

Training Guide



Latest Email Marketing Made Easy

Powered By “Your Website URL here”

**Skyrocket Sales & Boost Conversions with
Our Proven & Tested Email Marketing
Techniques**



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Introduction:

WELCOME !

Welcome to the latest and very easy to apply “Email Marketing ” Training, designed to take you by the hand and walk you through the process of getting the most out of Email Marketing in , on behalf of your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate email marketing, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 chapters, ready to show you the latest email marketing strategies.

This is exactly what you are going to learn:

Chapter 1: What Is Email Marketing All About?

Chapter 2: Setting Up The Perfect Template For Your Emails

Chapter 3: Creating An Email Marketing Campaign

Chapter 4: Creating An Automated Newsletter Campaign

Chapter 5: Building And Embedding A Lead Capture Page On Your Website

Chapter 6: Creating A Subscriber Pop-Up For Your Site



Chapter 7: Creating A Sign-Up Form For Your Facebook Business Page

Chapter 8: Generating More Email Leads With A Giveaway Campaign

Chapter 9: Setting Up A Lead Generation Campaign On Facebook

Chapter 10: Retargeting Site Visitors That Don't Sign Up

Chapter 11: Engaging Subscribers That Don't Open Your Emails

Chapter 12: Defining The Perfect Email Marketing Lifecycle For Your Business

Chapter 13: Improving Your Email Design Strategy

Chapter 14: Tricks And Tips To Boost Open Rates And Click-Through Rates

Chapter 15: The Best Types Of Lead Magnets And Email Incentives You Can Offer

Chapter 16: Email Marketing Best Practices

Chapter 17: Email Marketing Do's And Don'ts

Chapter 18: Email Marketing Premium Tools And Services To Consider

Chapter 19: Email Marketing Success Stories

Chapter 20: Email Marketing Frequently Asked Questions

Well, It's Time For You To Start Getting The Most Out Of Email Marketing In, On Behalf Of Your Business.

I know you'll love this training.



Chapter 1: What Is Email Marketing All About?

Hey there everyone! Welcome to our newest online marketing master class, the Email Marketing Success Kit! Thanks for letting us be your guide in this educational journey, and congratulations for your decision to learn how to tackle the hottest internet marketing trend of this year and beyond!



If you're a regular internet user, you are well aware of how important email is for everyday life and for business. Most people take email for granted because it is the easiest thing to use and understand, but what most people are not aware of is that email is a goldmine that can help you drive traffic, generate leads, and make more sales.



That Takes Us To Email Marketing

This isn't news to anyone who is familiar with online marketing, or to anyone who has been added to



a business mailing list. Businesses and entrepreneurs have been using email as a marketing tool to make their business goals a reality for years, and it is as powerful today as it has ever been!

Email marketing is simply the use of email to promote a brand, a product, a service, or a business. Email marketing is a direct marketing strategy because it allows you to contact potential customers directly, in their email inboxes.

And that right there is one of the reasons why email is still one of the best marketing methods around: an email subscriber is someone that has already joined your contact list because he or she wants your brand or business to send them personalized emails.

So even though there currently exist more than 40 marketing categories, email is the only marketing category that lets you nurture leads and cultivate customer relationships directly and affordably. For those reasons alone, over 85% of US retailers consider email their top marketing channel!

What's more, email marketing has improved considerably. Now, there are tools and platforms that help you organize and automate your email marketing efforts. Things have come a long way since the days when people and companies had to set up their own mailing servers, and design their emails from scratch.

Are You A Marketer? Do You Own A Business? Then You Need Email Marketing, Period

If you want to grow your career or business, then you better learn the top





reasons why email marketing is more important than ever:

- ✓ 94% or more of internet users use email as their primary contact method. This means that, with email marketing, you'll be able to reach many more users than through any other marketing channel, even social media!
- ✓ With email marketing, you'll be able to keep leads and customers informed about your brand or business, and to send them incentives such as coupon codes and exclusive offers to encourage brand loyalty!
- ✓ Up to 90% of emails are opened and clicked. This contrasts with impressions on social media, where organic posts are only seen by around 2% of users because platforms drive more traffic to sponsored posts.
- ✓ Email marketing drives more sales: over 4% of email users buy something from an email marketing campaign, whereas only 2.5% of search engine users and a meager 0.6% of social media users buy something from a campaign on those channels.
- ✓ Email marketing is the most cost-effective marketing method around. On average, an email marketing campaign generates \$38 or more for every \$1 you spend!
- ✓ 72% of people prefer to receive promotional messages in their email inboxes, compared to only 12% who prefer to receive them on social media.

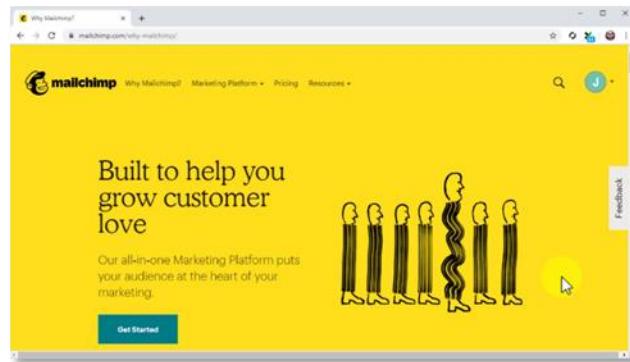
Email is not going anywhere anytime soon, and it will keep being the most relevant marketing channel for a long time to come, so we've designed this training to help you get the most out of your email marketing efforts this year and beyond! So get ready, because next we'll be showing you how to create the perfect email marketing campaign, from zero! Ready? Then we'll see you in the next lesson!



Chapter 2: Setting Up The Perfect Template For Your Emails



Hey there everyone! Ready to become an email marketing expert? Then let's do this! Every email marketing campaign starts with a great email, and the secret of a great email is in the design.

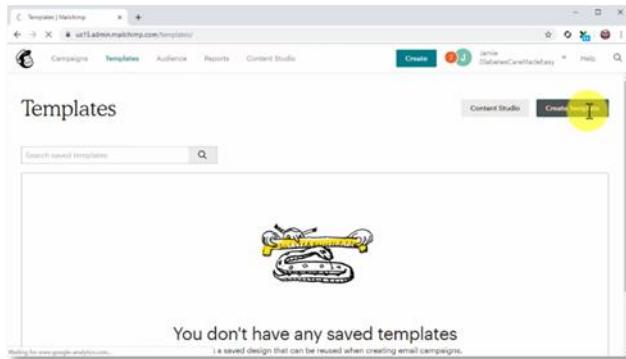


In this first lesson we are going to show you how to create a perfect email template for your campaigns that is guaranteed to drive results in 2019 and beyond!

Now, before we get started, we'd like to mention that we'll be using "MailChimp" to manage all the email marketing that we'll do in this training, from creating the template using its built-in page editor, to creating the campaigns.

We've chosen MailChimp because it is an all-in-one, user friendly, and affordable email marketing solution that allows you to get started for free until you reach 2,000 contacts, or until you need to create more than one audience. Then you'll have to upgrade your plan.

The good news is that these all-in-one platforms are very similar, so you can apply these same steps no matter what platform you choose.



Getting Started

Ok, ready? Let's get started then. To create an email template on MailChimp, start on the dashboard and click on the "templates" tab.



On the next page, click on the “create template” button.

Now you can start creating your template. The first step is to select a starting point. Here you have three options: layouts, themes, and “code your own”.

In “layouts” you can select a layout that you’ll use as the design guide. There are “featured” layouts with placeholders that you have to replace, and blank layouts that you have to modify from scratch.

In “themes” you can select a preset that is pre-built around a category. Use the themes drop-down menu to filter these templates to a category of your choice. Here you’ll find templates for some of the most popular businesses, including ecommerce, holiday, newsletters, and subscriber alerts.

Lastly, in “code your own” you can select to “paste in code” if you want to create a template from custom code, “import HTML” to create a template by uploading an HTML file with your custom code, or “import zip” to create a template by uploading a zip file with your custom code.

In this example, we are going to select a preset from the “themes” section. One thing you’ll notice is that we are not going to pick a preset based on a category, but based on the elements that a high-converting email template has.

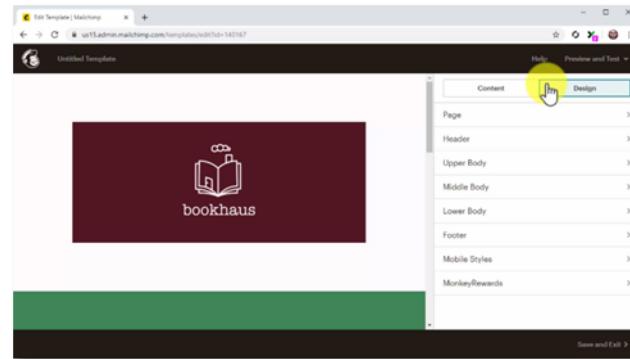
These elements are a minimalist layout with at least half a page of white space, a simple logo placement, a headline placeholder, a placeholder block for copy, and a placeholder CTA button.

As you can see here, one of the “featured” presets has all the necessary elements that we’re looking for, we would only have to remove filler elements, and to customize the rest. To select a preset, simply click on it.



Customizing The Template

Once you select a layout or preset, it will load as a template in the template editor. All you have to do now is to customize it.



Let's start by removing the elements that we will not use. Next, we'll change the color of the header to white. Now we'll change the color in all headings on the page to the color that best reflects our brand. Now we'll change the color of the footer to a slightly darker version of the color of the headings.

Now we'll replace the image in the header with the logo of our business. To do this, we have to change the color of the header interior to match the white background first by clicking on the "design" tab on the design menu. Next we have to click on the "header" option. Now we have to locate the "header interior" style and change the background color to white. Now we'll click on "save" to add the logo image.

To add this image, we'll click on the "edit" button in the content block that is inside the header interior. Now we'll click on "replace", and on the following page, we will click on the "upload" button to upload the image from our computer.

After the image uploads to the file library, we are going to select it, and then we'll click on "insert".

You can further customize this image logo by clicking on the "style" tab while you have the content block selected. In this example, we are going to round the corners of our image to give it a cleaner, softer look.



Lastly, we are going to replace the placeholder text in the footer with the information of our business, including our company name and address. It is vital that you always add this information to all your templates!

You can click on the “preview and test” menu button to preview the template outside the editor, and also to send it to a dummy email address to see how it actually looks in the inbox by clicking on “send a test email” option.

Then you can click on “save and exit” when you are done. Enter a name for your new template into the “name your template” field and click on “save”.

And that’s it! You can now use this template in basically all your campaigns, all you have to do is replace the placeholder information according to the content of your next email!



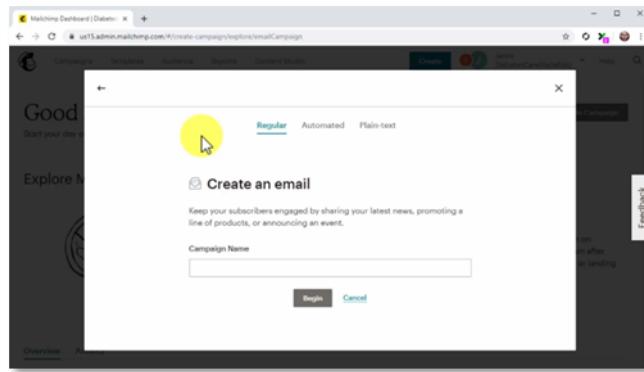
Chapter 3: Creating An Email Marketing Campaign

Hey there friends! Now that we have created an email marketing template with all the necessary ingredients to drive results, it is time that we create the first campaign where we'll use this template.

Again, we'll be using MailChimp to create this campaign, but you can apply the same steps on any other email marketing app, you'll just have to know your way around the dashboard.

Creating The Campaign

To create a campaign from scratch on MailChimp, you have to go to your dashboard and click on the “create campaign” button to open the campaign creation menu.



Next, click on the “email” option. There are several types of campaigns that you can create. If you stay in the “regular” tab, you’ll be able to set up a regular campaign to broadcast news, to promote products, or to send emails to your new subscribers.

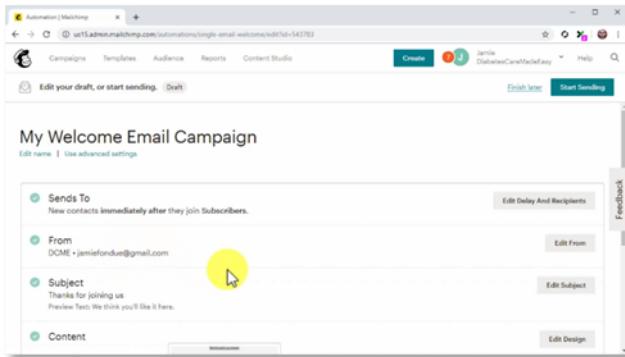


Let's now click on the "automated" tab to see what type of automated campaigns you can create with this tool. Automated campaign setups you can access from this menu include "welcome new subscribers", "email subscribers when they're tagged", "respond to subscriber updates", automated campaigns for ecommerce activity, and "date based" campaigns.

