

AUGUST

EMAIL MARKETING

Tutorial



SYSTEMS YOU CAN USE FOR YOUR EMAIL MARKETING

Each month I will go through four systems you can use for your email marketing. Mailerlite, Mail Chimp, Convertkit and Active Campaign.

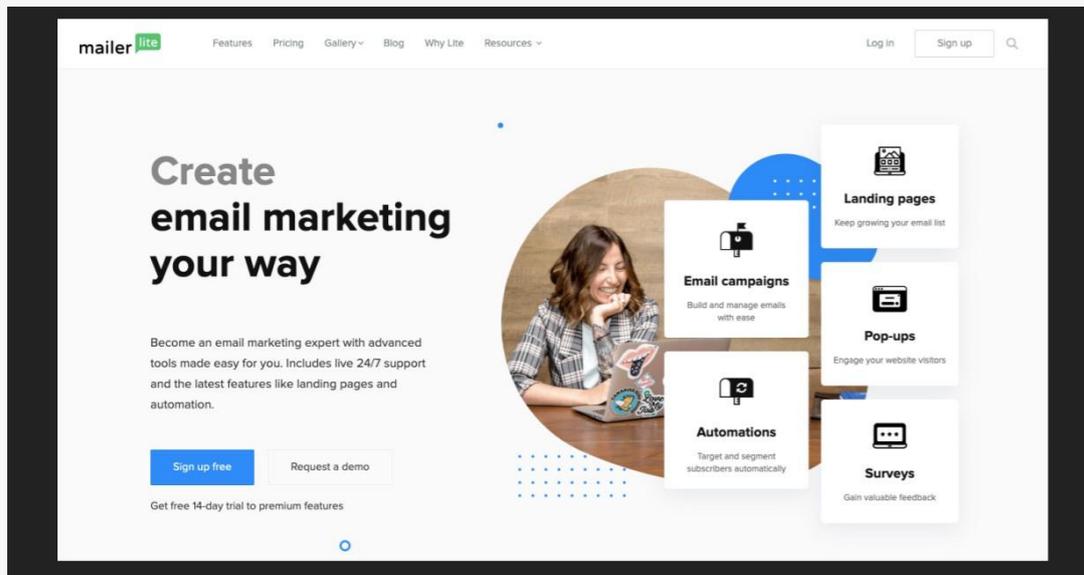
So as not to overwhelm you I will do one each month.

This month we will start with the easiest one, Mailerlite.

MAILERLITE

Go to www.mailerlite.com and head to the top right hand corner.

Click sign up.



Enter your details, in this case we are going to set up a free account but you can trial the premium features for 14 days.

