EMAIL MARKETING

SKYROCKET YOUR INCOME WITH HIGH-POWERED EMAIL MARKETING CAMPAIGNS!

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Introduction

If you're interested in making money with email marketing, your main objectives will be to create the strongest campaigns possible that increase engagement, customer acquisition and improve customer retention.

Thankfully, you can accomplish all those things simply by following the proven strategies featured within this special report.

We'll take a deep-dive into the processes that work towards building and establishing a connection with your audience as well as how you can quickly create high-powered campaigns that generate passive income, all on complete autopilot.

But that's not all.

We'll also take a close look at some of the most effective techniques that will power up your email list and make it possible for you to collect important data that will go the distance in helping you create laser-targeted campaigns that convert.

Are you ready to venture into the profitable world of email marketing?

Then, let's begin!

Map Your Customer Journey

The truth is, most people who are new to email marketing begin with a very basic system.

Instead of creating an in-depth marketing funnel, they simply send out solo broadcasts whenever they have a new product or service to promote, or when they sign up to advertise someone else's product as an affiliate marketer.

But those people are limiting the overall profit potential from what instead could be a highly-targeted, high-powered email marketing campaign.

Worse, they never truly get to know who their audience is, or what they need. And because of this, they fail to nurture those relationships and build brand loyalty.

The solution?

Map your customer journey.

Ideally, you should create your customer journey early on so that you know exactly what kind of content you should be creating and when to send it out.

Mapping your customer journey can be as simple or as complex as you make it, but ultimately, it involves creating a sketch that illustrates the steps that a typical customer or subscriber takes from start to finish.

This might include the following stages:

Awareness:

These emails would be geared towards welcoming people into your funnel, blog-post emails, company origin emails and story-based emails that inspire, introduce, build trust and overall recognition.

Consideration:

People in this stage of the journey would be somewhat familiar with your brand, but are still learning about who you are and what you bring to the table.

For this segment, you'd want to create emails based on video content, informational posts, as well as promotional emails.

Purchase:

Subscribers at this stage of the journey would be either on the verge of buying, or have already purchased a product or service from you.

So, your emails might include follow-up / thank you emails, feedback emails, recommended product emails and even additional promotional emails that are geared towards advancing them to the next phase.

Once you've created your customer journey summary, you can always extend it to include other stages, as well as tweak it as you begin to collect valuable data.

For example, you may add a Loyalty phase to your customer journey where you send out emails based on rewarding regular customers with special VIP offers, free bonuses, discount codes, and campaigns geared towards thanking them for their business.

As you can see, there are many different stages that your prospects will make their way through from the time they are first introduced to your brand until they make their first purchase.

By creating emails that are tailored to specific segments of your list—and the stages those subscribers are in, you'll be able to create campaigns that are not only highly-engaging, but that are designed to persuade people into taking action.

If you feel you need help boosting engagement and building your email lists, you might want to check out the Mail Labs Academy at https://promotelabs.com/maillabs/

The *Mail Labs Academy* is a comprehensive training program that teaches you how to create email campaigns that ensure maximum results and profitability.

You'll also learn how to boost open rates, craft highly-effective email copy and build your list faster than ever before.

Automating Your Campaigns

Learning how to automate your email marketing campaigns will not only free up your time, but it will help you stay connected with your audience while putting you in the position of being able to generate passive income, all on autopilot.

The key to automating this process is to determine the kind of content you need to create in order to guide prospects through your marketing funnel. Planning this in advance will ensure that you are moving subscribers along their journey while covering more ground.

You can use your existing mailing list provider to set up automated campaigns that send out content at intervals and specific dates, or when triggered based on a subscriber action.

The possibilities are endless when it comes to the depth of your marketing funnel as well as the overall scope. The important thing to keep in mind is that you want to make sure to include various content that promotes engagement and increases exposure.

If you intend to promote other people's products and services, you'll also want to create a launch calendar so that you're able to create broadcast-style campaigns that announce the upcoming launch, generate pre-buzz and ultimately motivate subscribers into purchasing.

