin a new email marketing campaign. While your email marketing platform will give you an understanding of subscriber behavior within the email itself, you can use a web analytics tool (like Google Analytics) in order to see the website behavior after any email clicks.

SECTION 02

# Building Your Email List



Images: pexels.com

# Why use email marketing?

- Email marketing is the most direct way to virtually connect with an audience that is eager to hear from you
- There is no algorithm to get in the way of you and your audience - you are in full control and building off of something that you own, not someone else's property like you would be with social media sites like Instagram or Facebook
- Your email campaign is 5x more likely to be seen than a post on Instagram or Facebook
- You can completely personalize an email to cater to your customer and their interests
- Employees spend an average of 13 working hours per week in their email inbox
- 58% of people check their email first thing in the morning
- Your email should be intentional when you send, what you write and how you write it – this way you can stay at the front of the mind of your clients/customers and potential clients/customers
- [Here is a link](#) where you can find some more statistics and where I gathered most of mine from!

# What platform should I use?

- Most websites have built in email marketing platforms such as [Wix](#) and [Squarespace](#) for an additional monthly cost depending on your website plan
- [Wordpress](#) does not have their own personal email marketing platform, but here is a list of [plugins](#) that can be added to your site that will help you collect email addresses!
- [Mailchimp](#) has good analytic tracking and the templates are user friendly. It's very easy to copy campaigns and recreate them once you find a format that works for you
- If you have a brick and mortar store and use a Square POS, your [Square online](#) dashboard has an email marketing platform that pulls from your customers' info from purchases if you have collected emails during transactions
- [Constant Contact](#) has the best customer service, but it's customization and usability is not up to par with what Mailchimp offers
- [Flodesk](#) is a newer platform that has gotten a lot of great reviews!
- The possibilities are endless! The important thing is that you feel confident in the platform you are using and are comfortable navigating the different options and following the analytics to track your performance to really figure out what your audience wants and responds to the most

# How to get started

- Your goal is to **drive customer awareness** that will lead your audience to purchasing your product or service
- Start by **going through your own inbox** and promotions - which ones do you want to open?
  - The ones you select to open will best suit the ones that fit your brand and your personality. Everyone's will be different!
- Give your following a **reason to join**
- **Show up for them** with engaging content
- Serve your audience before you earn the right to sell to them
  - **80-90% of your email marketing should be about building connections,** not selling your products or services
  - **In between the big launches and sales** is where you build relationships with your customers
- Start by **sharing your sign-up form** with friends and family members and ask them to share, too
- Share that you have a mailing list by **putting it in your Instagram feed** - then link to your sign-up form in your bio
- **Email your current contacts** (previous customers) with the sign-up form
- **Share to your LinkedIn** if you have a profile - this is an awesome step in your business!

# What do I offer to entice people to join?

Create something of value because everyone has something to offer!



- ✓ Free download, free ebook, discount code (free shipping, % off), secret content, fun quiz or survey, access to something unique that'll bring joy to them or provide them with valuable information, solve a problem
- ✓ 5 easy steps to \_\_\_\_\_
- ✓ How to \_\_\_\_\_
- ✓ How I style my beaded earrings
- ✓ Where to wear this Maine necklace
- ✓ How to clean this handknit hat
- ✓ 5 clean and healthy snack ideas for on-the-go
- ✓ Save 10% on your first order with code FALL
- ✓ Free shipping on your first purchase!

When asking people to sign up for your email list, the excitement you put behind what you have to offer to your audience is going to be what encourages them to join.