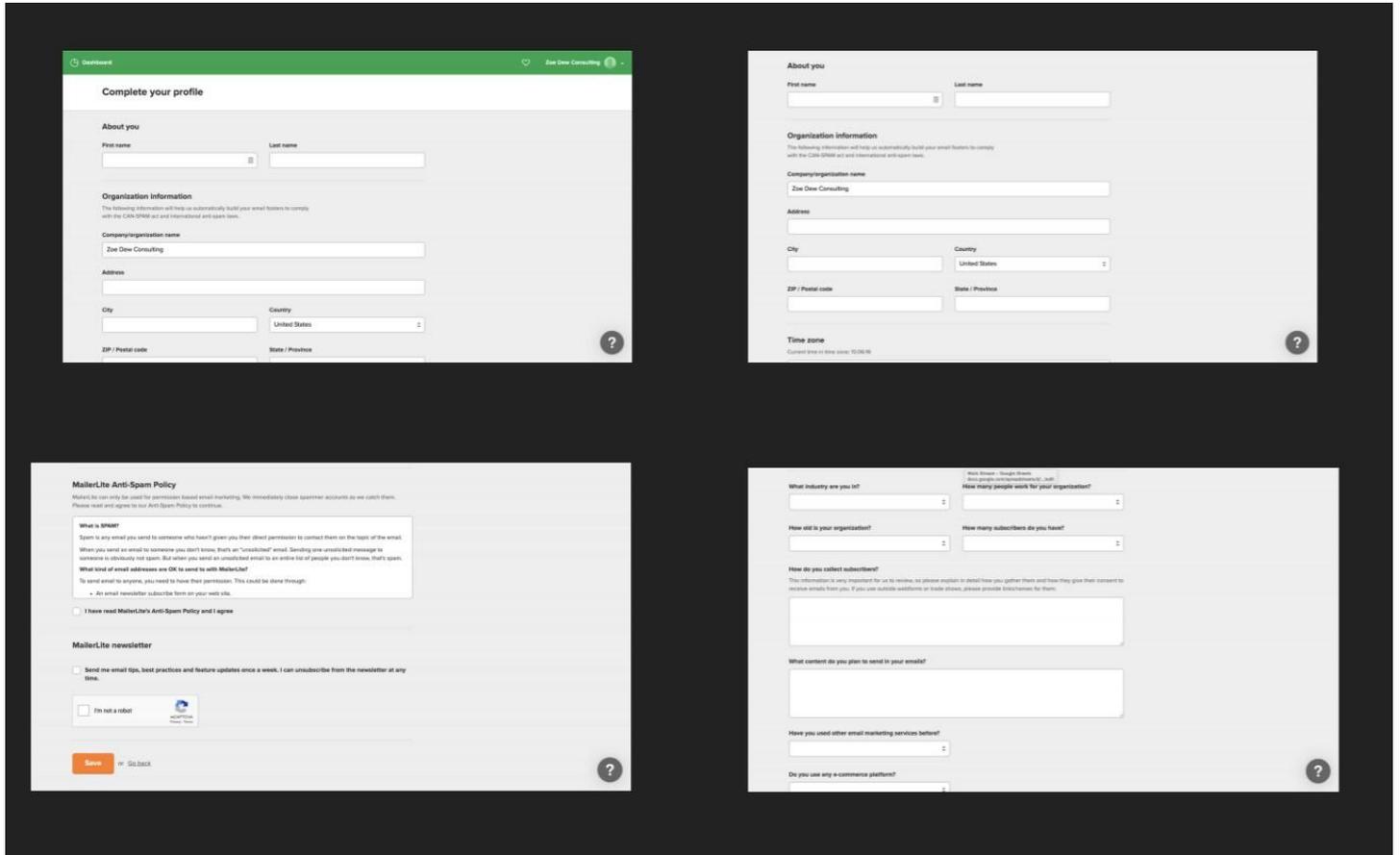
The free account will be fine for most wedding businesses until you reach 1000 subscribers, then this will be the time you should be looking to upgrade or look at other email service providers but I am starting with the basics for you.

A screenshot of the MailerLite sign-up form titled "Get started with a free account". The sub-headline reads "Sign up in seconds. No credit card required." The form contains three input fields: "Company or Organization", "Email Address", and "Password". Below the "Password" field, there are four password requirements: "One lowercase character", "One uppercase character", "One number", and "8 characters minimum". To the right of the form, a section titled "Our Forever Free plan includes:" lists six benefits with green checkmarks: "Free 14-day access to our premium features including live chat, template library, auto resend and promotion pop-ups", "Full access to features like automation, landing pages, advanced segmentation and more", "Up to 1,000 subscribers", "Send up to 12,000 emails per month", "24/7 customer support via email", and "Upgrade anytime". A "Privacy - Terms" link is located in the bottom left corner.

Mailertite does have some checks for you to make sure you are legitimate.

You need to fill in your profile and then request approval to make the checks happen.

When this is done click complete profile. Do make sure you fill in as much as possible.



Once your profile is completed click request approval.

This will take you to a verification process for your website. The verification process will help you get your emails into inboxes and not into the spam boxes so this is important when you are setting up your account.

If you do not have a website or domain at the moment, it is best to at least own a domain name that you can email from. You can buy one at somewhere like Go Daddy.

