

Shine Bright

SHINE AND RISE MASTERMIND
EMAIL MARKETING

INSPIRE | MOTIVATE | GENERATE

TOPIC

EMAIL MARKETING

WHY AN EMAIL LIST?

- ❖ Having an email list is another way to build a deeper relationship with your audience and build the KLT
- ❖ So many marketing Guru's say the money is in the list! Its also another word for a sales funnel
- ❖ Unlike other platforms such as Facebook and Instagram – your list is your own data which you have so if there are any changes. Posts can also be missed on social media
- ❖ If you aren't collecting email addresses you are potentially losing out on enquiries and sales so please make this a priority
- ❖ Once they are on your email list you need to keep them on there!
- ❖ Email marketing for me has worked for both Desi Bride Dreams but it has worked really well for AFEC!

WHAT IS THE PURPOSE?

- ❖ You really need to have a **value led relationship** with them and think of it as a long-term strategy. Not always sending sales emails! They will unsubscribe
- ❖ For me, the relationship I want to have with them is that I want them to **feel inspired, motivated and connected to me**
- ❖ I want them to feel that they **aren't alone** on this crazy entrepreneurship journey and for them to trust me
- ❖ An email list can work for **most industries**, there is much debate for the wedding market as its cyclical but I have seen it work for my wedding brand

EMAIL SOFTWARE TOOL



- ❖ It's free for under 2000 subscribers
- ❖ Has Ecommerce functionality and link to Facebook page
- ❖ You can send automated emails to your list
- ❖ You can create different lists
- ❖ You can create a GDPR form - <https://www.youtube.com/watch?v=F8O5w4BgITA>
- ❖ Provides code for pop up forms
- ❖ It is easy to use
- ❖ <https://mailchimp.com/resources/guides/getting-started-with-mailchimp/>

YOU SHOULD START TO BUILD YOUR LIST NOW!

- ❖ I haven't got a website for AFEC but I started to build my list last year and now I am hitting **800 subscribers**. You might have resistance to this but do implement
- ❖ First of all you need to **create a fabulous opt in**. Having it on your website as "Sign up here for my newsletter" isn't enough!
- ❖ An opt in is an **amazing piece of free content** that your ideal client thinks it's a no brainer to sign up so they give you their trusted email address

WHAT SHOULD YOU OFFER?

- ❖ Your opt in needs to solve a problem!
- ❖ It needs to be relevant to your brand and establish trust in you
- ❖ It needs to feel high quality and value and the information should be easily digestible
- ❖ Mine currently is “5 Marketing Strategies To Skyrocket Your Business This Year”
- ❖ You can take a look at mine here - <http://eepurl.com/dkizNv>
- ❖ DON'T give it all away, it needs to be detailed but not too detailed. Don't give away information that could lead to cheap people signing up. I did this with a free wedding planning checklist then changed to top 10 luxury London venues

