

Your Step-by-Step Email Marketing Strategy Guide

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Use the checklist below to create a smart email marketing plan.

STEP #1



Sign up for an account with a reputable email service provider. *Select a reputable email service provider to help you collect, track, and get in touch with your contacts.*

STEP #2



Add smart opt-in forms to your site and give away an enticing incentive. *More people will sign up for your email list if you give away a simple, useful, and enticing incentive in exchange for a subscriber's email address.*

STEP #3



Actively build your email list. *Try classic, time-tested list-building techniques such as guest blogging and hosting helpful, entertaining webinars.*

STEP #4



Send regular, useful content to your list. *Keep in touch with your community members and train them to consistently click on the links in your emails by regularly sending content that provides tons of value.*

STEP #5



Present relevant offers to your list on a regular basis: *When sending emails that feature offers, include a strong call to action link that prompts your subscriber to take the next step — whether that's setting up a consultation, buying a product, or checking out your latest online program.*



CONTINUALLY REPEAT STEPS 3 - 5

Your email marketing strategy is an evolving process. It's typically not a "set it and forget it" task.

Follow this 5-step process, and you'll be on your way to attracting a large list of loyal subscribers, building solid relationships with those subscribers, and using email as one of your most successful sales tools.

Find out more about each of these five email marketing steps at:

www.copyblogger.com/email-marketing-checklist

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Glossary of Email Marketing Terms

Email Service Provider (ESP): A company that provides email marketing or bulk mail services for marketers. Examples: MailChimp, AWeber, Infusionsoft.

Autoresponder: A sequence of email marketing messages that you send to subscribers in a pre-determined order and frequency. An autoresponder could be just one message (like a "Welcome" message that gets sent to subscribers) or a series of messages (like a 7-part e-course on a particular topic).

Email List or List: The email addresses of the subscribers you have collected. Sometimes, you also collect other information about the subscriber (like first name, last name, phone number, or address). Your list is typically made up of prospects and existing clients.

Subscriber: A person who has signed up for (or requested to be put on) your email mailing list.

Opt-in form: A form on your website people use to enter their email addresses in order to sign up for your list.

Broadcast email: An email sent out to a list that focuses on one action (like an invitation to an event or sale). Sometimes also called a "blast" email.

CAN-SPAM Act: A U.S. law passed in 2003 that regulates commercial email in the United States. It stands for **C**ontrolling the **A**ssault of **N**on-**S**olicited **P**ornography **A**nd **M**arketing Act.

Opens or open rate: The percentage of emails that get opened by your target audience. A high open rate is ideal.

Click-through rate (CTR): The percentage of people who click on the links in your email marketing message. A high CTR is also ideal.

Opt-out or unsubscribe: When someone requests for his or her email address to be removed from an email list.

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