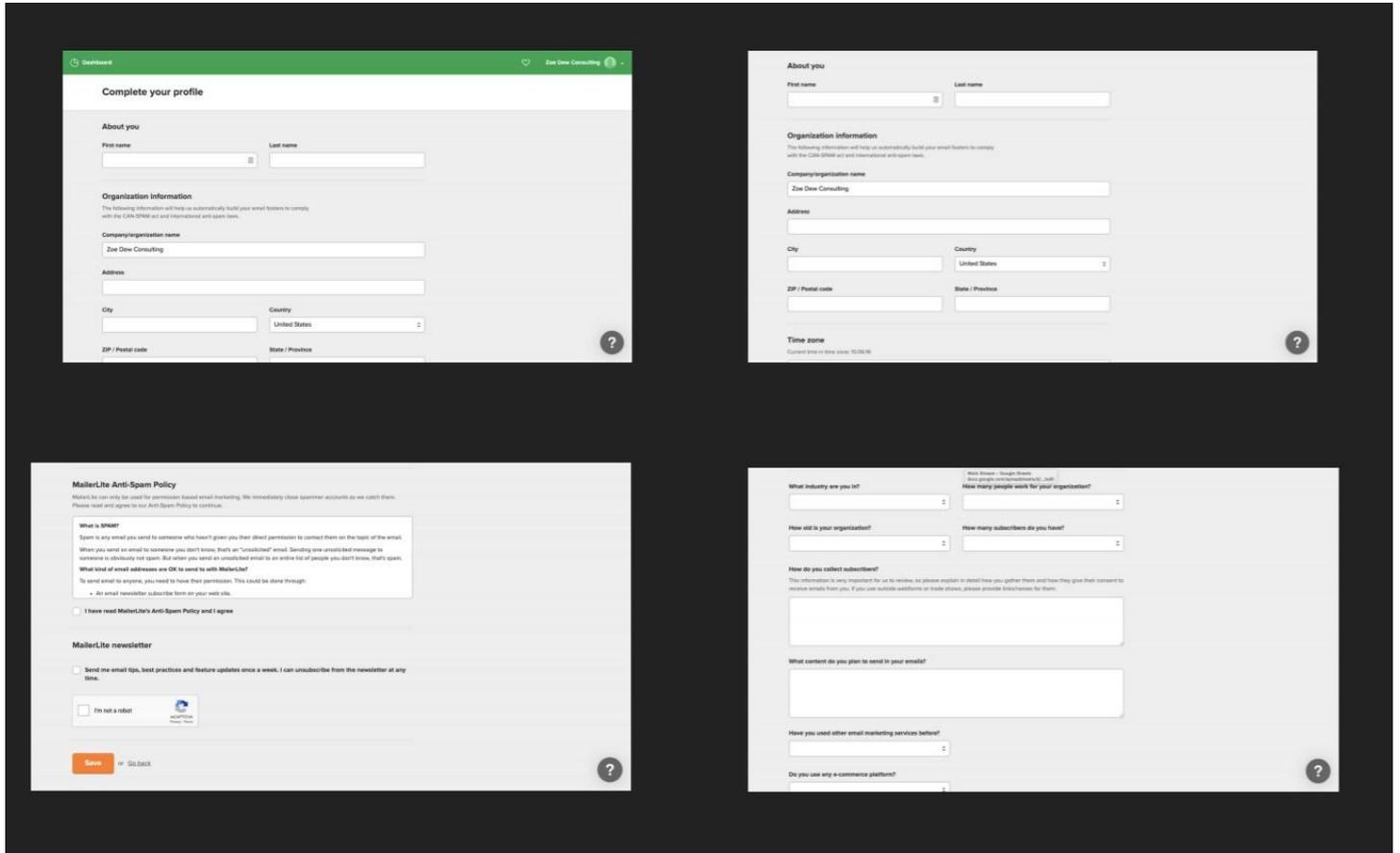
You don't have to have a domain name but it does mean you are not using Gmail or Yahoo and a domain name looks much better.

If you do have a domain name and email address use this screen to verify your ownership.