Part of setting up your automation sequence also involves creating a branded email template. This could include your company name, logo, contact information such as a link to a help desk, as well as social media accounts that encourage subscribers to follow you on other platforms.

A branding template will help you stand out, but it will also improve email response rates and ensures brand consistency. You can outsource the template design or use drag & drop templates from your current mailing list provider.

You'll also want to define the time delay in between each email.

Depending on your niche, and the number of products and services you plan to promote, the number of days in between each email will vary, so you'll want to spend time thoroughly researching your market.

You should also join competing email lists and get a feel for what has

been working for others. This is often the best way to better understand what your target audience has grown accustomed to and what will work best for your particular niche.

Creating a targeted onboarding series that offers highly-relevant content based on where a subscriber is in your marketing funnel takes time, but it will be worth it in the end because you'll be able to maximize your income and brand exposure consistently, rather than rely on single broadcast emails.

Here are a few resources that will help you create successful automated email marketing campaigns:

Drip: https://www.drip.com/
Run sophisticated multi-channel marketing campaigns that are proven to drive more sales - all with zero coding skills required.

Mailshake: https://mailshake.com/homepage
Turn cold prospects into warm leads with automated prospecting outreach via email, social, and phone.

SendinBlue: https://www.sendinblue.com/

Sendinblue is the smartest and most intuitive platform for growing businesses.

Tracking Your Metrics

One of the most important steps you'll ever take as an email marketer is to learn how to understand and leverage the data you collect.

Doing this will make it easy to create high-converting campaigns that resonate with your core audience and turn subscribers into loyal customers.

Unfortunately, most new email marketers overlook this critical step. Instead, they send out single broadcasts or campaigns instead of split testing, or at most, they focus only on open rates as the sole indicator as to what is working and what isn't.

Tracking data and understanding metrics is easier than you might think. In fact, you can collect data several ways, including through third-party integrations and apps, as well as tapping into the power of an API.

You can even use data from e-commerce platforms like Shopify to improve your email marketing campaigns.

Here are a few featured apps and integrations that make it easy to extract and collect valuable data from your website visitors and subscribers: https://www.campaignmonitor.com/appstore/

But, what can you do with this data once you have access to it?

By learning how to track and keep a close pulse on your metrics, you'll begin to see patterns in subscriber and customer behavior. This will help you build stronger, and more effective campaigns that capture attention.

It also helps you create better, more focused content!

You can also use this information to segment your lists so that you're able to communicate with subscribers at the level or place they're currently at.

For example, if you divide your audience into segments on the basis of their experience level, you would then be able to customize your email campaigns so they are introduced to beginner courses, and other products and services geared towards that specific group.

In other words, your metrics help you create targeted, relevant content that is personalized and engaging.

You can also segment your lists by many other types using relevant data points. For example, you might segment your lists based on location, age, or even gender in order to create tailored campaigns.

Don't overlook the importance of understanding your metrics and leveraging that data to provide your subscribers with a better, more personalized experience.

According to a recent study, over 75% of online customers become very frustrated when they receive content that's irrelevant to their interests.

Yet by segmenting your lists, you can demonstrate that your brand understands their needs and what they care about most. This will help you to quickly build brand loyalty and trust with your audience.

Pro Tip: Consider split-testing your squeeze and landing pages as well in order to boost conversion rates.

You can do this easily with a tool like: https://splittestmonkey.com/ that simplifies the entire process.

This tool offers you the opportunity to split test unlimited pages, and includes built-in reporting that helps you better understand key data.

The Power of Personalization

Most of the top email marketers have one thing in common: they are always looking for ways to personalize their emails.

Personalizing your email marketing campaigns make your subscribers feel as though they have a closer relationship with you. It helps you establish a stronger connection and essentially nurtures that relationship.

Personalization can also create excitement, make people feel at ease and ultimately drives action.