For this example, we are going to create a welcome email campaign to send a welcome email to subscribers that join our mailing list when they opt-in through the sign-up pages and pop-ups that we'll set up in the following lessons.

To do this, click on the "subscriber activity" sub tab under "automated", and then select "welcome new subscribers". Next, enter the name of this new campaign into the "campaign name" field. Now click on the "select an audience" menu to select the audience to whom you'll send this message. You can create audiences from the "audiences" page in the dashboard.

For this example, we are going to select an audience that we created to add subscribers that sign up through our different sign-up forms and pages. You can click on "begin" after you select an audience so you can start setting up the campaign.



Setting Up The Campaign

Now it is time to start configuring your campaign set up. By default, this tool pulls information from your account to fill in information in the campaign, and uses stock

content to fill the email. Let's see how you can edit this information to add your own configurations.



Start in the “sends to” section. Here you can select whom you send this campaign and at what moment. By default, this is configured to send the message to new contacts immediately after they sign up. If you select this campaign set up you can leave this at its default value, but you can click on “edit delay and recipients” to select a different timing and contacts in case you’re configuring a different campaign set up.

Ok, let’s now move to the “from” section. Here you’ll add the sender’s name and email address. By default, MailChimp adds the company info and email address in your profile as the sender, but you can click on “edit from” to customize this information.

Let’s now move to the “subject” section. Here you can customize the subject line and preview text by clicking on “edit subject”, and we strongly recommend you to check our tips, tricks, and recommended best practices to learn proven ways to craft results-oriented subject lines.

Let’s finally move to the “content” section. Here you can edit the design and content of the email you’ll send with the campaign. To edit this, click on the “edit design” button.

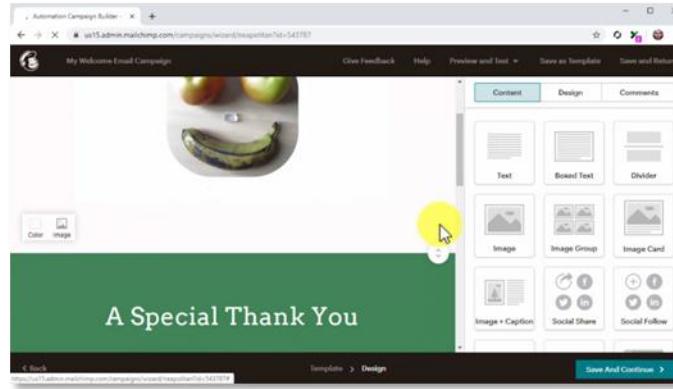
In this example, we are going to show you how to replace the stock email template with the template we helped you design in the previous lesson, as well as how to add the content corresponding to this campaign.

To replace the stock design with your new template, start by clicking on the “template” option in the lower bar. Next, click on the “saved templates” tab. Now click on the template selection preview, and then on the “change template” button.



Now that you've loaded your template into the email, all you have to do is to replace the placeholder content with your own.

In this example, we are going to start by replacing the placeholder headline with a welcome greeting for the user.



Next, we are going to replace the placeholder copy with our own welcome message for the user, as well as a call to action to invite the user to visit our website by clicking on the button below. Then we are going to click on the “edit” button in the CTA button to change the stock CTA text, and the stock “web address” with our own website URL.

Click on “save and close” to save these changes, and then click on “save and continue” to continue to the next step.

Now that you've configured everything, you can click on the “start sending” button to activate the campaign.

And that is it! As you can see, creating an automated email marketing campaign is the easiest thing to do when you use the right tools!



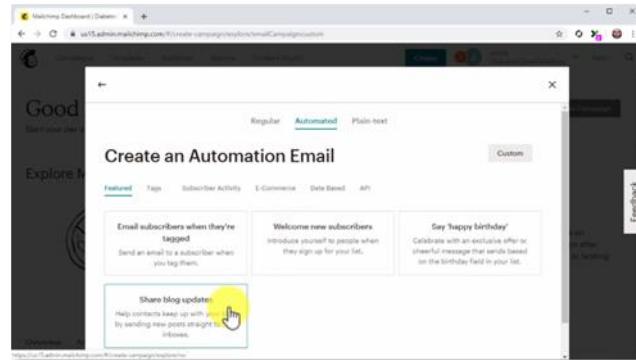
Chapter 4: Creating An Automated Newsletter Campaign

Hey there friends! A newsletter is a type of email campaign where you send business and content updates to your email subscribers. Creating a newsletter campaign is a strategy that will help you engage with your contacts.

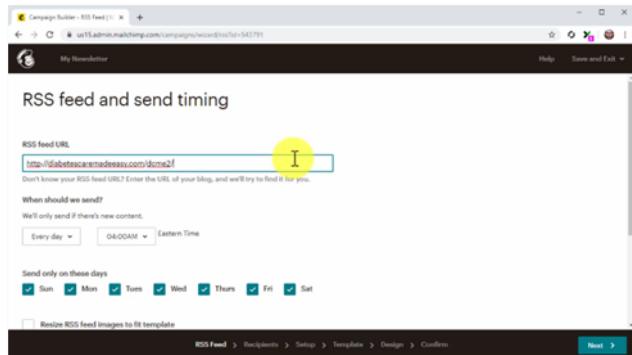
In this lesson we are going to show you how to create an automated newsletter campaign that'll pull and send new blog posts from your website to your email subscribers, on autopilot. Ready?

Getting Started

If you're using MailChimp, start on your account dashboard and click on the "create campaign" button. Next, click on the "email" option. On the following page, click on the "automated" tab, and select "share blog updates" under "featured".



Now enter the name of your new newsletter campaign into the "campaign name" field, and then click on the "select an audience" menu to select the audience to whom you'll send the newsletter. Preferably, select an audience where all your contacts are added. You can click on "begin" after selecting the audience to continue to the next step.



Setting Up Your Newsletter

Now it is time to start configuring your newsletter. First, you have to start by configuring the content feed and send timing.

Start by adding the RSS feed URL or blog URL into the “RSS feed URL” field. Here you have to add an RSS feed URL or the URL of your blog. This will help MailChimp pull new blog posts from your website to add them to the newsletter email. In this example, we are going to add the URL of the blog section of our website.

Next up you have to set up “send timing”. Here you have to select the send frequency of your newsletter. Start by selecting when to send the newsletter. You can select to send “every day”, “every week”, or “every month”.

Send frequencies vary from niche to niche, but a good frequency is between one to two times a week, so in this example we'll select “every week” on “Tuesdays”. After selecting the frequency, click on the “time” menu to select the time. You can find send frequency tips and best practices in our following lessons, and we strongly encourage you to check them out!

You can check the “resize RSS feed images to fit template” option to resize the images in your posts to fit your email template. You can click on “next” after completing this set up.

On the next page you have to select “who you are sending to” with this newsletter. Because you already selected an audience, all you have to do now is to select whether to send it to the “entire audience”, to a “segment or tag”, or



to a new “group or new segment”. For this example, we are going to select to send it to the “entire audience”. You can click on “next” to continue after making your selection.

Next you have to configure the campaign info. Start by entering the name of your newsletter campaign in the “campaign name” field.

Now customize the subject line in the “email subject” field. Now enter the email preview text into the “preview text” field. Now enter the name of the sender in the “from name” field, and then enter the sender email address in the “from email address” field. Make sure to enter a valid email address that subscribers can reply to!

Now check the “personalize the “to” field option, and then add the “*|LNAME|*” tag behind the “first name” tag in the “merge tags” field. You can click on “next” after applying these configurations.

Now you have to select a template. In this step you’ll simply have to select the template that you created for your campaigns, so click on the “saved templates” tab to select your custom template.

Now it is time to edit the template in the editor. Start by replacing the stock headline with the title of your newsletter.

Next you have to edit the copy. For newsletters, we recommend that you update the copy in the template before the campaign is set, according to the send frequency you set.

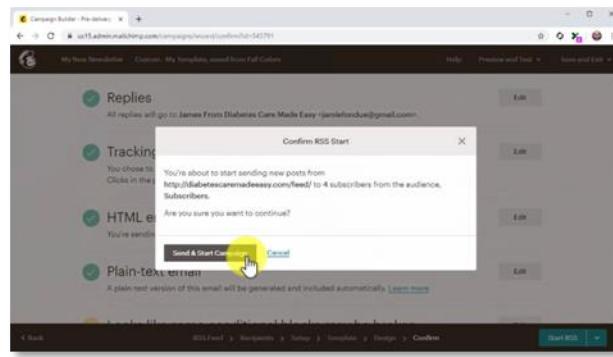
In this example, we are going to enter a brief summary of the first blog post that we published in the week that we’re sending in the newsletter.



After the copy, click on the CTA button to edit the CTA text. In this example, we are going to compose a call-to-action to encourage the user to read the entire article on our website. You can click on “next” after customizing the template to continue.

Launching Your Newsletter Campaign

Now it is time to launch your campaign! You can review and edit your campaign settings before you do. You can then click on “send now and start RSS campaign” and then on “send and start campaign” button. And that is it! Now your subscribers will start receiving your content updates on autopilot!



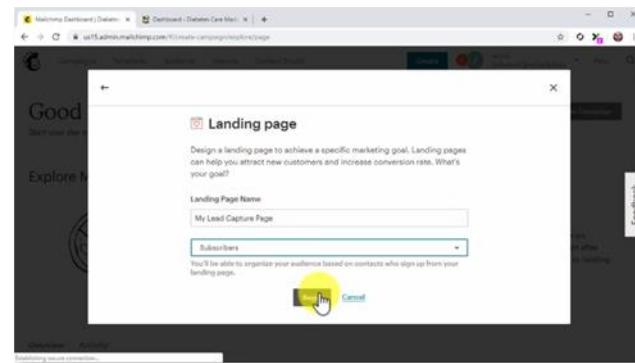
Chapter 5: Building And Embedding A Lead Capture Page On Your Website



Hey there friends! Once you've got your beautiful email and your automated campaign ready, it will be time to prepare the opt-in pages that you'll use to capture email leads. In this training we'll show you how to build the most effective type of opt-ins, starting with a lead capture page for your website.

Getting Started

Go to your MailChimp dashboard, and click on the “create campaign” button. Next, click on the “landing page” option in the menu.



On the following page, enter the name of your new landing page in the “landing page name” field. Now click on the “select an audience” menu to select the audience where you’ll add the users that sign up through this landing page. You can click on “begin” after you configure this.



Designing The Lead Capture Page

Now it is time to start designing your new lead capture page. You have to start by selecting a



template over which you'll design the page. There are various templates available, and each one can help you capture different types of leads.

Because the goal of this page is to capture leads to grow an email list, you have to select the template titled “grow your list” because it has the right elements and a minimal design.

Let's now customize the design of this template. First, click on the “edit” button in the logo block on top to insert your own logo by clicking on “replace” to insert or upload your own image logo into this block. In this example, we will also click on the “style” tab to round the corners of our logo a bit.

Now it is time to customize the copy on the lead capture page. We are going to offer an eBook to encourage people to enter their email addresses into this form, so instead of inviting them to join our list, we're simply going to describe the eBook.

We'll start by entering the title of our eBook into the headline block. Next, we are going to enter a description of the eBook in the first text block. Next, we are going to enter a call-to-action into the second text block to instruct the visitor to enter their email address in the field below to claim the eBook for free.

After you edit the copy, click on the content block below these text blocks to edit the opt-in form. Start by checking the “first name” and “last name” boxes. Then click on their correspondent “required” buttons to make them required fields. This will allow you to personalize follow up messages that you send to leads that sign up through this page!

Next, scroll down to the “button” section and customize the button text. Now make sure that “confirmation message” is selected in the “send to” menu.



Now scroll down to the message editor and compose the confirmation message that you'll send to new leads after they submit their email address.

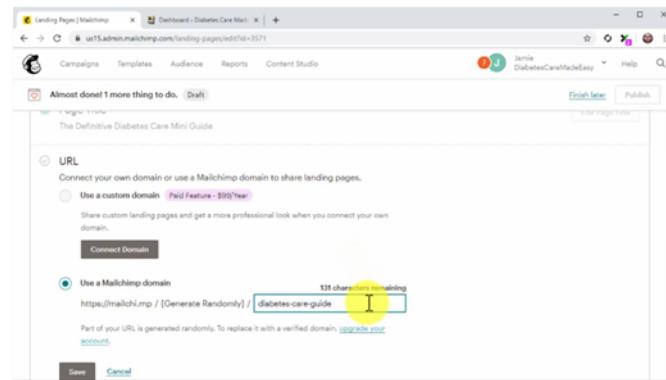
Now click on the “link” icon, and then click on the “link to” menu button. Select “file”. Now select or upload the file that you'll send to the subscriber. Then click on “insert”. Now that your new lead capture page design is finished, click on “save and close”.