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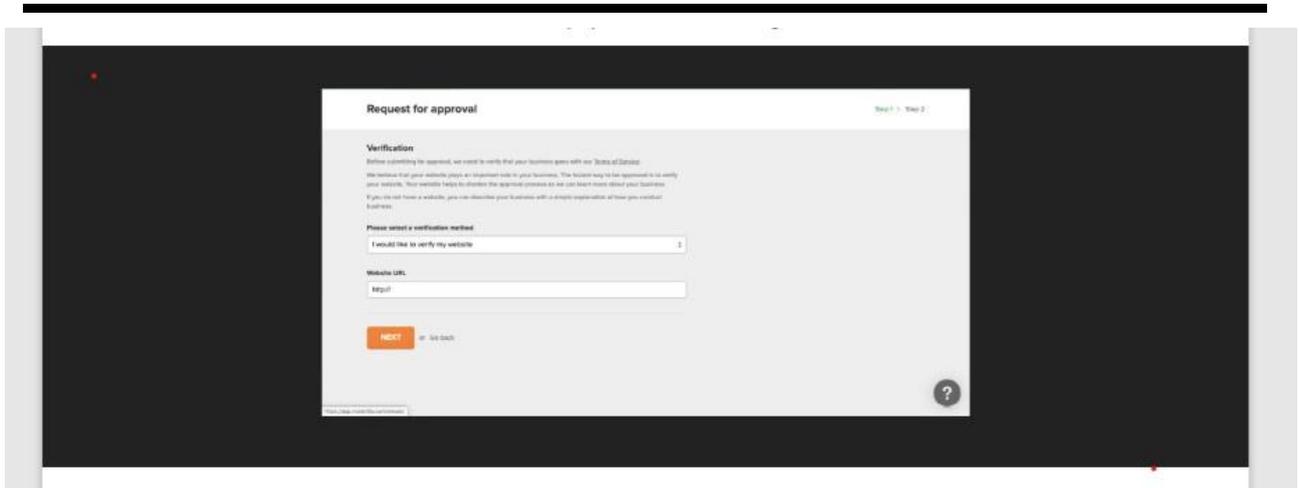
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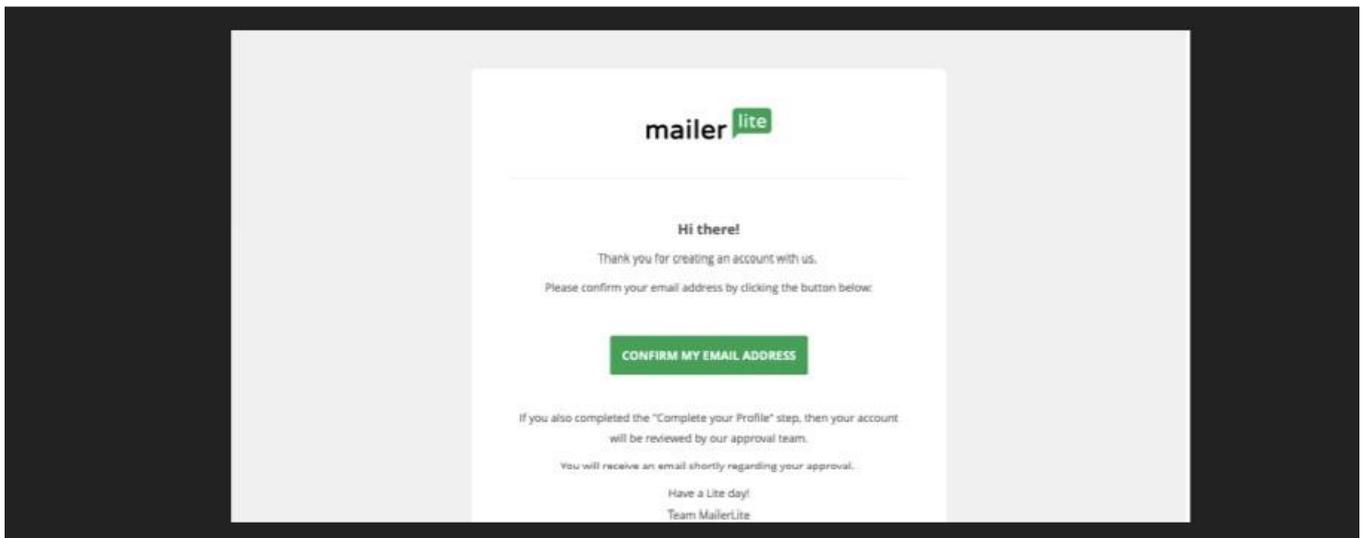