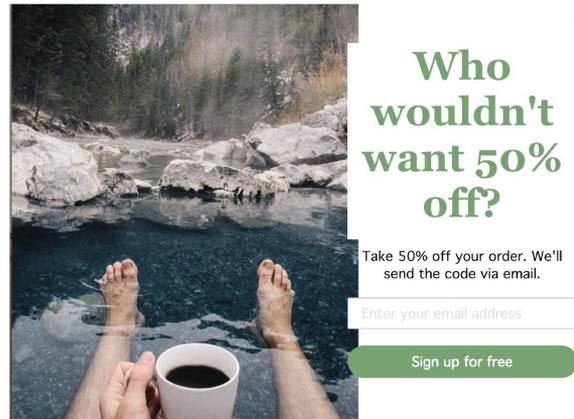
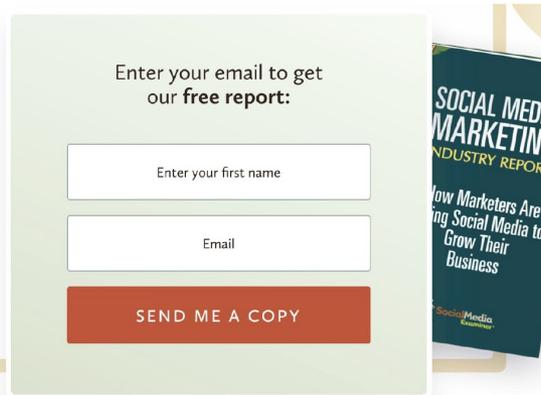
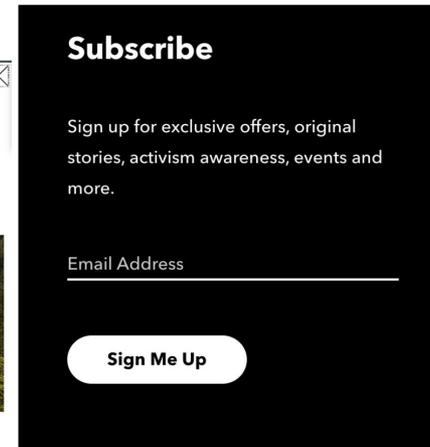
Create a sense of urgency and make people want to subscribe by offering custom content only they will be able to receive by joining.

# Where to place your sign-up form on your website

Pop up on the corner of a page

Full page pop up (lightbox)

Website footer



# Creating a plan

## **Spend about an hour this week planning a month of email campaign ideas**

- Short, sweet and to the point!
- Leave breadcrumbs on different social media platforms and be intentional with what you're serving up to your audience

## **Content ideas to start:**

- Shop updates, life updates, resources or encouragement
- Share your favorite books, podcasts, fall hikes, fall recipes, meditation practices, Yoga poses, how-tos, farm fresh meal ideas, ask a question, support other small businesses/your friends
- Link to something you've created

## **Send one email per week and see what gets the most engagement and activity, then make your next month's plan catered to what worked**

- It's an always evolving process
- Sending four emails in a month instead of one significantly increases the number of consumers opening more than one email
- That being said - know your audience!! Figure out what works best for YOU and what works best for THEM

# “Be the tour guide of your own brand”

- ✓ Share fun facts and educational content - you are the expert in your field and product, share that knowledge with your audience!
- ✓ The content you share should be a direct reflection of what your brand is and who you are as a creator of the brand.
- ✓ Your emails can reference and be conversations you’re also sharing in other places (your blog, social media, in person with friends and family).
- ✓ Consistently show up and don’t overthink it!
- ✓ When you have a connection to the content you’re sharing, it should be easy and free flowing, opening the door to allow your previous and potential customers to get to know you and your brand for what it is and how it was shaped.
- ✓ Feel free to just pop in and say hi - give some encouragement and be done!
- ✓ Remember, you own your email list and it is totally what you make of it. Tap into the audience that is most connected to you!



## SECTION 03

# Email Marketing and Sales

# Did you know?

Up to 50% of e-commerce revenue comes from email marketing, including e-Newsletters

Email marketing is part of the traditional sales funnel and email marketing is part of a bigger business marketing plan!



# It's okay to remind your clients about your awesome business!

Email Marketing keeps you in ongoing touch with your core customer base.

Don't be afraid of the s-word. SALES!

Show them the **what**. Sell them the **how**.