Publishing The Lead

Capture Page

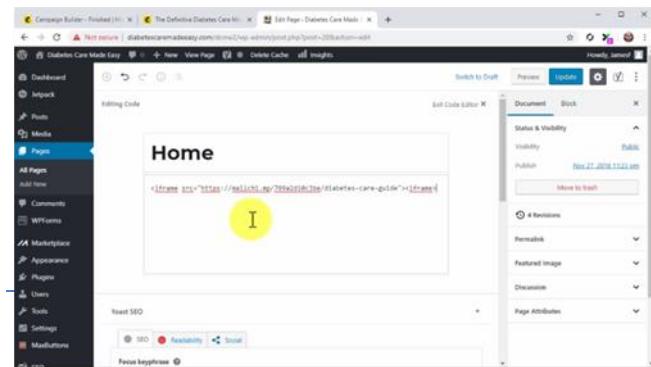
Now you're about to publish the page! Before you do, click on the “add page title” button.

This is the page title that will appear on the browser tab. Save, and then click on “add URL”.



You can add a custom domain to your landing page if you're a paying MailChimp subscriber, or you can simply add an extension to a MailChimp URL. In this example, we are going to add a name extension to a MailChimp URL. Click on “save” to finish after adding your URL.

Now that you've configured the lead page, click on “publish” to launch it. Your lead capture page is now live! Click on the URL below to open it up in another tab, and copy the URL.



Embedding The Lead

Capture Page On Your Site



Now you can embed this lead capture page on your website. The methods you can use to embed the page will vary depending on your content management system. In this example, we are going to show you how to embed the lead capture page on a WordPress website, manually, using our own business website as an example.

Start on your site's dashboard, and click on the “pages” tab in the left-hand menu. You have to embed the URL to each page in the site separately, so here you have to select which page you'll embed it to first.

For this example, let's select the homepage. Ok, let's do this. First, click on “edit” to access the page editor. Next, click on the “more tools and options” button. Now select “code editor” under “editor”.

Now type the “`<iframe src=`” tag, and then paste the lead capture page URL right after. Put it between quotes. Next, type the “`></iframe>`” right after. Next, click on “update”.

And that is it! Now your lead capture page has been embedded to your site's homepage! Apply these same steps on the rest of your most visited pages to capture more leads!



Chapter 6: Creating A Subscriber

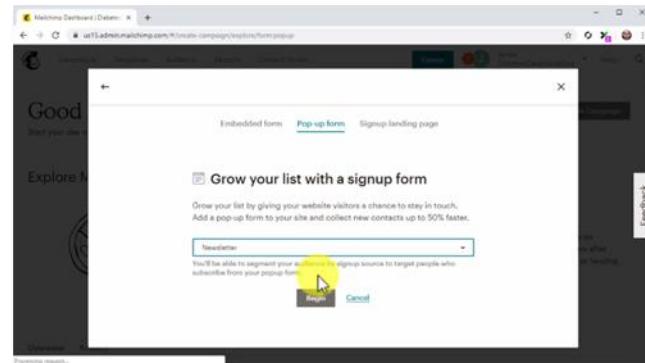
Pop-Up For Your Site

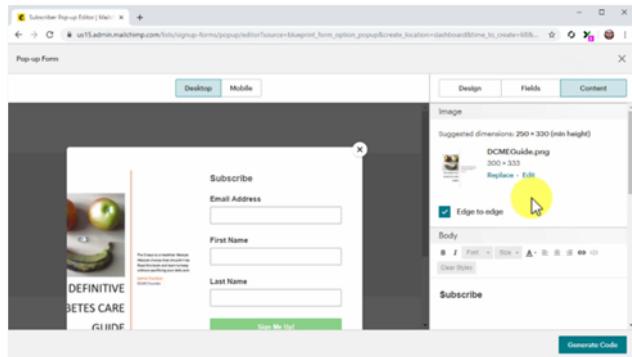
Hey there everyone! More often than not, you'll find that some of your website visitors won't pay attention to your lead capture pages while browsing and reading your content.

For them, you have to design a capture form that interrupts the experience with an email incentive. In this lesson, we are going to show you how to create an exit intent pop-up page that will help you capture leads before they leave your site!

Getting Started

Go to your MailChimp dashboard, and click on the “create campaign” button. Next, click on the “signup form” option. On the following page, click on the “pop-up form” tab. Now click on the “select an audience” menu, select the audience where you'll add the subscribers that submit their email through this pop-up, and click on “begin”.





Designing The Pop-Up

Now it is time to start designing the pop-up form. First, select the format. There are three formats available: “modal”, “slide”, and “fixed”. For this example, we’ll select “modal” to let our pop-up take the center space.

Next, click on the “display” menu to select when to display the pop-up. Because this is an exit intent pop up, you have to select “on exit”.

Next, you have to select “image alignment”. This is where you’ll position the image in your pop-up. For this example we are going to select “left”.

Now move to the “button style” section to customize the CTA button. Start by entering your call to action into the “text” field. Now customize the colors. To make the CTA button in your pop-up stand out, select white as the text color, green as the background color, and red as the hover color.

Now click on the “alignment” menu button and select “center”. Then check the “full width” option to let the CTA button take the entire space below the form fields.

Now click on the “fields” tab. Here all you have to do is select “first name” and “last name” as “required” fields. This will help you personalize follow up messages that you send to subscribers that sign up through this pop-up form.

Now click on the “content” tab. Here start by clicking on “browse” under “upload an image” to upload or insert the image that you’ll use in your pop-up.



In this example, we are going to insert the cover of the incentive that we'll offer through this pop-up.

Next, compose the copy for your call to action that you'll use in your pop-up into the text field under "body". This message will appear right on top of the form fields.

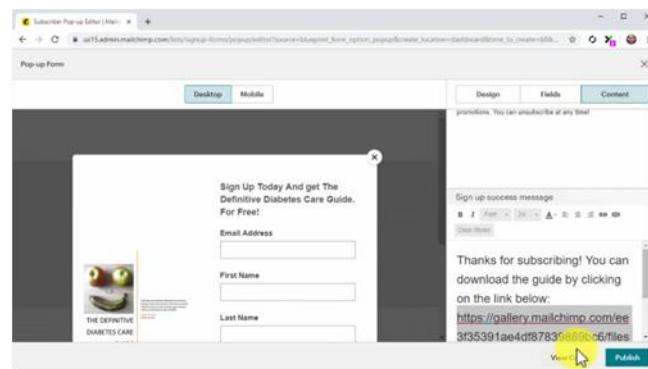
You can also add additional information into the text field under "footer". This information will appear right below the submit button. In this example, we are going to add a disclaimer to inform the user about what they consent to by submitting their email address.

Next, compose a confirmation message in the text field under "sign up success message". This message will appear on a different page right after the user submits his or her information.

After you enter your confirmation message, click on the "link" icon. Now click on the "link to" menu button and select "file". Now select the file that you'll send the subscriber after he submits his information and click on "insert".

Publishing The Pop-Up

Your pop-up form is now ready, and all you have to do now is to click on the "generate code" button. Copy the code that will appear on screen, and then click on "close". Next, click on the "publish" button.





Now your new pop-up form is live, and you can insert it on your site by pasting the code you just generated inside your website's code!

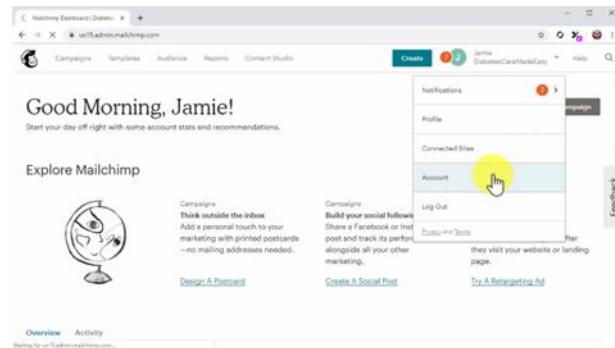
Chapter 7: Creating A Sign-Up Form For Your Facebook Business Page

Hey there friends! Your Facebook business page is always going to be one of your greatest sources of qualified traffic, so putting a sign up form to capture email leads there is a no brainer.

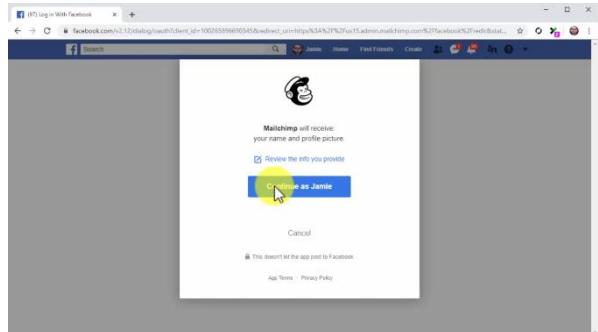
In this lesson, we are going to show you how to easily create a sign up form for your Facebook pages, the right way.

Getting Started

The easiest way to add a signup form to a Facebook business page is through email marketing integration. We'll be using MailChimp to create this integration, but the process should be fairly similar on other email marketing platforms.



Start on the account dashboard and click on the profile menu. Now click on the "account" option. Once on the following page, click on the "integrations" tab.



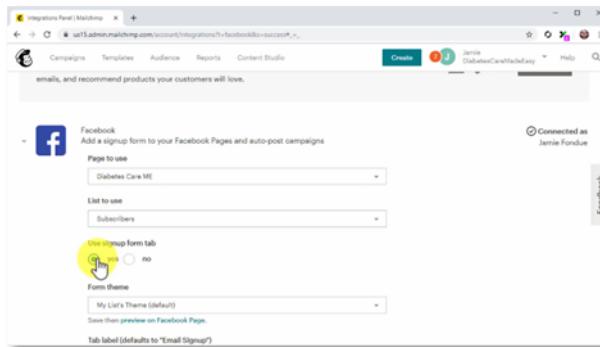
Integrating Your Facebook Account

Now click on the Facebook tab, and then on the “login” button. Make sure that you are logged in to your

Facebook account when you take this step! Next, click on the “continue as” button, and then on “ok” to give MailChimp access to your Facebook pages.

Setting Up The Sign-Up Form

Now your Facebook account is linked to your MailChimp account, so it is time to configure the page where you’ll add the sign-up form.



First, click on the “page to use” drop-down menu button and select the page where you’ll add the sign-up form. Next, click on the “list to use” drop-down menu button to select the list where you’ll add the subscribers that submit through your Facebook page form.

Now select “yes” under “use sign up form tab”. By enabling this option, you can add a sign up tab to your Facebook page, making it easier for page fans and visitors to open and submit the form.

Next, click on the “form theme” to select a theme for your new sign up form. Now enter the tab label into the “tab label” field. This is the text that will appear on the tab. Here we recommend that you add a keyword that would encourage a visitor to sign up, such as “newsletter” or “free eBook”. If you don’t enter a custom label, it will default to “email sign up”. Now click on “save” to finish.



The sign-up tab has been added and updated, and you can click on “preview on Facebook page” to check it out. As you can see, this is an attractive sign-up form that’ll match the design of your page, and that will help you capture email leads on Facebook without forcing them to leave the site. And this is it my friends! Don’t forget to promote this new sign-up page!



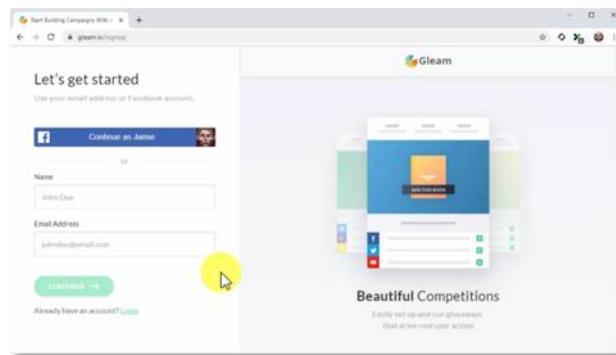
Chapter 8: Generating More Email Leads With A Giveaway Campaign

Hey there everyone! One of the craziest new online marketing trends is giveaway campaigns. Giveaway campaigns are designed to generate lots of buzz, traffic, and leads by simply asking people to complete actions to earn entries to win prizes.

In this lesson, we are going to show you how to set up a giveaway campaign to generate lots of email leads, easily.

Getting Started

The easiest way to set up a giveaway campaign is through a sweepstake platform. In this lesson we are going to use “Gleam”, a user-friendly marketing platform designed to let you create and run giveaways for free. You’ll simply have to go to “gleam.io” on your browser and complete the sign-up process to use it!





Setting Up The Giveaway

After you register on the platform, go to the dashboard and click on the “new competition” button. Now you can start creating the giveaway.

First, enter the name of your competition into the “name” field. Now use the calendar functions below to select when the competition “starts” and when it “ends”. Then select the correct “time zone” for your competition.