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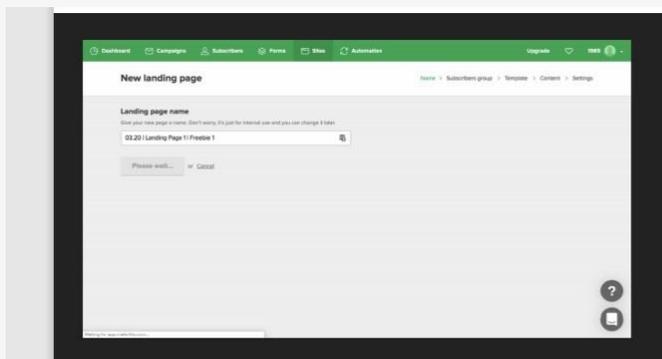
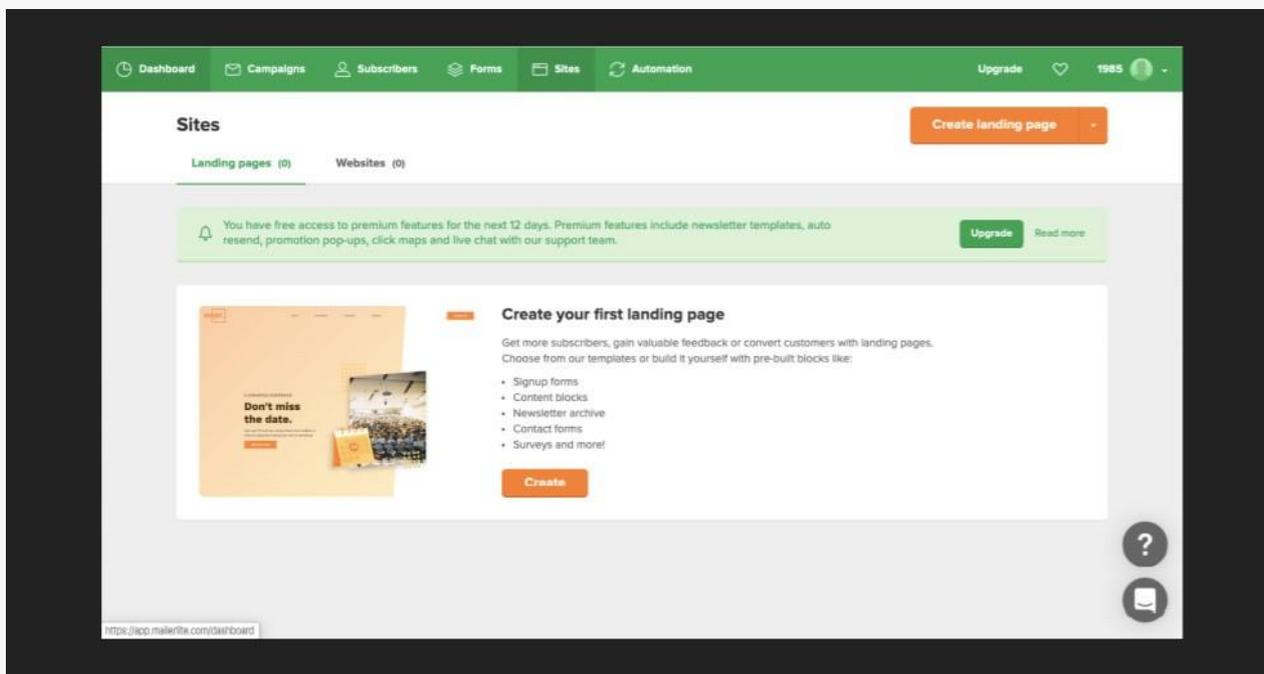
You are now ready to start sending emails from Mailerlite,