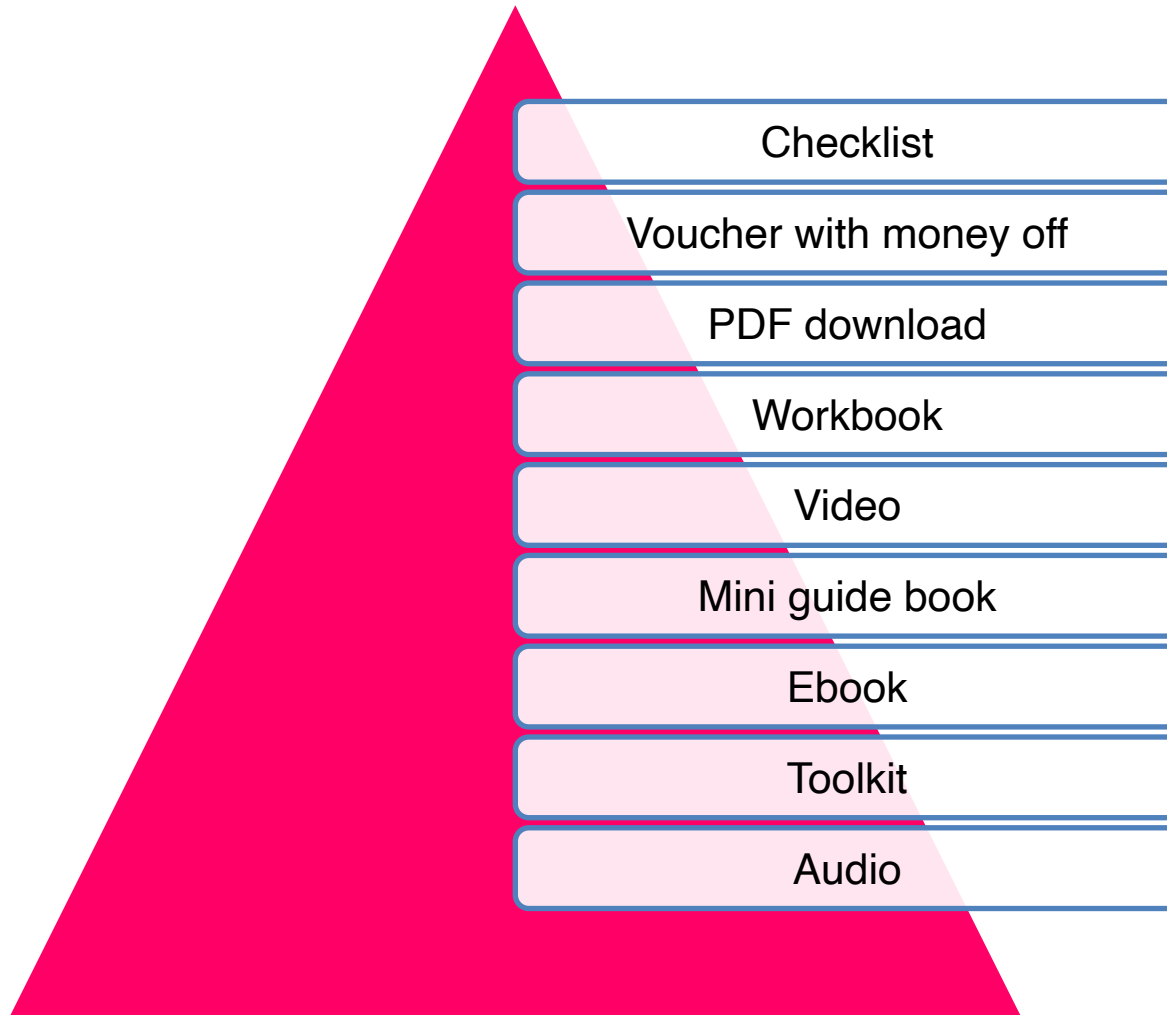
RESEARCH AND TEST YOUR OPT IN

- ❖ Brainstorm your topic. What are you constantly getting asked? What is of interest to your audience and what are they struggling with? **Poll your audience** on their problems and what they want to hear about.
- ❖ You can do this through your **social media channels** or even do survey through Survey Monkey. Ask your audience what they want and create it!
- ❖ **Quora, AnswerthePublic, Buzzsumo** is another tool you could use to see what questions are being asked in your niche
- ❖ Look at your **competitors** as well and see what is working well – don't copy but be inspired

WHAT TO INCLUDE IN YOUR OPT IN

- ❖ High quality even if its free – first impressions count
- ❖ Demonstrate your expertise ensure they get an outcome which has improved results. E.g venues in London
- ❖ Introduction about yourself – this might be their first touchpoint with you
- ❖ Not overwhelming so easily understandable
- ❖ Entice them to find out more about you and what you offer
- ❖ Give them ways to connect with you further – social media handles

CHOOSE THE FORMAT



CREATE THE LEAD MAGNET!