You can additionally compose your giveaway terms in the “terms and conditions” field. Now click on the “captcha” drop-down menu button and select “always require a captcha” to stop bots from spamming your competition.

Next, click on the “user details” tab. Click on the “minimum age” menu button and select “18+ checkbox”. Now eliminate all options in the “allow login” section except “email” and “Facebook”. This way you’ll only encourage registrations that require email sign-up for exposure to your sign-up forms.

Now click on the “how to enter” tab. Here you are going to select the entry method. You can select “subscribe to a newsletter” to generate direct sign ups, but you have to upgrade your account.

If you don’t want to upgrade, simply select “visit a page” to add a landing page URL that participants can visit. First, enter a call to action to encourage visitors to check out your email incentive into the “title” field. Now check the “mandatory” option and the “daily” option to make it a mandatory daily entry.



Now enter your landing page URL into the “link URL” field, and then enter the CTA button text into the “button text” field. Now select “automatically complete”, and click on the “prize” tab.

Here all you have to do is to enter the name of the prize or competition into the “widget title” field, and a description of the prize into the “description” field. Then enter the number of winners into the “number of winners” field.

Now that you’ve finished customizing the competition, click on “save” to launch it. And that’s it! All you have to do now is to start promoting your giveaway like crazy!



Chapter 9: Setting Up A Lead

Generation Campaign On Facebook

Hey there friends! Facebook is a massive source of qualified leads, and you can run paid campaigns to promote your custom lead gen forms on the platform. In this lesson we are going to show you how to do it easily, step by step.

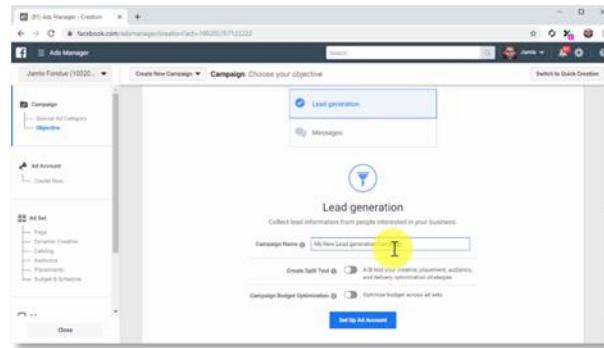
Getting Started

To create a paid lead generation campaign on Facebook, you have to go to the advertising manager first.

Start by going to the

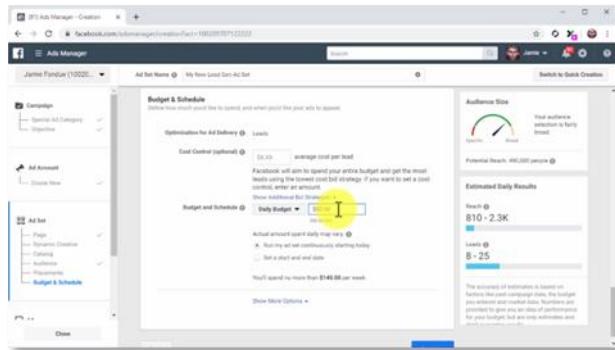
<https://www.facebook.com/adsmanager/c>

reation URL in your browser while logged in to your Facebook account.



Next, select “lead generation” in the campaign objectives column. Now enter a name for your new lead generation campaign into the “campaign name” field, and then click on “set up ad account” to configure an ad account before you continue.

If you haven’t set up an ad account before, all you have to do is to select an “account country”, a “currency”, and a “time zone”. Then click on “continue”.



Setting Up The Campaign

Now it is time to start creating the campaign. First, you have to set up the ad set. Start by entering a name to save the ad set into the “ad set name” field. Now click on the “Facebook page” menu and select the page that will represent your business in the lead generation ad.

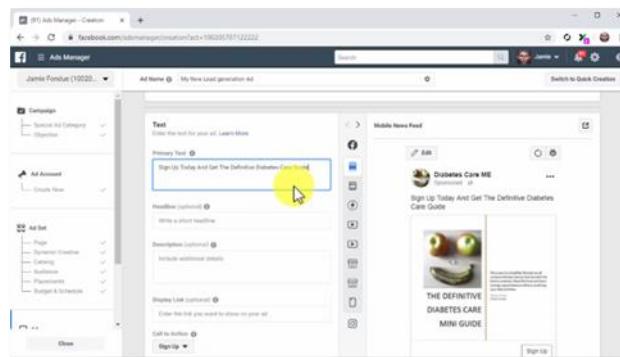
Now scroll down to the “audience” section to define your audience. First, select your target locations. Then the “age” and “gender” of your target audience.

Next, select detailed targeting criteria. Here all you have to do is to search a keyword that defines a topic that is relevant to your audience. Now scroll down to the “budget and schedule” section.

Here all you have to do is to select a budget strategy. You can select “daily budget” or “campaign budget”. Now enter your total budget in the amount field. Then, enter the maximum amount you are willing to pay for each lead into the “cost control” field. Now select if you want to start running your ad set continuously starting right away, or if you want to set a start and end date. You can now click on “continue”.

Creating The Lead Gen Ad

Now it is time to start creating the ad to promote your lead gen form. First, enter the name of your new lead gen ad into the “ad name”

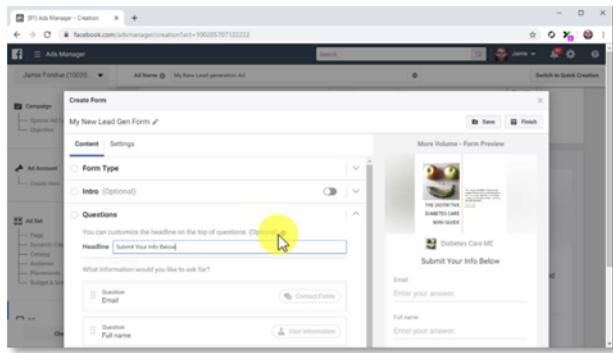




field. Now choose an ad format. In this example we are going to select “single image or video” as the ad format to use the cover of our lead magnet in our ad.

If you select this format, click on the “add media” button and then on “add image”. Now upload or select the image of your email incentive.

Now scroll down to the “text” section. Enter your ad copy into the “text” field. And here you can also add a “display link”, a “headline”, and a “news feed link description”, but they’re optional.



Creating The Lead Gen Form

“untitled” field.

Next, select a “form type”. Select “more volume” to create a form that is easy and quick to submit, or select “higher intent” to create a double opt-in form. For this example we’ll select “more volume”.

Now click on “intro”. Here you can customize the copy in your lead gen form with a headline, an image, and layout text. We already added all this information to the ad, so in this example we will disable the intro.

Now click on “questions” to add a headline on top of the form fields. Next, click on “privacy policy” and paste your website’s privacy policy page URL into the “link URL” field.

Now it is time to create the lead gen form for your ad. First, go to the “instant form” section and click on “new form”. Now enter the name of your new form into the



Now click on “thank you screen” and customize the headline and text that your leads see after they submit the form.

Now click on the “settings” tab. Start on “form configuration” to “choose a form language” and select a “sharing” strategy. If you select “restricted”, only people that see your ad can submit their info. If you select “open”, people can freely share and submit your form. Additionally, you can click on “field IDs” to customize the dummy text in the signup fields.

Now click on “save” to save your changes. Please note that you can’t edit a form after you create it, so make sure to review all your form settings before you publish it. Then, click on “finish” to publish your finished lead gen form.

You can see how your new form will look in the “form preview” window. Finally, review your campaign settings, and click on “confirm” to launch your Facebook lead gen campaign!



Chapter 10: Retargeting Site

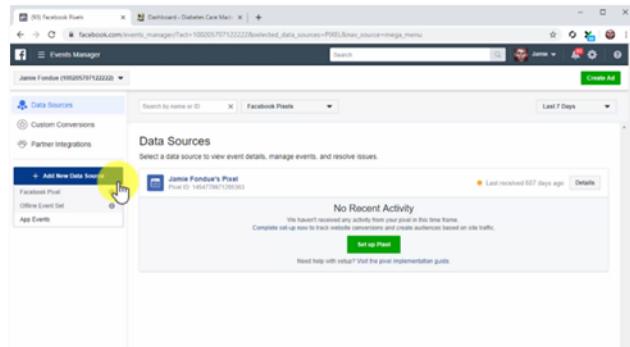
Visitors That Don't Sign Up

Hey there friends! There is a powerful feature in your Facebook advertising account called remarketing that allows you to track visitors from your website to show them your ads when they are on Facebook.

In this lesson we are going to show you how you can use this feature to keep promoting your lead capture form to those website visitors that don't submit your sign-up form. Ready? Then let's do this!

Getting Started

Start on your Facebook advertising dashboard by going to the <https://www.facebook.com/adsmanager/manage/> URL while logged in to your account. What you are going to do now is to locate your Facebook tracking pixel so you can install it on the website or page that you want to track visitors that ignore your sign-up page.



First, click on the tools menu button and then on “pixels”. If you haven’t added a Facebook tracking code to your account, all you’ll have to do is to click on the “add new data source” button, and then on the “Facebook pixel” option to name and create your new tracking code.



Please note that you can only create one tracking code if you have a personal account. In this case, we've already created a tracking code for marketing. After you create a tracking code, you can set it up by clicking on the "set up pixel" button.

Now click on "manually install pixel code yourself". Next, locate and click on the "pixel code" to copy it to your clipboard.

Now you have to install this code on your website, or on the page where you installed a sign-up form. In this lesson, we are going to show you how to install it on a WordPress website, using our website as example. If you're not using WordPress, you will need to locate the header section in your website's code to paste the code in there.

If you're using WordPress, the easiest method is to paste it directly through the code editor. To enter the editor, go to your site's dashboard and move over the "appearance" tab in the left-hand menu, and click on "theme editor".

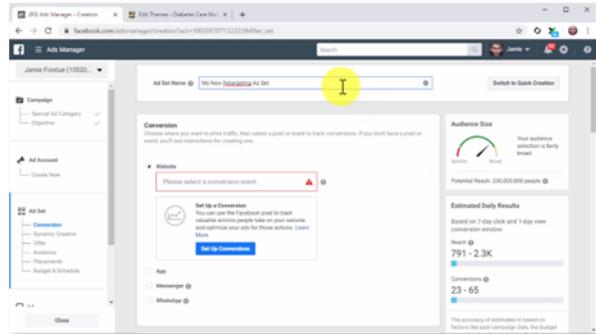
Now move to the "theme files" menu and locate "theme header". Click on it, and locate the "<head>" tag. Now paste the code right below this tag, and click on the "update file" button.

Now go back to where you left on Facebook, and click on the "continue" button. Next, click on "manually install event code". This option will allow you to install code that tracks specific actions. In this case, you have to install code that will help you track visitors that only browse and read content, but that don't interact with the sign-up forms on your site.

The event that'll help you track this is "view content". Click on the "view content" tab, and then copy the event code below. Now go back to the code editor on your website, locate the "</head>" tag, and paste the event code right



below this tag. Click on “update field” to start tracking this event. Go back to Facebook, and then click on “done”.



Creating The Remarketing Campaign

Now it is time to create the remarketing campaign. Start by clicking on the “create ad” button.

On the following page, click on the “conversions” tab in the “marketing objective” column. Enter a name for this new campaign into the “campaign name” field, and then click on the “ad set” column on the left-hand sidebar.

Now it is time to set up the ad set. First, enter the name of this new ad set into the “ad set name” field. Now go to the “conversion” section. Make sure that “website” is selected as the conversion, and click on the “select a conversion event” field. Now click on “view event” to select it as the conversion event.

Now scroll down to the “audience” section. Select your target “locations”, your target “age” and “gender”. Now scroll down to the “budget and schedule” section. Select a budget strategy, enter your budget total, your maximum bid, and select when to launch your ad.

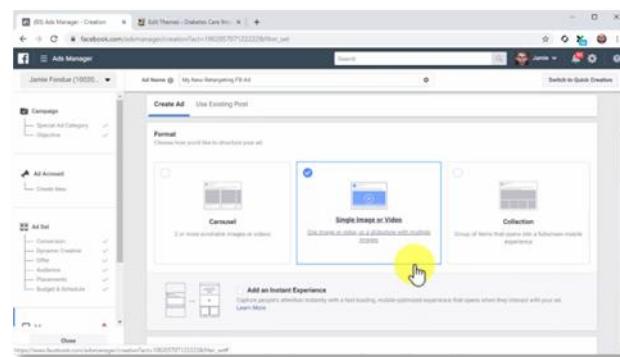
Now click on “continue”.

Creating The Ad

Now it is time to create the ad!

Start by entering the name of this new ad into the “ad name” field.

Now click on the “Facebook page”





menu in the “identity” section to select the page that will represent your business in your ad.