CREATING YOUR LANDING PAGE

What is a landing page? Your landing page is where you are going to be bringing in your subscribers. It will be your sales page. Either a freebie, a product or a service you wish to sell.

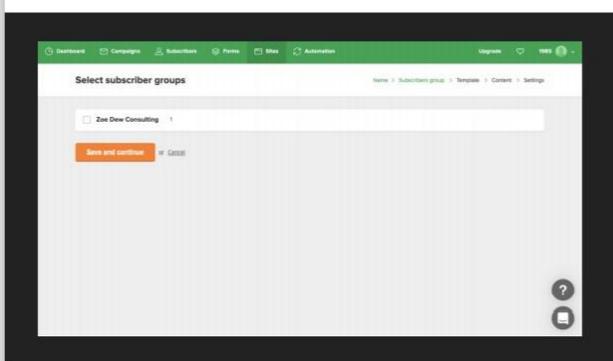
You don't need to link this to your website, it can sit alone and do the work for you. It is also great if you don't have a website ready yet as you are still drawing in people and adding them to your subscribers list.

When the landing page is done you will then be ready to create your opt in, this will be a link to your freebie, special offer or just asking your audience to subscribe to your email list to receive updates.



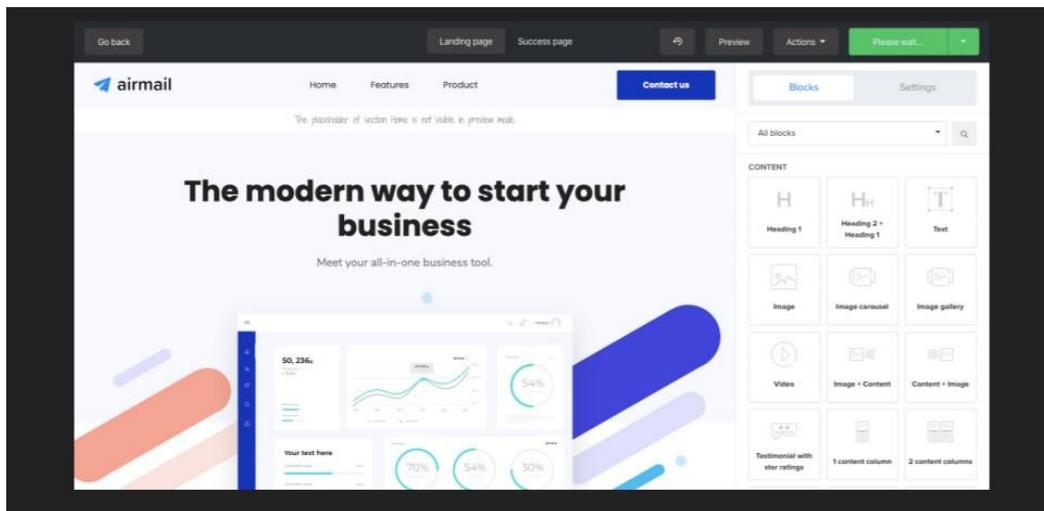
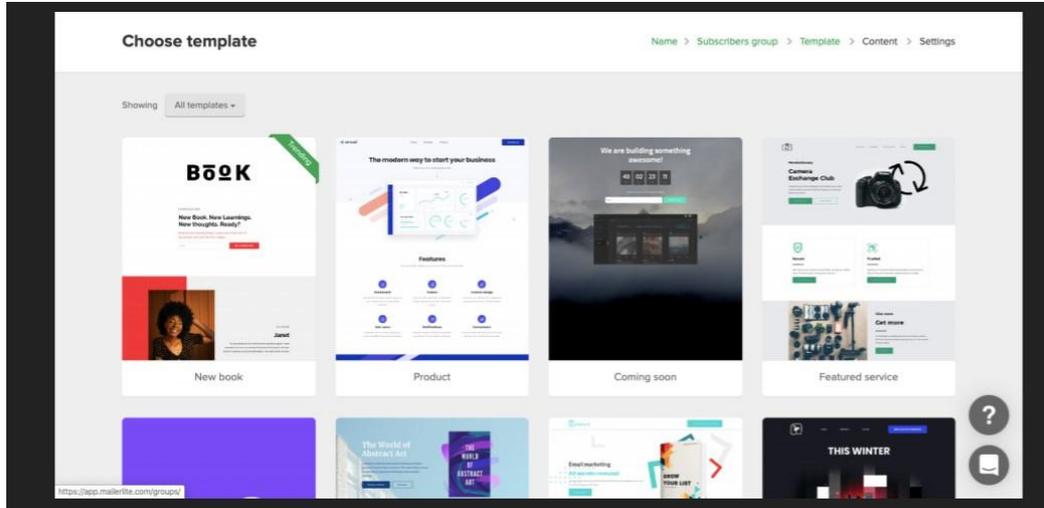
On the dashboard click sites, then click create landing page.

Give your landing page a name, it could be something like My top Ten Wedding Tips, make sure it is line with what you will be selling or giving.



Select the subscriber group you will add your subscribers too, for now you can keep it as main list and change the name later as you can create different groups for different things. I won't complicate you now but in the future you may have different subscriber groups, for example I have my private course email list and then a general list for anyone who subscribes to the business of weddings.

You will see a choice of templates, they are all easily modified though so choose one you think will work best but do bear in mind you can make many changes. In the second image below you can see the options available to change things on the right hand side so don't be scared, just have a good play around with it all.