In fact, studies have shown that emails with customized subject lines are 26% more likely to get opened than those without them, and revenue is about 5.7 times higher with emails that use customization.

Personalized emails also have a six-times increase in transaction rates, and over 80% of consumers say they prefer emails sent from merchants and retailers that recommend products based on previous purchases.

You see, personalization involves more than addressing a subscriber or customer by name. It goes the distance in connecting people with products, services and content that is more likely to resonate and are highly relevant to their interests.

There are many ways you add the power of personalization to your email campaigns, including:

Subject Lines:

Add their first name in the subject line of your emails, or in your introductory/greeting message.

Abandoned Cart Emails:

When sending out automated emails that notify a potential customer that they still have items in their shopping cart, you can integrate personalized reminders and even special, time-limited offers based on their purchase or browsing history.

Imagery:

You can switch photos in your email marketing campaigns to better cater to specific interests or locations. This is an incredibly effective

method of improving click-through rates and adding something extra to your messages.

Dynamic Offers

One of the best ways to skyrocket sales is to personalize the deals and offers sent out to each customer.

For example, if you ran an online clothing store, through dynamic content offers, you could show men's clothing to your male audience and women's clothing to your female audience.

Personalized emails involve using the data you've collected about each subscriber so that you can tailor content that is most likely to hit the mark.

This means that you will finally be able to avoid creating generic messages and instead, send emails that are aimed specifically at their interests.

And finally, personalized email marketing is proven to improve re-engagement.

In other words, using customized email campaigns, you'll be able to motivate customers to come back and purchase from you again.

If you sell through Shopify or Magento and are looking for a way to automate your email marketing and inject your campaigns with the power of personalization, you might want to check out:

https://avada.io/

Avada is one of the top-rated marketing automation platforms online.

Improving Deliverability With BIMI

As an email marketer, the most important step you'll ever take is to improve overall deliverability of the emails you send.

After all, if your emails are identified as spam and end up being blocked or filtered from ever appearing in your subscriber's inbox, it's like you simply don't exist.

Unfortunately, it has become much harder to ensure your emails get through and are seen by those who have requested your content. In fact,

Enter BIMI.

BIMI stands for *Brand Indicators for Message Identification*. It's a new standard that is designed to allow a brand to specify which logo appears next to their emails.

Brands like Nike, HBO and CNN have all participated in the BIMI project, but thankfully, you don't have to be a big brand to take advantage of this incredible opportunity to improve brand awareness.

In fact, right now anyone can get ahead of the curve by implementing BIMI into their email campaigns.

Here's an example of how BIMI-based emails might appear in someone's inbox:

Link to image: https://www.encirca.com/bimi-brand-boost/
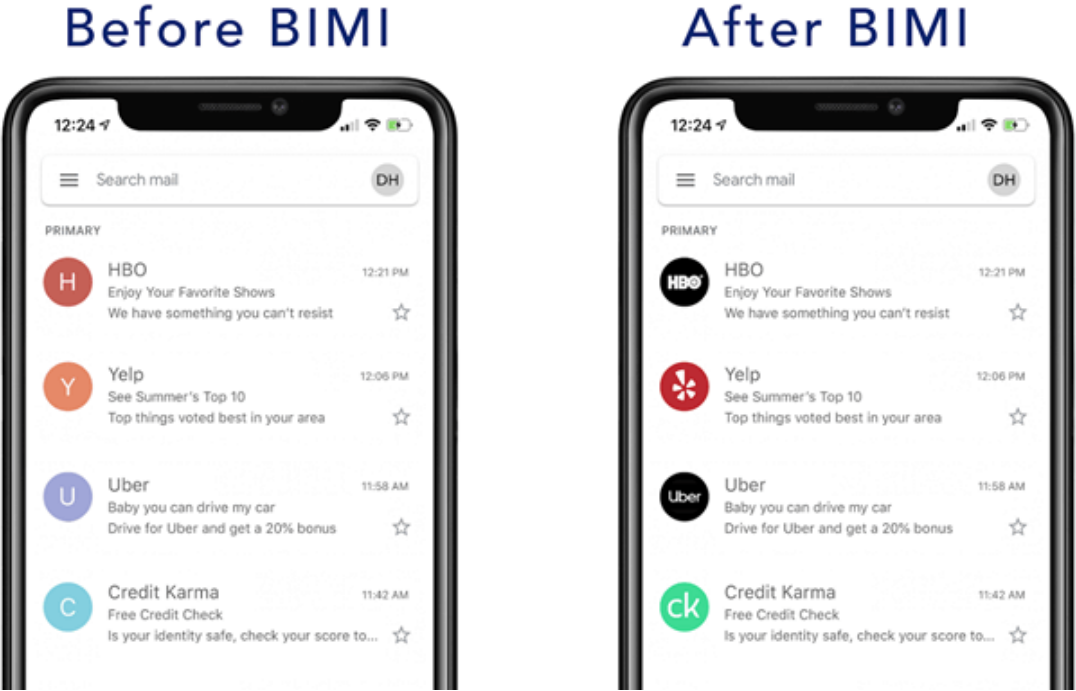
With BIMI, your logo will show up in emails before anyone even clicks on them. This will instantly increase your overall engagement and conversion rates!