Now select your ad format. For this example, we are going to select “single image or video” to add the cover of our email incentive in the ad. Now click on “add media” and then on “add image” to upload and select the image that’ll go on your ad.

Next, go to the “links” section and enter your ad copy into the “primary text” field. You can also enter a “headline” and “description”, but these are optional.

Now select “website” as “destination” and insert your lead capture page URL into the “website URL” field. Now click on the “call to action” menu and select the correct CTA button for this ad. Your new ad is ready, so now you can click on “confirm” to launch your campaign!



Chapter 11: Engaging Subscribers That Don't Open Your Emails

Hey there everyone! There will be subscribers that will stop opening your emails at some point. There are a number of reasons for this, but what's important is re-engaging with them.

In this lesson we are going to show you an easy way to identify subscribers that are not opening your emails, and how to add them to a segment so you can re-engage them.

Getting Started

We'll use MailChimp to identify subscribers that are not opening our emails, but remember that you can apply basically the same steps in similar email marketing platforms. Start on your account dashboard and click on the "audience" tab to go to the "audience" page.

The screenshot shows the MailChimp interface with the 'Audience' tab selected. The main panel displays an audience named 'All subscribers (1)'. It indicates that this audience has 4 contacts, with 4 of them being subscribers. Below this, there's a 'Recent growth' section showing new contacts added in the last 30 days, and a 'Tags' section where tags will show up. A yellow circle highlights the audience name 'All subscribers (1)'.

The screenshot shows the MailChimp interface with the 'Audience' tab selected. The main panel displays a segment named 'All subscribers (1)' with 4 contacts matching the conditions. Below this, there's a 'Segment' section showing a segment named 'No-Opens' with 4 contacts matching the conditions. A yellow circle highlights the segment name 'No-Opens'.

Identifying And Segmenting No-Opens



Once in the audience page, click on the “manage audience” drop-down menu button and click on the “manage contacts” option. On the following page, click on “segments”.

Once on the “segments” page, click on the “create segment” button to start creating a segment where you’ll add the subscribers that are not opening your emails.

First, click on the “contacts match” menu button and select “all”. Now click on the conditions menu button below and select “campaign activity”. Now click on the menu button to the right and select “did not open”. Now click on the menu button to the right to select the criteria you’ll use to define non-opens.

There are several criteria that you can select, and we recommend you to select “all campaigns within the last 1 month”. This will allow you to reach subscribers that haven’t been opening your emails, but that are fresh enough as to re-engage. You can click on the “add” button to add additional criteria.

Now click on “preview segment” to see which of your subscribers meet the criteria you selected. Now click on “save segment”. Next, enter the name of this new segment into the “name your segment” field, and then click on “save”.

You’ve segmented the subscribers that are not opening your emails, and now you can send them a campaign to re-engage them with a juicy incentive that they can’t resist. Depending on your niche, your business, and their stage in the customer journey, you can send them a discount that doesn’t expire, or a content upgrade that is not available on your website or through any other of your sign-up forms.

To send these subscribers an email, click on the “send campaign” menu button and select “email campaign” to start designing your campaign.



As a final piece of advice, we recommend that you include a friendly warning in the email to let the user know that you'll unsubscribe them from your mailing list if they don't claim the incentive. This strategy will help you to re-engage truly qualified leads!



Chapter 12: Defining The Perfect Email Marketing Lifecycle For Your Business

Whether you are a marketer or online business owner, you are familiar with customer lifecycles. Most customers don't buy right away unless they trust their money to your business, so most of the time you have to plan a lifecycle, or series of steps, that potential customers have to take before they make a purchase.

An email marketing lifecycle then is a series of steps that you build to help a lead reach a strategic point at which you send them emails that will help them take the next critical steps until they make a purchase and become a customer.

In this lesson, we are going to teach you what are the best points at which you can send marketing emails to a potential customer.

When Users Visit Your Site Or Store For The First Time

Here's when your email marketing lifecycle begins. A new visitor is not likely to convert into a customer the first time that they visit your website or store, so it is the right time to convert them into an email subscriber instead.





There are two opportunities to convert the user into a subscriber at this point: with a well-placed opt-in for users navigating the site, and with exit-intent pop-ups for users leaving the site.

A user that subscribes through a page opt-in can be qualified as someone that is interested in your offers or brand from the get-go. A user that subscribes through an exit-intent pop-up can be qualified as someone that is interested in your offers, but that will need more incentives to purchase down the line.

After a user subscribes through either form, they will expect your business to start sending them emails.

This is the perfect moment to start sending your lead a series of welcome emails, a series of storytelling emails to share details about your brand and products, and a series of incentive emails with discounts and promotions to encourage them to convert, in that order. In general, you'll have to create from 5 to 15 emails to complete this lifecycle!



When Users Browse Product Pages But Leave Without Buying

A user that browses products on your website can be qualified as someone that desires to purchase your products, yet there's something holding them back. There are a lot of things that can stop a user from making a purchase, such as high prices, the cost of shipping, or lack of social proof.



Address these obstacles with a series of emails to offer them deep discounts or free shipping if they order the products that they browse more. Also, use these emails to highlight user reviews made on those products.

When Users Add Products To Cart But Leave

Abandoned carts is one of the biggest issues that online businesses face. Abandoned carts are such a serious problem that they can affect and kill a business if not solved.



The good news is that this is a problem that can easily be corrected with email marketing, especially because you are dealing with a user that is about to be converted.

Abandoned carts happen because of two reasons. Either the user decided to postpone the purchase and forgot, or the user isn't completely convinced to purchase because he or she is not familiar with your brand or business.

You can address both problems with an email. Simply program abandoned cart emails to buyers that leave their shopping carts to remind them of the item or items they left without buying. Include an incentive in the email, such as a deep discount code that they can redeem on that purchase if they complete it at a certain time.



After Users Complete Their First Purchase

Every customer is more likely to make an impulse purchase right after they make their first purchase. This is because they have made an emotional

connection with your brand and are in the first stage of building loyalty.

This is the perfect time to send them an email that compels them to buy more. The right strategy is to program emails with a receipt of the order they just made that highlights the product or products the user purchased.

Right below the receipt you have to include a scrollable selection of products that you can upsell or cross sell, a promotion, or an invitation for a rewards program.

Then, if a certain amount of time passes without the user returning to your site, which is commonly two weeks, start sending them emails with product updates and incentives to encourage them to click through.

After Customers Return To Your Site

Your job now is to convert the customer into a repeat customer, and you can do this with a series of emails based on the user's past purchases and browsing habits





when they are on your website.

Subscription offers, cross-sells, and tiered offers work best as email incentives to compel the user to buy more!



Chapter 13: Improving Your Email Design Strategy

Email marketing is one of the few marketing methods that is as effective today as it was on day one, without being reinvented. A simple layout, a header image, compelling copy, attractive visuals, a clear call-to-action button, and a footer, are still enough to do the job.

But in 2019 and beyond, everything is getting more colorful, vibrant, and interactive, including email, and the best companies are changing their emails accordingly. The following are the design changes these big companies are applying to stay on top in !

Broken Grids

The usual email layout is a simple vertical column where you arrange elements like text, images, buttons, and links. It looks good and familiar, but it can look monotonous, and it doesn't leave room for much else.



That is why this design trend is changing in favor of broken grids. Broken grids are made from an asymmetrical layout that allows you to go beyond the restrictive nature of symmetrical grids.



This isn't an uncommon design choice, mind you, as it is extensively used on modern websites. An asymmetrical grid allows you to position your design elements in a non-linear way.

This way you can insert elements that mimic cut-out shapes, tilted lines, and overlapping images for a more attractive email that is unique to the content you're sending.



Embedded Surveys

A growing trend is to insert elements that encourage quick actions such as embedded surveys at the bottom of your email content.

They're clearly visible and allow you to discover your audience's pain points and receive feedback without forcing them to leave the email.

Gamification

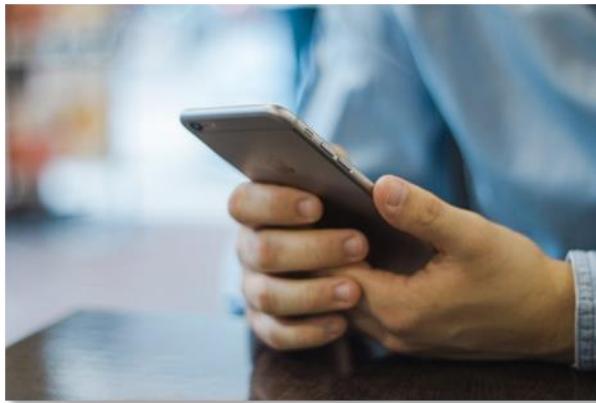
Gamification is a groundbreaking way to make everything more interactive. Advertisers and paid-to-click websites have been quick to adopt this technology, but it is a design choice that more and more brands are using in their emails to drive more actions.





Gamification simply means using a game to drive an action that would otherwise sit idle in a user's inbox for a long time. For example, there are brands that are sending emails with simple games to encourage users to win a reward.

So instead of sending a static coupon code for a discount, you can send an interactive email with a maze game that would reward the recipient with a juicy coupon code if he or she wins.



Accelerated Mobile Pages

A growing number of email users are adopting mobile as their device of choice, so improving your brand experience for them is a priority.

Accelerated Mobile Pages or “AMP”

is a clever design trend that enables you to design dynamic emails that allow the user to stay in the email instead of driving him or her to an external browser.

This will empower the email experience that your brand provides because it updates the information on each email in real time because the user will simply have to refresh the page. It's like visiting your website, but without ever having to leave the email you sent!

Creating “AMP” compliant emails is something new that requires a lot of work, and you'll need a good mobile developer on your team to make it a reality, but it is the future of email on the go!

Custom Visuals



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Sending emails with custom visuals and illustrations as background as opposed to simple color combinations that reflect your brand's identity makes a great difference when it comes to the look and feel of an email, and creates a strong impression on the user. This design choice will help you increase brand recall and to enhance the email experience.

You don't have to go far to find inspiration, as the majority of marketing firm websites today are customized in a way that reflects the look and feel of the perfect marketing email.

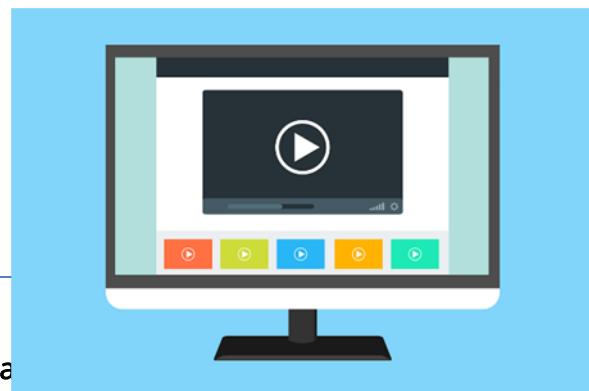


Live Social Feeds

Embedding your social media feeds into your emails is a really good way to add enhanced dynamics to the email experience that your brand provides.

Not only that, but it also allows you to increase your social media following by giving email leads quick access to your latest social updates. Leads that are not following your brand yet will start following you at some point, and the ones that already follow you will be able to share your updates more easily.

Video In Mails



[Click here to access my exclusive La](#)



Including marketing videos in your emails helps you to send your message more effectively.

It increases open rates by almost 20%, and click-through rates by 50%.

It also increases the time a user spends interacting with your email, improving retention.

Chapter 14: Tricks And Tips To Boost Open Rates And Click-Through Rates



Email marketing is mainly about using email to target, communicate and connect with a group of targeted people, but it ultimately is all about making those people take action until they start making you money.

That is why in this lesson we are going to give you the best advice to boost open rates and click-through rates in .

Send Welcome Emails And Incentives In Real Time

People will join your mailing lists because they want to receive emails from your business, but they can lose interest and ignore your emails if you don't do it on time.



Most people expect you to send them emails right away, and regularly.

In fact, interest and brand awareness peak when you send the user an email right after they take action.

That is why you have to design an automated email campaign that sends a welcome email to users at the moment they sign up.

Likewise, create an automated email campaign that sends incentives right when the user signs up to claim them. For example, if you've set up an exit pop-up to offer a discount on your store, make sure to also set up an email that is sent automatically to users that sign up through that form.

When you start sending automated emails right at the moment the user takes action, you will increase open rates by as much as 80%!



Send Date-Based, Seasonal, And Holiday-Themed Emails

You can increase open rates by sending out personalized date-based emails to your subscribers.

The best type of date-based email you can send are Happy Birthday

emails. Users always open these emails because it is about them, and because of this they also help you to enhance customer relationships.

Combine these emails with a gift, such as a small discount that doesn't expire, and you can also improve customer retention by guaranteeing a future purchase! Most email marketing services offer you automated date-based email campaign templates, so you can send these emails on autopilot.

Holiday themed and seasonal emails on the other hand can easily help increase open rates and click-through rates when done right.