- ❖ Potentially get a **designer** it for you. I do the copy in word then send do a designer and I have a contact you can use. You can also create it Canva, Powerpoint or Designsta.
- ❖ Then once you have created your beautiful opt in you need to get it **integrated within Mailchimp**. I use my own contact who is cost effective. It cost me £20 last year to do this – don't let tech stop you!
- ❖ Ensure that the **mailchimp template** has your logo at the top and it looks presentable – include social media links too

OPTIMISE YOUR LEAD MAGNET/THRIVE THEMES – SIGN UP PAGE AND THANK YOU PAGE



JOIN THE LIVE SHINE AND RISE 5 DAY CHALLENGE!

Double your visibility online in 5 days so that you can attract more paying clients.

Join me LIVE on Monday 15th April

SIGN UP NOW

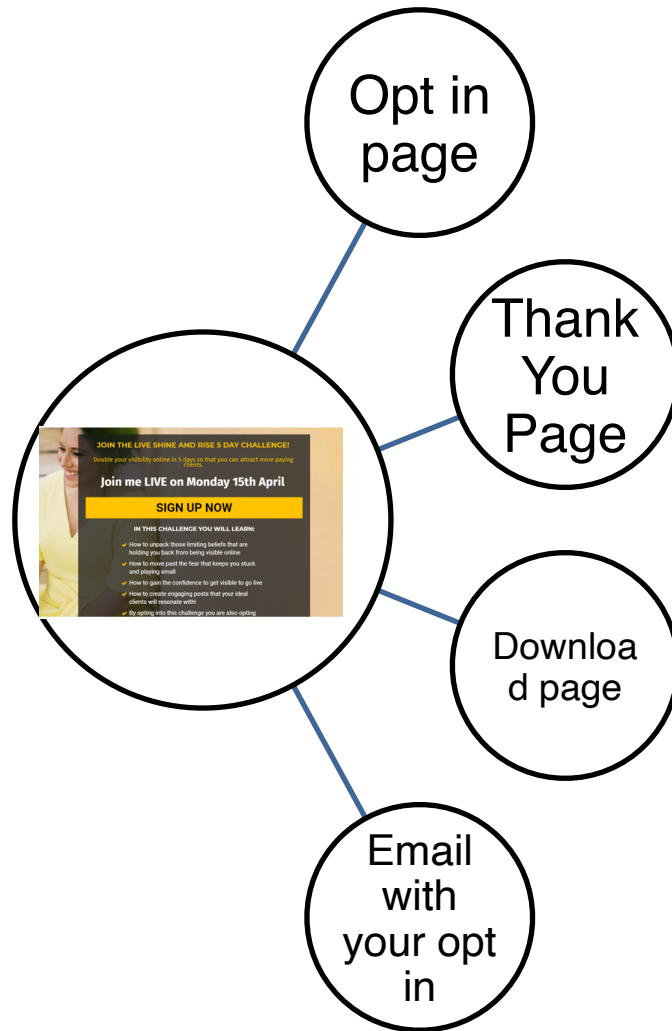
IN THIS CHALLENGE YOU WILL LEARN:

- ✓ How to unpack those limiting beliefs that are holding you back from being visible online
- ✓ How to move past the fear that keeps you stuck and playing small
- ✓ How to gain the confidence to get visible to go live
- ✓ How to create engaging posts that your ideal clients will resonate with!
- ✓ By opting into this challenge you are also opting

BEST PRACTICE FOR SIGN UP PAGES

- ❖ PLEASE DO NOT WRITE “SIGN UP FOR MY NEWSLETTER”
- ❖ Keep it concise and benefit driven
- ❖ Ensure it's GDPR compliant this can be done through Mailchimp
- ❖ When it comes to the button create something enticing such as “Download Now” or “Send it to me”
- ❖ It does not need to be perfect it just needs to be out in the world and shared! I have got 800 on my list through it not being perfect! You can always have high standards but improve as you go along!

