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GET MORE FROM YOUR EMAIL MARKETING


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The secret to using email to it's fullest potential is..

1. Engagement
 2. Segmentation
 3. Automation
 4. Consistency
- 

ENGAGEMENT

Emails shouldn't be one-sided

- Ask them to click reply and send you an email
- Ask questions and direct them to respond
- Ask them to click, i.e., read an article
- Ask them to do something, i.e., take a survey or quiz



SEGMENTATION

Segment to sell

At least 4 types of subscribers:

1. Newbies/ beginners
2. Intermediate
3. Loyal/Advanced
4. Want it done for them



SEGMENTATION

Segment to sell

Segment by engagement

- Manual segmentation when they click reply
- Segment by their answer to the question
- Segment by the link they click on
- Segment by quiz or survey answers

Segment at the subscription form

- More subscription form fields may give you a more qualified reader



AUTOMATION

Sequences every business should have

- Welcome emails
- Lead nurture
- Cart abandonment
- After purchase series
- Re-engagement series



RE-ENGAGEMENT

A clean list hits the inbox more often

- Re-engagement series

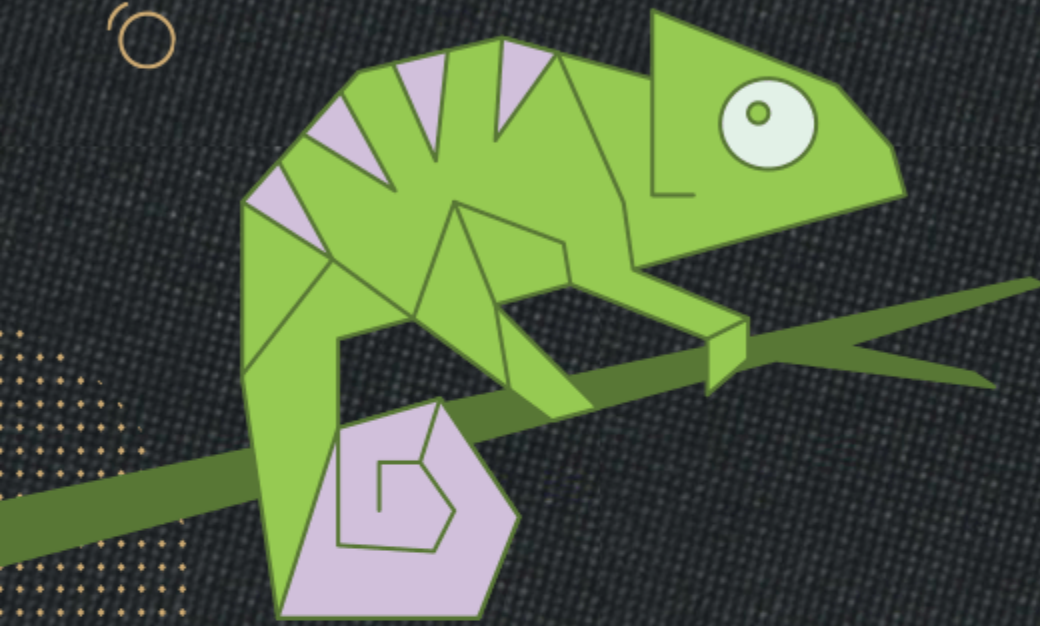
BE CONSISTENT

Emails need be delivered on a regular basis

- Reduce unsubscribes
- Reduce spam complaints
- Improve trust in your brand



 SiteGround



Contact Information

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Drip campaigns

<https://amyhall.biz/blog/2019/04/03/drip-campaigns-nurture-campaigns/>

<https://amyhall.biz/blog/2019/04/09/drip-campaign-basics/>

Welcome email

<https://amyhall.biz/blog/2020/01/14/the-most-important-email-the-welcome-email/>