To achieve these results, you have to send holiday themed emails to promote a content piece where you discuss a topic that is relevant to your audience during those holidays.

For example, if you sell high-end clothing, you can create a video or blog post about the hottest trends for an upcoming season where you highlight the trendiest items in your store. Then, create an email campaign with a catchy subject line where you tell the subscriber to learn more about the hottest products in advance of the upcoming season.



Use A Personal Name As The Sender's Name

You might think that it makes more sense to use the name of your brand or a general email address as the sender's name in your emails, but research says otherwise.



This is because people pay more attention to other people than to things, like a company, and are more inclined to nurture a relationship with another person as well. So, when you send an email with the name of your company as the sender, people are more likely to ignore it.

What you have to do instead is to use your name or the name of someone in your staff as the sender. This increases open rates from 15% to 35%, and can even improve click-through rates by a similar lift.



Send Emails At Strategic Times

This is a strategy that social media marketers are used to. They don't post their best stuff at any time, only when their audience is most likely to see it and engage with it.



And this applies to email marketing too. Big email marketing firms have found that the best days to send emails are Tuesdays, with Fridays as a close second.

And the worst days to send emails are on Saturdays and Sundays.

As for the best times to send emails, these same firms have found that the best times are around lunch, after 12:00 PM.

Keep in mind that open rates decrease to 1% 24 hours after you send your emails, so track your campaigns to find out when your audience engages the most!

Limit Word Count On Subject Lines

Subject lines with 6 to 10 words deliver the highest open rates.

This is because when you add more words, the subject line gets cut in the inbox, especially on mobile devices.



Include The Word Video In The Subject Line

But only if you are sending a video with your email of course!

Adding the word “video” increases open rates by 6%, so it

makes perfect sense to make it clear in the subject line whenever possible!



Chapter 15: The Best Types Of Lead Magnets And Email Incentives You Can Offer

The secret to a potential subscriber's heart is in the incentive. There are leads that will naturally flock to your email list without hesitation, but you'll eventually need to offer an attractive email incentive if you want to grow your audience beyond that.



There are a lot of things that you can offer people in exchange for their email address, and some incentives work really well. Here are our top lead magnet and email incentive picks that you can offer in .

Free Trials And Samples

Free trials and samples are some of the best incentives that you can offer to your audience if your business is to sell software, online services, and digital products.



These types of incentives will not only encourage users to become a subscriber. If that's your niche, they can also help you qualify leads as potential customers if they use the sample until the trial ends. Additionally, they can help you drive sales when the user likes the product or service enough.

If you sell software or an online service, you can capture email leads by offering a limited time trial to new email subscribers.

If you sell a digital product such as a game or book, you can offer a demo or sample of the game or book to new email subscribers.



Exclusive Deals

We've extensively mentioned coupons and discounts as a common type of incentive, but any other category of deal will do the job.



If you are an ecommerce retailer, you can offer free shipping, or promotions such as “buy one get two”, to new email subscribers.

A neat trick that is increasing conversion rates is by simplifying the call to action. Instead of embedding a sign up form with a CTA that invites the user to get the promotion by submitting their email address, you simply have to embed a clearly visible, but not obtrusive, CTA button that reads “Click to save”, or “click to get free shipping”, according to your incentive, that takes the user to a landing page with a sign up form when they click on it.

Quizzes And Assessments

One of the best strategies to encourage online users to complete an action is by using curiosity and scarcity.

A method that will allow you to induce both in order to get basically any user to hand you their email address is by assessing the user’s pain points with a quiz, and then locking the results behind a sign-up form.

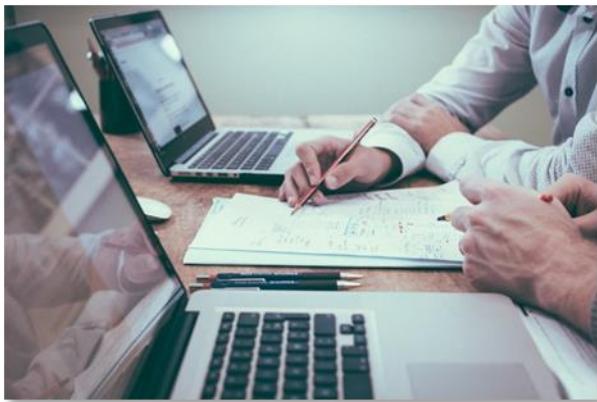


For example, if you are a business coach, you can create and embed a quiz on your website and social profiles titled “What type of entrepreneur are you?”.

After the user selects all their answers and clicks on “get your results”, the quiz will load an opt-in page to tell the user that there results are confidential, and that you can only send them to their email address.



When you apply this strategy, you have to make sure to add a clear privacy disclaimer to let the user know that by getting their results, they agree to join your mailing list!



Content Upgrades

A very large segment of your audience will be people that visit your site for your content and not for your products or offers. If you want to increase product consideration among those people,

you'll need to find a way to add them to your contact list.

We've found that the best strategy to achieve this is by offering these leads content upgrades as email incentives.

Content upgrades are materials that complement or enhance a piece of content. The most common types of content upgrades include checklists, cheat sheets, and printable versions of the content they just read.

For example, if you run a digital marketing company and you have a blog post about email subject lines that is generating a lot of traffic, you can create a cheat sheet with some of the best subject line examples your company has produced, and offer it as a content upgrade to people that read that blog post.

Calendars And Planners

Calendars and planners are a really valued incentive because they help people stay organized. Usually,



[Click here to access my exclusive](#)



calendars and planners are offered in a printable format to increase their perceived value.

What you have to keep in mind when designing a calendar or planner is to make it relevant to your target audience.

For example, if you run a digital marketing company, you can design a social media marketing calendar that shows the best days and times to post and launch campaigns across the year.

Chapter 16: Email Marketing Best Practices

Getting started with email marketing is, as with anything else, rocky at the beginning. You learn the ins and outs as you go, and you get a grasp of the unique challenges you'll face when it comes to generating leads in your niche. You know that you don't only have to do it well, but that you have to do it the right way.

To make it all easier for you, we've designed a list of email marketing best practices that you have to apply to succeed in 2019 and beyond!

Set The Right Mailing

Frequency

One of the trickiest challenges that email marketers face is mailing frequency. In general, you'll find



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that most marketers don't know when and how much they should email their contacts. They either email too many times a week, or they send just a few emails a month, and neither approach works.

If you want to stay top of mind, increase open rates, and enhance other relevant metrics that include click-through rates and return on investment, the best practice is to email your subscribers from 2 to three times a week, tops.

A lower frequency will result in lowered customer retention and a lowered sender score, while a higher frequency can result in decreased engagement, opt-outs, and lower inbox visibility.



Watch Your Deliverability

Deliverability is mostly defined by having the majority of emails landing in the user's inbox, but the most important factor affecting deliverability is users opening your emails.

If users don't open your emails, and if users don't interact with the content in your emails, they will be filtered to the spam folder.

We've talked about ways to improve your open rates and click-through rates, but improving deliverability goes beyond that.

There are design choices that also affect deliverability, especially those that put your emails at risk of penalization by entities that score spammers, such as Google.



Things that you have to fix in order to improve deliverability include bounce rates, unsubscribe rates, permissions, the use of generic subject lines and masked links, using more image than text, incorrectly formatted HTML, and large fonts.

Don't Abuse Marketing Jargon

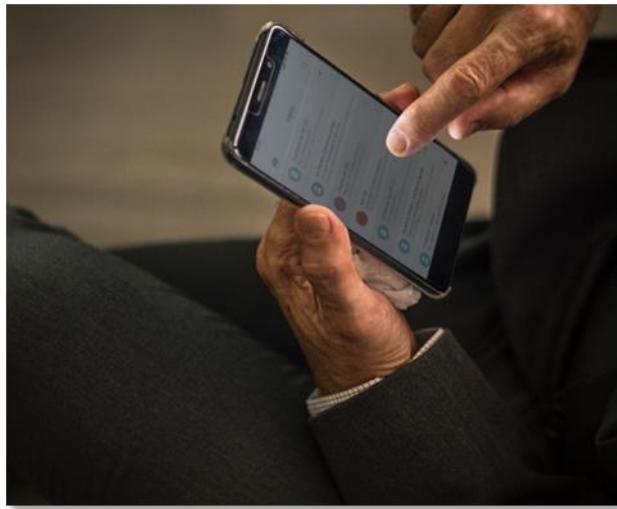
Internet service providers are increasingly vigilant about the content in emails. If the content in an email contains strings of words that appear to be aggressively promotional, the emails from that sender will start to get filtered to the spam folder.



Words that can trigger spam alerts include words that are commonly used in email marketing. Spam filters mostly target these words:

- ✓ Free
- ✓ Buy Now
- ✓ Offer or Great Offer
- ✓ Limited Time
- ✓ Words related to dating and medical niches

This doesn't mean that you have to avoid using these words, which would be impossible. All you have to do is to use them sparsely. Don't stuff them into the same message, and especially, try not to use them in your subject lines or preview text!



Ditch The “No-Reply” Email

One of the oldest email marketing customs is to add a “no-reply” message at the end of an email to let the user know that they won’t get an answer if they reply to that email. There are companies that go as far as using “no-reply” as the email address!

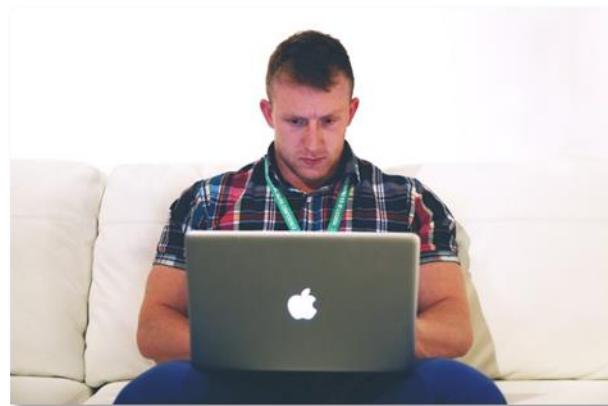
But this is an old custom that is just that: old. In the era of social media and instant messaging, an era when you’ll lose a customer if you don’t respond to an enquiry within an hour, using a no-reply address or message is a bad practice.

Adding a no-reply notice to an email or using a no-reply address reduces engagement because it stops the user from giving feedback or asking for support. It even puts you at risk of losing a customer to the competition!

The best practice is to simply avoid adding the no-reply notice or using the no-reply address. If the user responds to your message, you can simply send them a response from your customer support address and to let them know that they can reach you there!

Use Double Opt-In To Build Better Lists

You’d think that asking a subscriber to confirm their subscription would be a bad practice, but this can





actually help you build better lists.

The reason is simple. When you ask a subscriber to confirm their subscription by clicking a confirmation link that you've sent to their email address, you're asking them to commit.

If the subscriber takes the time to confirm, it means they actually want to stay in your contact list. If the subscriber doesn't bother to confirm, it means they are not committed enough to join your list, so it isn't likely that they'll become a customer down the line. This best practice will also help you to invest your best resources on the right leads.



Chapter 17: Email Marketing Do's And Don'ts

Do's

Define The Purpose Of Each Campaign

You Send

What is the objective of your next email campaign? What action do you want the user to take after they click on the links in your email?

Always take the time to plan your marketing goals, as well as the strategies that'll help you achieve them. It is also important that the design and placement of the components in your email, such as text and CTAs, make it easy for the user to complete the necessary steps.

Segment Your Lists

Segmentation is a smart way to build a better list, to drive more conversions, and to nurture better customer relationships.

Segmentation is all about dividing your contact lists into segments according to factors such as customer lifecycle stage, demographic attributes, and behaviors.





By segmenting your lists, you'll be prepared to send the right type of message to the right subscriber, at the right time. For example, you can create separate lists for customers from different regions.

Do Split Testing

Split testing is the practice of testing two or more variations of the same email. When you split test an email, you can determine which version is more effective.

There are limitless possibilities for optimization when you split test your emails. First, you can test two or more variations of the same email from a single campaign.

After you find the best version of that email, you can start testing different variations of the elements in your email, such as different subject lines, different CTA buttons, different layouts, and so on.

Spell Check And Proof All Your Emails

It is not only wise but mandatory to spell check your emails before you send them, because even a single and seemingly minor misspelling can hurt your brand's image. Recipients that don't take your email seriously will unsubscribe in a heartbeat, so watch out! You also have to proof your emails for other errors, such as broken or outdated links.

Make It Easy To Opt-Out

It is legally required that you add a clearly visible opt-out option in all your emails. Besides, some subscribers will want to opt-out of your list at some point. The reasons vary: some might have gotten what they wanted from you, like a coupon or eBook, some others will simply want to stop receiving your emails.



This will help you maintain a positive and legally bound brand image that inspires trust, even if the user doesn't plan to opt-out.



Don'ts

Don't Buy Contacts

It is really easy to buy email lists from the internet. Do a quick Google search and you'll find dozens of pages selling them in bulk, but that's a very, very bad idea.