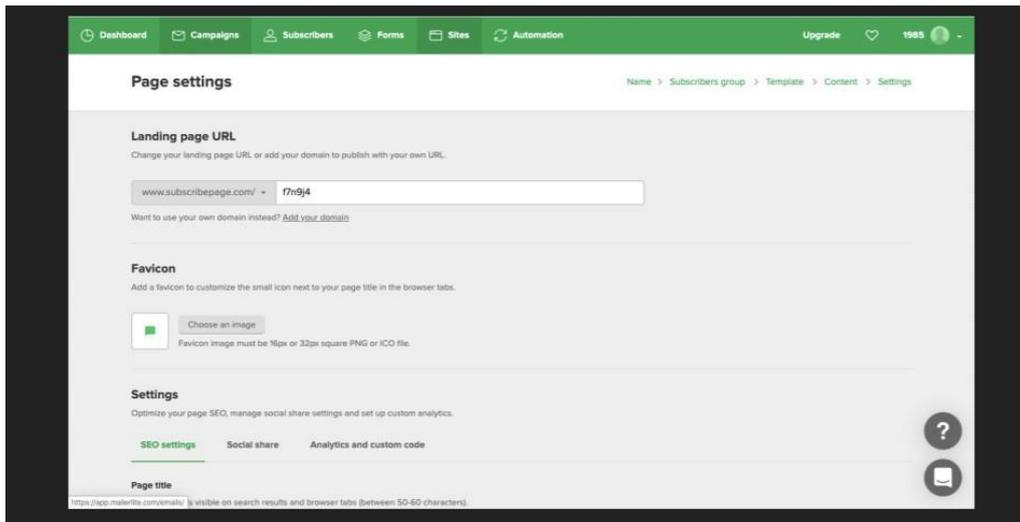


The main thing you need on your landing page is a sign up or a link to a freebie if you have already created an opt in, but I will go into more detail later for you. You can create this by adding in the email address option which can be tailored to just first name, first and last names, email address, etc depending on what you want from your subscribers.

If you have already got their email addresses by promising from an opt in option promising them a freebie to download then add your freebie to Dropbox or Google drive and add this link into your landing page. When everything is done you can save it. You can also preview it to make sure it looks OK as the subscribers would see it.

When you are ready to launch your landing page and publish it you will be taken to this page, Give your landing page a name that is relevant or that you wish your audience to see as this is the link you will be sharing.

You can add in a Favicon image if you are sharing to social media, add in SEO and keywords if you wish your landing page to be found, not really necessary if it is not going onto your website. At first don't worry too much about this apart from your page name. As you get used to this you will be playing around a lot more so don't worry too much.



Your landing page is now ready to be published!

You can share this link on your social media, on your website or where ever you wish to shout out about it.

If you wish to just have a simple form embedded on your website or to put out there saying click here for more information you can create this using Forms at the top of the page. It will literally just be a band you can include somewhere that will collect their email addresses ready for your landing page or automated email you will then send them.

For example Sign up for our monthly newsletter.

Basically these are two ways you can collect subscribers to your email list.

The landing page with a freebie or offer, etc

The simple sign up here for which will be just a form

Once this is done you can then start your automation if you wish to remind people or bring them into something else you are offering.

So for example I might create a landing page to attract people in saying something like Grab your free Top Ten Tips to Planning a Destination Wedding.

On the landing page will be more details about me and a dropbox or google drive link the subscribers can click and receive their PDF file.