YOUR OPT IN PROCESS



EXAMPLE OF MY OWN LEAD MAGNET

Desi BRIDE DREAMS WEDDING PLANNING



USE A GRAPHIC TO PROMOTE IT



HOW TO PROMOTE AND GROW YOUR OPT IN

- ❖ **Clear Call To Action** – is it obvious what they need to do? Create a compelling post with a great caption. Have some exciting in your post!
- ❖ Website - create a **opt in box** using Mailchimp – needs to be at the top of the page
- ❖ **Pop Up Ally** for your website –pop up's can hugely increase sign up rates
- ❖ Your **email signature**
- ❖ **Side Bar** with a pretty image

HOW TO PROMOTE AND GROW YOUR OPT IN

- ❖ Scheduling it weekly on your **Facebook page** in line with when your audience is online. Ask yourself if it was you would you sign up?
- ❖ Within blog posts - you can use a plugin called **WP signature** and you can create a video
- ❖ In your **FB profile** and create a custom tab for sign ups
- ❖ For **Instagram** use **Linktree** and promote via stories
- ❖ **FB Ads**
- ❖ **Content upgrades** through blog posts

STRUCTURE OF EMAILS AFTER OPT IN

- ❖ Say **hello** and be nice in the first line!
- ❖ **Talk about your subject.** Using headlines really makes it easy to read
- ❖ Give **value and advice**, tips etc but don't give everything anyway. Show the why not the how
- ❖ Use **subheadings and brand** colours. You can use content dividers in mailchimp
- ❖ Include an **image** to make it pretty!
- ❖ Have a **CTA**
- ❖ Include social media channels or a **P.S if you are selling anything**

PLANNING YOUR EMAIL CAMPAIGNS

- ❖ Map out your **email campaigns** just as you would be mapping out your social media. You can reuse content!
- ❖ Have a **purpose/theme for each one**. You can educate your audience on what you do and why you do it. There are so many content ideas in the content/Facebook trainings
- ❖ Map out email campaigns for all **launches/workshops/services** that you are selling this year. Be mindful that after a launch campaign don't keep selling as your open rates will drop. After the mastermind launch at the April we will not sell for a while

SUBJECT LINES

- ❖ Industry average open rate is 20% but mine has been above 30% for my email campaigns and I have even had 50%!
- ❖ Here are some headlines I have used:
 - ❖ Entrepreneurship is Lonely...
 - ❖ Are you scared?
 - ❖ 3 lessons I learnt from Sridevi
 - ❖ A present for you
 - ❖ This is how you fast track to your success

Avoid spammy headlines and try and keep it short if you can

BEST PRACTICE

- ❖ Be yourself and compelling
- ❖ Don't sell and spam all the time otherwise they will unsubscribe
- ❖ Once a week on the same day/time is great. When I was launching the mastermind, I did 3 emails per week and then on cart closing week one email per day. On the last day I did 3 emails!
- ❖ Choose a frequency that feels good to you
- ❖ Build a relationship with them. So you could do a weekly roundup or give hints, tips and advice
- ❖ Make sure the reply back email address is correct
- ❖ Ensure you preview and test your emails
- ❖ Don't rush subject lines at the end
- ❖ Ensure you are always building your list – so share it weekly
- ❖ You could test different opt in types to see what works well
- ❖ Keep a track of open rates and subject lines to optimise

ACTION POINTS

- ❖ Set up an account with email software provider such as mailchimp
- ❖ Brainstorm the list of topics you could offer as an opt in
- ❖ Poll your audience or collate responses via a survey
- ❖ Decide on your format of your opt in
- ❖ Create the opt in through word or another format you have decided
- ❖ Design it in Designsta or contact a designer. Email Sharn if you get stuck
- ❖ Create the sign up page and thank you page
- ❖ Integrate the opt in piece with Mailchimp – Sharn has contact so please email her if you are stuck.
- ❖ Start sending email campaigns