First, you risk violating general data protection laws, which are effective in several countries. If your company gets blacklisted because of this, you'll lose a good chunk of your target audience!

On the other hand, most email marketing services know when you email addresses from a purchased list, which can get your email deliverability and reputation damaged.

Lastly, leads from a purchased list don't know your business, are not familiar with the products that you promote, and will simply not engage.

Don't Send emails From Unbranded Or Custom Email Addresses

Internet service providers and spam filters are increasingly cracking down on email addresses that are unbranded.

Using an email address that starts with "customerservice", to give you an example, can send your email directly to the spam folder. They can also look



suspicious. What you have to do is, follow our advice, and send emails with personal names.

Don't Trick Subscribers

Don't ever compose click-bait subject lines just to make people open your emails. Misleading subscribers with a fake description or tease about your email content can get your emails flagged as spam.

Also, don't describe an offer or content piece that subscribers won't be able to access with a simple click.

Don't Fit Too Much Content Into Your Emails

A big and important part of the email experience is in the design. We provided you with really good advice on how to design an email that'll keep your subscribers hooked for longer, and here's another, very important piece of advice: don't put too much stuff into your emails.

Lots of images, dynamic elements, buttons, and text can make your emails unnecessarily long, which is a big put off.

Instead, try to make your emails as focused as possible. Add only the necessary conversion elements, and don't cram too much text.

Don't Email To Addresses That Bounce

Take a moment to monitor your campaigns for bounced emails. Check which addresses are bouncing your emails, and delete them from your list.

High bounce rates can hurt your email reputation at some point, so better to keep them low and in check!

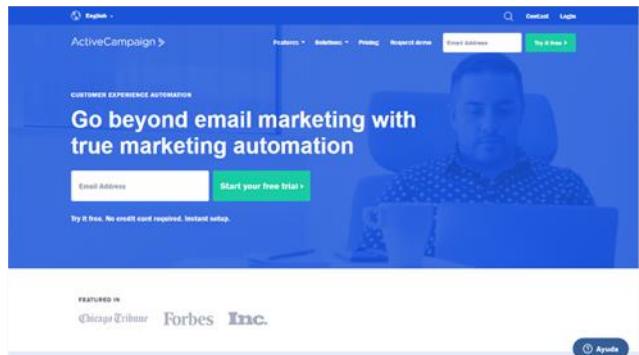


Chapter 18: Email Marketing

Premium Tools And Services To Consider

ActiveCampaign

“ActiveCampaign” is one of the best platforms for online marketers. It not only provides you with personalized email marketing solutions, it also integrates marketing automation, sales and customer relationship management, and messaging.



With ActiveCampaign you can set up automated email series, segment your audiences, and automate your most complicated email marketing workflows.

ActiveCampaign has consistently outperformed other platforms in several categories, including deliverability rates, customer response times, ease of integration, and affordability.



Constant Contact

Get Email Marketing Video Training!



“Constant Contact” is a pioneering email marketing company, and it offers powerful email marketing software for any business.

One of the best things about “Constant Contact” is that it offers a very focused platform, which is perfect for small companies and solo entrepreneurs looking for an effective yet user-friendly email marketing tool.

This means that each solution offered by the company centers around driving results from the inbox, such as campaign automation, abandoned cart reminders, and click-triggered emails.

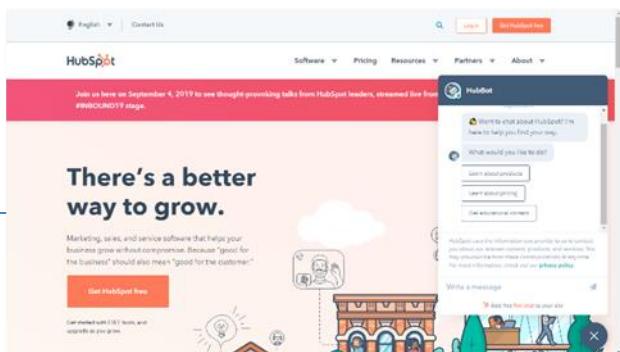
Sendinblue

“Sendinblue” is an email automation platform that can help you automate transactional emails, such as password recovery emails and invoicing.



What's more, with Sendinblue you can integrate your email marketing campaigns with other communication channels that include “SMS” and instant messaging, for more effective follow ups that reach your customers wherever they are.

Sendinblue also lets you create more targeted experiences with custom landing pages, sign up forms, social media ads, and remarketing.



HubSpot

Get Email Marketing Video Training!



“HubSpot” is an all-in-one marketing, sales, and service software that can help you scale your email marketing campaigns.

This is because it provides you with email marketing automation, customer relationship management tools, a content management system, and a landing page builder, all under a single platform.

HubSpot also provides you with one of the most powerful email tracking solutions in the market, which allows you to know the exact moment when a lead opens an email, to program perfectly timed follow ups, and to analyze a lead’s engagement history!

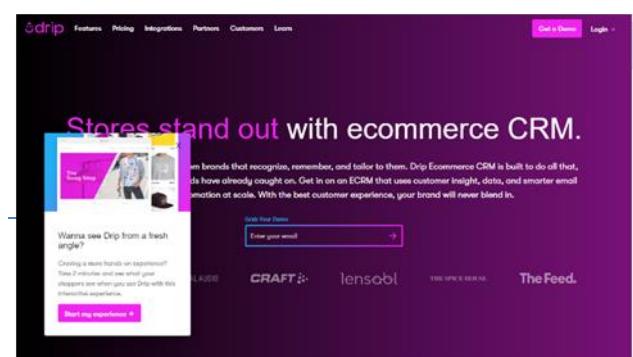
SendX

“SendX” is an email marketing and automation platform created for non-enterprise users. It prides itself in being simple, easy to use, and very affordable.



One of its best features is that it lets you resend campaigns to non-openers, with a different subject line, with just one click.

Other powerful features include custom automation rules, audience segmentation, pre-built triggers, geo-optimized campaign templates, a drag and drop email editor, custom reports, and detailed analytics.



Drip

Get Started with Email Marketing Video Training!



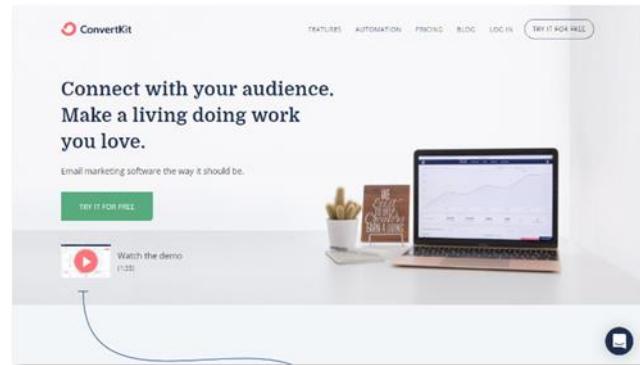
“Drip” is an email marketing platform aimed at ecommerce retailers and internet marketers.

This is because the platform offers seamless integration with some of the most widely used content management systems and ecommerce solutions on the market, such as WordPress, WooCommerce, and Shopify, among many others that include payment processors and lead gen services.

Other features include deep audience segmentation, behavior-based automations, multichannel marketing, and insights.

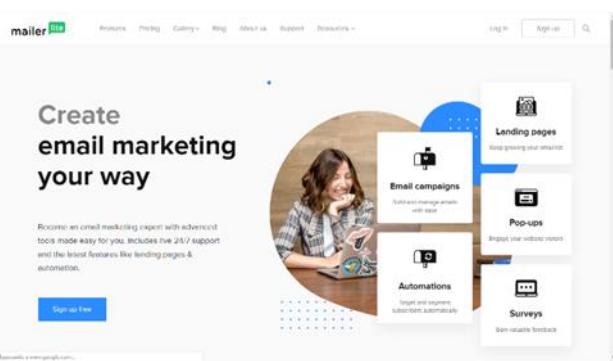
ConvertKit

“ConvertKit” is an email marketing platform that is perfect for content creators, bloggers, authors, and marketers alike.



Its features are focused on helping you grow your income by growing your audience first. With ConvertKit, you can create and customize forms that'll help you convert regular blog readers into subscribers.

ConvertKit also provides you with a visual automations tool that allows you to design funnels and see the entire customer journey on your screen.



MailerLite

“MailerLite” is a light email marketing tool designed to help you create and customize email



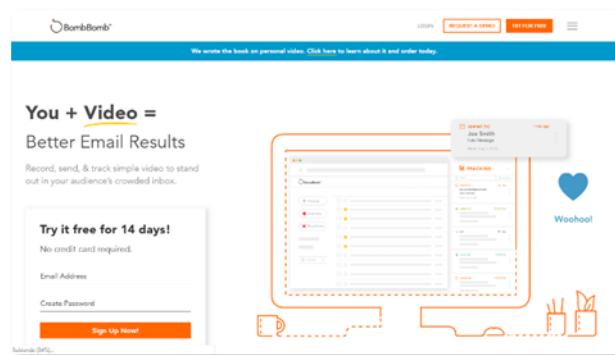
marketing campaigns in a matter of minutes. It has a built-in drag and drop editor that you can use to design beautiful emails the easy way.

MailerLite also allows you to personalize, segment, and automate follow ups using its advanced targeting features.

If you're just getting started and doing email marketing on your own, this might be the perfect solution for you!

BombBomb

“BombBomb” is a video marketing platform designed for email marketers. Plain text emails are increasingly becoming a thing of the past, and even image-rich emails are looking outdated.



With “BombBomb”, you’ll be able to send amazing marketing videos that’ll help your brand stand out in your leads’ crowded email inbox.

With BombBomb’s powerful email marketing software, you’ll be able to create and track videos for your email marketing campaigns.

It also provides you with sales tools that include automations, integrations, lead capture forms, mass emails, and custom-made content.



emma

“emma” is an email marketing tool that’s focused on automation and personalization. It integrates with



platforms such as Shopify and Salesforce to collect customer and sales data, which helps you to better personalize emails based on the customers' profiles.

Other emma features include multi account reporting, a full marketing automation suite, activity-based triggers, list segmentation, and dynamic in-mail content.

Chapter 19: Email Marketing Success Stories

[Watsi](#)

“Watsi” is a non-profit organization that crowdsources healthcare



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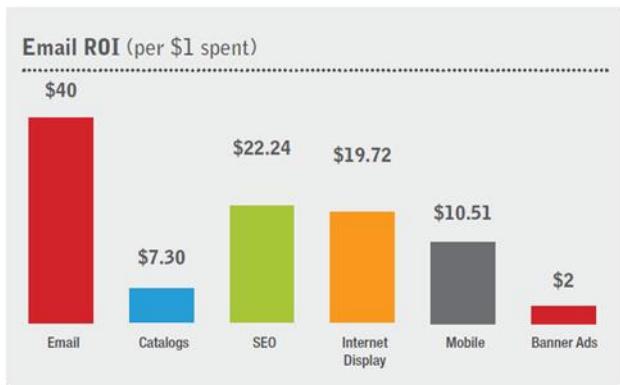


funding for people all around the world.

Objective: Watsi's objective was to encourage existing and new Watsi users to sign up for the funding program.

Strategy: The organization designed a landing page that was branded differently from their main conversion flow to test whether a campaign that was separate from their main product would help them get more funds.

Results: The “Universal Fund” was a success, and to this day it generates over 20% of the organization’s revenue!



Mailigen

“Mailigen” is an email marketing company that sells marketing automation solutions for all industries.

Objective: The company wanted to improve its email open rates, which were around the industry average at the time.

Strategy: The company sent an email to all its subscribers. Then, they added the subscribers that didn’t open the email to a separate list, and sent them the same email, but with a different subject line.

Results: By segmenting its lists, Mailigen was able to increase open rates from 20% to 29%!

Walk To Walk

Click here to access my exclusive training guide!





“Walk To Walk” is a custom made foods company that lets its customers design their own dishes.

Objective: The company wanted to convert customers that weren’t opening their newsletters.

Strategy: The company analyzed its statistics and decided to send these customers the same newsletter, this time adding a phone number to the subject line instead of a call to action inviting them to call.

Results: This strategy made it easier for the recipients to convert, because it helped increase campaign engagement by 7.7%!



DigitalMarketer

“DigitalMarketer” is a membership service that provides online training and qualifications for marketers, teams, and agencies.

Objective: The company wanted to increase their open rates across all its campaigns.

Strategy: The team behind the email campaigns segmented the company’s user base into several different lists. Then, they emailed each list’s campaigns with subject lines that reflected each list’s attributes: action-based, urgency-based, proof-based, and curiosity-based subject lines.

Results: Sending these targeted subject lines lifted open rates by 3 points!



David Huffman

David Huffman is the content webmaster for “Deaconess Health System”, a premier health care service provider.