# Case Study

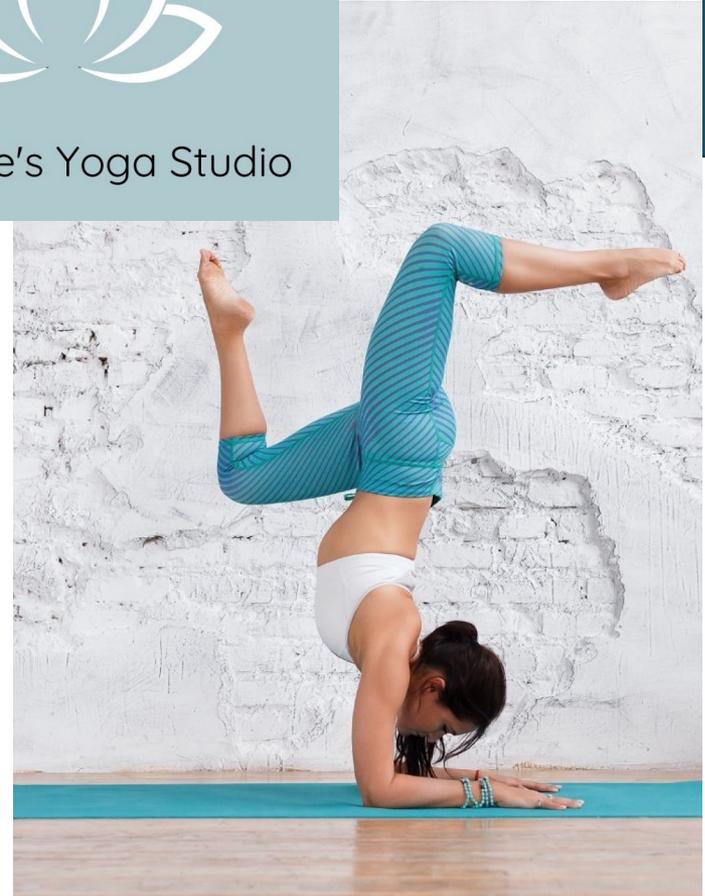
Goal: **Increase Revenue**



Yasmine's Yoga Studio

## SMART GOALS:

- Specific
- Measurable
- Actionable
- Relevant/Realistic
- Timely





# Yasmine's Goals



- 1) Increase attendance at evening classes by 20% by end of September 2021
- 2) Increase number of member packages sold between August 2021 - November 2021 by 10%
- 3) 100% booked for spring 2022 yoga retreat (20 slots available) by November 2021

TIP: Your e-newsletter should have at least one call to action that will help you achieve your smart goals



# Goal #1:

INCREASE ATTENDANCE AT EVENING CLASSES BY 20%  
BY END OF SEPTEMBER 2021

- Upcoming class schedule that links back to her registration page
- Discount offer for signing up for 2+ evening classes with a link to her registration page
- Link to a video of a yoga flow example on Youtube with a link in the description to her site
- Free Printable PDF Download with the 5 best yoga poses for office workers (because that is who is likely to take an evening class) to show goodwill



# Goal #2:

INCREASE NUMBER OF MEMBER PACKAGES SOLD BETWEEN AUGUST 2021 AND NOVEMBER 2021 BY 10%

- Upcoming class schedule with a link to a registration page
- Highlight a discount offer for signing up for a package with a link to a registration page
- Link to a video of a yoga flow example with a link in the description
- Link to a blog post about the benefits of yoga on individual health and wellness. This can drive audience back to the website.



# Goal #3:

100% BOOKED FOR SPRING 2022 YOGA RETREAT (20 SLOTS AVAILABLE) BY NOVEMBER 2021

- Photo of the retreat location (which links to an info page on the website)
- Testimonial from a participant from last year's retreat - which link to info page on the site
- Follow me on Instagram to see more photos from last year's retreat!



Hello!



Upcoming Evening Classes



The Best Yoga for Stress



SAVE THE DATE!

BYE!



## A SAMPLE NEWSLETTER

Short Introduction

Goal #1 - Increase evening enrollment

Goal #2 - Increase # of Membership Packages

Goal #3 - Summer Retreat Info

Short closing

Social links

# E-Newsletter Content Ideas

- Upcoming sales & specials
- Behind the scenes
- Schedule of classes
- Product photos
- New Product Launch
- Survey or Poll  
*(great for market research)*
- Job postings
- Freebie (PDF Download or a coupon)
- Customer reviews and testimonials
- Favorites list or other round-up list
- Social media posts/photos



# Tips

Keeps your calls to action to 3 or less per newsletter.

Go through your own inbox. Look at the types of email marketing that you receive. What kind of CTA do they use?

Use the same email template consistently (if it's not broken...don't fix it).

Think like a magazine editor. Prepare your content 2-3 months ahead of time.

Use a graphic design site like Canva to create consistent imagery and colors.

Newsletter content should be easy to create. You should not need to spend a lot of time thinking of what you should write or researching for more information.

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