But BIMI does far more than improve deliverability. It can help your emails stand out and maximize brand awareness.

After all, if your email is one of only a few that contain an accompanying logo, chances are, people will click on your message first.

BIMI also provides added security and reassures your subscribers that the email is actually from you. This will help you gain a level of trust while subsequently working overtime to enhance your brand.

In fact, each time your subscriber receives an email from you, multiple brand impressions are made: The logo that appears in their inbox list, your email address and your message itself.

The downside to BIMI is that it does require a few steps before you can begin employing it as part of your email campaigns.

Those steps include:

- Setting up DMARC compliance

- Creating your logo

- Updating your DNS with the BIMI TXT record.

Let's take a closer look at each required step.

DMARC Compliance

To begin, the most important step in this process is to create a BIMI that is DMARC compliant. That means SPF and/or DKIM for all mail must be authenticated using your "From" domain.

If this sounds too technical for you, you can create a DMARC record using this free tool: https://powerdmarc.com/dmarc-record-generator/

Creating Your Logo

In order to utilize BIMI, you'll need a logo based on a specific file type. Currently, that's SVG (Scalable Vector Graphic).

The main reason for using SVG is that removes any concern over potential security issues, such as using the image as a tracking pixel or

deploying malware.

When it comes to creating your logo, you'll want to format it as a perfect square and ensure it is hosted publicly via HTTPS. You also want to make sure there are no taglines or slogans on the logo as it will be too small for anyone to read.

If you need help designing your BIMI-compliant logo, you can watch this tutorial: https://emailkarma.net/2021/03/getting-your-svg-right-for-bimi/

Updating Your DNS

The final step is to update your DNS. You do this by visiting your DNS hosting provider and creating a BIMI record for your domain. The new record will be a TXT one so be sure to select the "TXT" option.

If you need help with this, here's a great step-by-step tutorial that covers everything you need to know about creating a BIMI record: https://mxtoolbox.com/dmarc/bimi/how-to-create-bimi-record

Once you've created a BIMI you'll want to test it to ensure it's working properly. You can do that using this free tool:

https://bimigroup.org/bimi-generator/

And finally, if you want to skip the learning curve, you can simply hire an expert who will set everything up for you. Many of these services are priced as low as $50.

You can find many of those professionals here:

https://www.upwork.com/services/search?nbs=1&q=BIMI

Resources

Here are links to a few resources that I believe will help you:

Mail Labs Academy:

>> https://promotelabs.com/maillabs/

Email Marketing Automation Platform:

>> https://avada.io/

Email Marketing Strategies:

>> https://www.superoffice.com/blog/email-marketing-strategy/

Create a Winning Email Marketing Campaign:

>> https://www.superoffice.com/blog/email-marketing-strategy/