The screenshot shows a white paper titled "4 Lessons Learned from a 6-Week Email Marketing Case Study" by David Huffman, published on January 28, 2011. The page includes a sidebar for joining over 140,000 peers and a Brightcove video player.

Objective: David’s goal was to re-engage cold leads, or people who didn’t show an initial interest in the company’s services.

Strategy: David created a six-week campaign to send these leads a separate email each week. He alternated between a first round of non-gated content emails to warm these leads, and then a round of emails with premium content gated behind a strong CTA.

Results: David achieved a 20% open rate, a 3.5% increased click-through rate, a 5% lift in conversions on gated content, 40 reconverted leads, 7 service enrollments that equaled a \$100,000 return on investment, and no unsubscribes!



Gregory Ciotti

Gregory Ciotti is a marketing strategist at “Help Scout”, an instant messaging support platform for small businesses.

Objective: Gregory wanted to increase open rates, click-through rates, and overall engagement for a couple of email newsletters that he was working on at the time.



Strategy: Gregory found out that the newsletters he was sending had several links and CTAs. He simplified the email template, and included a single link and CTA on each newsletter.

Results: This change in format helped Gregory increase open rates by 59%, and click-through rates by 31%!

Hammock

“Hammock” is a business-to-business marketing and media company that develops content strategies for businesses across all industries.

The screenshot shows a news article from marketingsherpa.com. The headline is "Boost your Conversion Rate with a MECLABS Quick Win Intensive". Below the headline is a photo of a man. The main text of the article discusses how simplifying email content increased open rates by 48% for B2B companies. It quotes John Laney, President and Chief Operating Officer, saying: "As consumers, they were experiencing email fatigue and knew their newsletter was part of the problem, their aim to learn how they could make things better." The article is dated August 12, 2014. To the right of the main content, there are sidebar sections titled "TOP 5 RESOURCES" featuring infographics like "Infographic: How to Create a Model of Your Customer's Mind" and "Infographic: 21 Psychological Elements that Power Effective Web Design". There are also "RECOMMENDED" and "POPULAR" sections.

Objective: The company’s objective was to enhance brand consideration through more educational emails.

Strategy: The company’s marketing team simplified the content in its newsletter by reducing content to a single topic, cutting copy down to 350 words, and started testing three different subject lines, then using the one that got the highest open rates.

Results: This content strategy shift helped Hammock to increase open rates by 48%!

	Open Rate	Recovered
March	22%	5%
April*	38%	11%
May	27%	7%
June	18%	3%
July	14%	6%

Movies Unlimited

“Movies Unlimited” is a niche online store for movie collectors looking for hard to find videos.



Objective: The company's objective was to reduce the number of sales it was losing because of cart abandonment.

Strategy: Movies Unlimited sends an email to customers 24 hours after they've abandoned their shopping carts reminding them that they've abandoned their site without completing the transaction. If the user doesn't engage, they send them another reminder email 5 days later, with a different subject line.

Results: The campaign achieved a 500% return on investment, generated 10% of the company's email marketing revenue, an average 43% open rate, an average 25% click-through rate, and a 26% conversion rate!

Dashlane

“Dashlane” is a cross-platform service that offers password management and digital wallet solutions.

Objective: The company's objective was to drive brand awareness and to communicate their value proposition effectively among new potential customers.

The image displays two separate Google review snippets for Dashlane. Both reviews are from verified users and show a 5-star rating. The top review is from a 'Satisfied Dashlane User' who left one review, published 7 days ago. The review text reads: "What a relief! Finally, all my passwords and information safe and secure in one place. Have been using Dashlane for some time and am very pleased with my experience. I use it across several devices so my info is always available when and where I need it. Very satisfied." Below this is a row of social sharing icons. The bottom review is from a 'Dashlane Customer' who left one review, published Monday, November 23, 2015. The review text reads: "Must Have" followed by a detailed paragraph about how the product has improved their online security and convenience. It also includes a row of social sharing icons.

Strategy: The company started adding customer reviews to its Google Ads newsletter campaign.

Results: The campaign achieved a 93% lift in click-through rates, and a 14% increase in conversion rates!



The screenshot shows a case study titled "Boost your Conversion Rate with a MECLABS Quick Win Initiative". The date is June 16, 2014. The summary discusses how Zumba Fitness used personalized video to drive a 50% click-to-open rate. It includes a quote from Courtney Laddie, Manager of Editorial Content, and a challenge section.

Zumba Fitness

“Zumba Fitness” is a fitness brand that sells live classes as well as consumer products such as programs, videos, and games.

Objective: The company’s objective was to boost sales of its licensed programs for instructors and fitness companies.

Strategy: The company sent a targeted and personalized email to Business-To-Business customers with a CTA that funnelled people to a registration page with a video.

Results: The campaign generated a click-through rate of 50%, the highest the company had generated for a single promotional email!



Chapter 20: Email Marketing

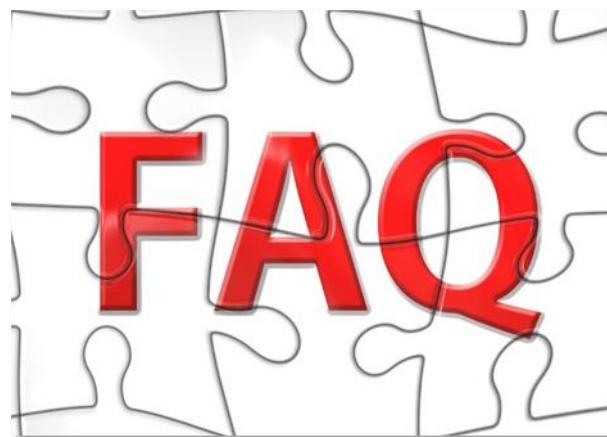
Frequently Asked Questions

What Does Building A List By

“Word Of Mouth” Mean?

“Word-Of-Mouth” is an old strategy that has been used by very successful companies to increase brand awareness by first growing their email lists. Companies like

Gmail, PayPal, and Microsoft used this strategy to succeed, so hear us out.



First, you need to find a group of people that can advertise your list by word of mouth. Preferably, people that you already trust and like, such as family, friends, colleagues, and co-workers.

Add them to your email list, and offer them a reward for every person they invite to your list. Then offer the same reward to the people they invite if they invite more people. Make this a timed campaign, and establish a peak number of invites.

This strategy works similar to an affiliate program, and it will help you build a list full of active, qualified leads. It's easier and quicker than capturing unknown leads on a landing page, and it helps you increase brand awareness too!



What Are The Laws That Regulate Email Marketing?

Email marketing is considered as commercial email by the law, and it is regulated by the “CAN-SPAM Act”, an email compliance guide for businesses. The CAN-SPAM Act established the following rules:

Header information must accurately identify the business or person sending the message.

Subject lines must accurately reflect the content of the email.

You must disclose whether an email is promotional or advertising.

All your emails must include your business’s physical address.

You must include an opt-out method, and you have to clearly explain how to use it.

You must honor opt-out requests fast. Luckily, most email marketing tools let you do this automatically.

You are legally responsible for the products that you promote.

You can review these rules in more detail at <https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>.

How Do You Calculate Open Rates And Deliverability Rates?

Open rates and deliverability rates are two important metrics that you must keep an eye on because they influence your email reputation.

First, calculate your deliverability rates by taking the number of emails that you actually delivered, and then divide that number by the number of emails that you sent. Divide the result by a hundred, and you’ll get the deliverability rate.



The average deliverability rate is between 77% and 80%. If you get lower rates, then you'll need to optimize your campaigns.

Next, calculate open rates by taking the number of emails opened, and divide it by the number of delivered emails. Then, divide that number by a hundred to get your open rate.

The average open rate is between 18% and 25%. If you're getting open rates lower than 18%, then it is time to review and optimize your campaigns. If your open rates are above 25%, then you're exceeding the market average!

What Other Metrics Should You Track?

Besides open rates and deliverability rates, there are four other metrics to track in all your campaigns:

Inbox Rates: this is the number of emails that land in the inbox.

Bounce Rates: this is the number of emails that are bounced because of an invalid email address or blocked by an Email Service Provider.

Spam Report Rates: This is the number of times that your emails are marked as junk or spam by the recipient.

Unsubscribe Rates: this is the number of times people have unsubscribed from your list.

How Can You Differentiate Hard Bounces And Soft Bounces?

Hard bounces happen when you can't send emails to an address permanently, such as when you're trying to send to an invalid, blocked, or deleted email address.



Soft bounces happen when you can't send emails to an address temporarily, such as when the recipient's inbox is full, or when his email service provider is unavailable.

What's A Crucial Step In Building An Email Campaign?

We've determined that the most crucial part of building an email marketing campaign is quality assurance.

Most other parts of the process are seamless and automated if you follow the steps in this training and use a good email marketing service, so making sure that all content, grammar, conversion elements, and recipient addresses are right is vital.

Is It Possible To Grow An Email List Offline?

Yes! It is not only possible, but highly recommended. As for how you build an email list offline, there are countless possibilities.

You can collect email addresses at your physical business, at events, at business meetings, or by getting referred by others who have used your product or service.

What Is Permission-based Email Marketing?

Permission-based policies are guidelines that all email marketing services create to ensure that you only email people that you have permission to.

Generally, there's express permission when someone opts-in through your sign-up forms, but it gets more abstract when you want to email leads that you captured by other means. For that, email marketing services create implicit permission guidelines.



These vary from one service to another, but they mostly include people that hand you business cards, leads collected at your business or store, people that buy your product or service, people that send you email enquiries, and members of a club or organization within your company.

What Are The Most Likely Causes Of Blocked Emails?

Sometimes, emails are bounced because they are blocked by an Email Service Provider even if the recipients' email address is valid.

The most likely causes are content, including bad or poorly coded HTML or images, volume, when a business sends several hundreds or thousands of emails an hour to a single service provider, and black list-based filters, which are active when users mark your emails as junk or spam.

How Can You Make Sure That All Your Emails Look Good And Get Delivered On All Service Providers?

The best way to achieve both objectives is by using clean, minimalist templates from reputable email marketing services, and by creating dummy email addresses on all major providers to test out your emails right in their inboxes, just before you send out your campaigns.



Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.



And in order to take your Email Marketing Efforts even farther, we invite you to get the most out of it by getting access to our Step by Step Video Training [clicking here \(Insert your Upsell offer URL\)](#).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Email Marketing.

Email Marketing have come to stay in the market forever.

To Your Success,

Your Name



Top Resources



Videos

<https://www.youtube.com/watch?v=sSdSVUMwAoo>
<https://www.youtube.com/watch?v=1IVADaR0wIM>
<https://www.youtube.com/watch?v=20YdiTOUGsw>

Tools & Services

https://top5emailmarketingservices.com/row/?gclid=CjwKCAjw8NfrBRA7EiwAfiVJpbWQK3_NWBZQ3Slj2ffrlc7G0_GI2qQRK494L1jDS40giR8GgWXoh0Cf8YQAvD_BwE
<https://www.ventureharbour.com/email-marketing-software-tools-one-best/>
<https://buildfire.com/email-marketing-tools/>

Training Courses

<https://academy.hubspot.com/courses/email-marketing>
[https://www.lynda.comEmail-Marketing-training-tutorials/1313-0.html](https://www.lynda.com>Email-Marketing-training-tutorials/1313-0.html)
<https://www.clickminded.com/email-marketing-training/>

Blogs

https://www.huffpost.com/entry/10-best-email-marketing-blogs-you-should-be-reading_b_5a1cd2c5e4b09413e786ae86
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<https://www.mailigen.com/blog/>

Forums

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<https://www.quora.com/topic>Email-Marketing>
<https://www.ecwid.com/forums/showthread.php?t=1532>

Affiliate Programs

<https://sendpulse.com/blog/affiliate-email-marketing>
<https://3hundrd.com/5-email-marketing-affiliate-programs>
<https://moosend.com/blog/best-email-marketing-affiliate-program/>

Webinars

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https://www.youtube.com/watch?v=_tw6_F-aHDs&t=8s
<https://www.youtube.com/watch?v=lcnH6X0cf5g>

Infographics

<https://blog.hubspot.com/blog/tabid/6307/bid/24396/11-excellent-email-marketing-infographics.aspx>
<https://marketingstrategyx.com/10-excellent-email-marketing-infographics/>
<https://emailmonks.com/email-updates-lab.html>

Case Studies

<https://www.convinceandconvert.com/email/email-marketing-case-studies/>
<https://profitworks.ca/blog/email-marketing-campaign-tips/467-5-must-read-email-marketing-case-studies.html>
<https://econsultancy.com/seven-inspirational-email-marketing-case-studies-from-the-digital/>

Facts

<https://blog.hubspot.com/marketing/email-marketing-stats>
<https://www.oberlo.com/blog/email-marketing-statistics>
<https://www.campaignmonitor.com/blog/email-marketing/2018/12/70-email-marketing-stats-you-need-to-know/>



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