CREATING AN AUTOMATION FOR YOUR EMAIL LIST

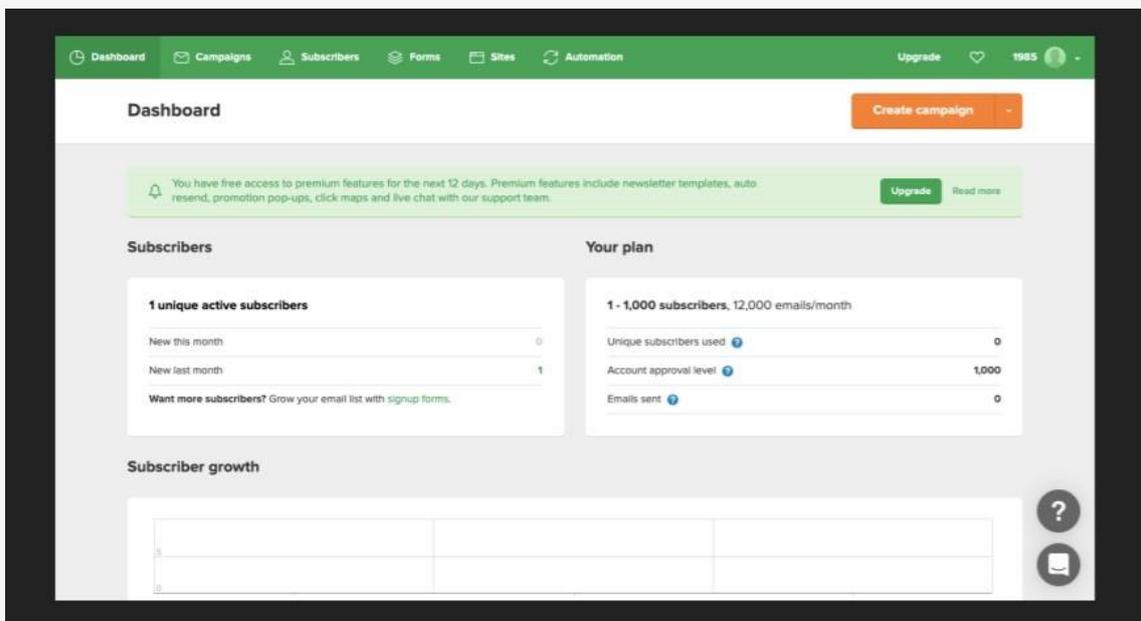
Once you have shared your landing page link you may either do two things.

Start an automation straight away to tell your subscribers more or leave it and let them grab their freebie.

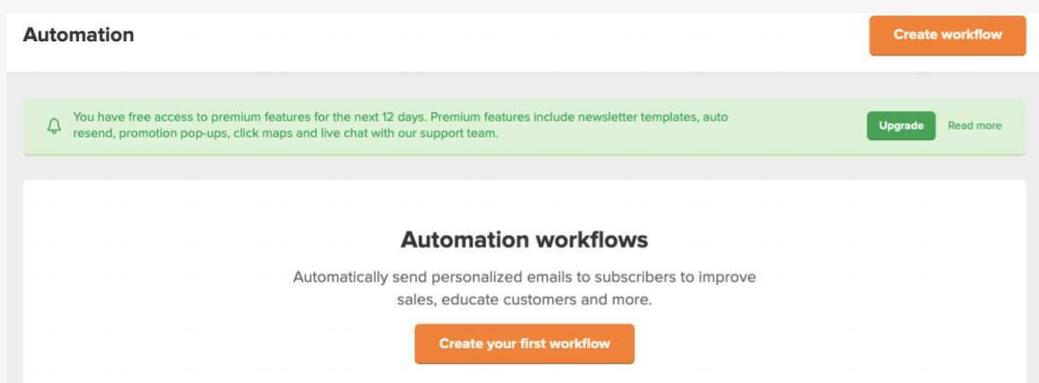
If you wish to draw them in further and stay connected right from day one then you need to create an automation, this is basically where you will create a time line in Mailerlite where you put them into a system.

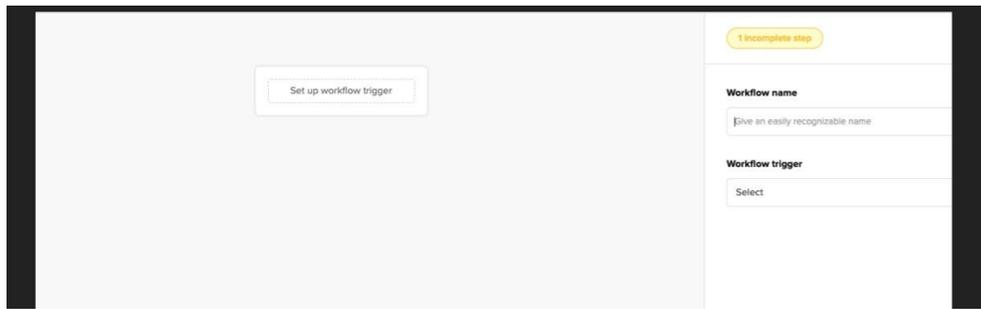
This could be for example just telling them a bit more about you, maybe you wish them to purchase something from you, send them more ideas for their weddings, etc.

Go to sites at the top of the page and click edit next to the landing page you have created.



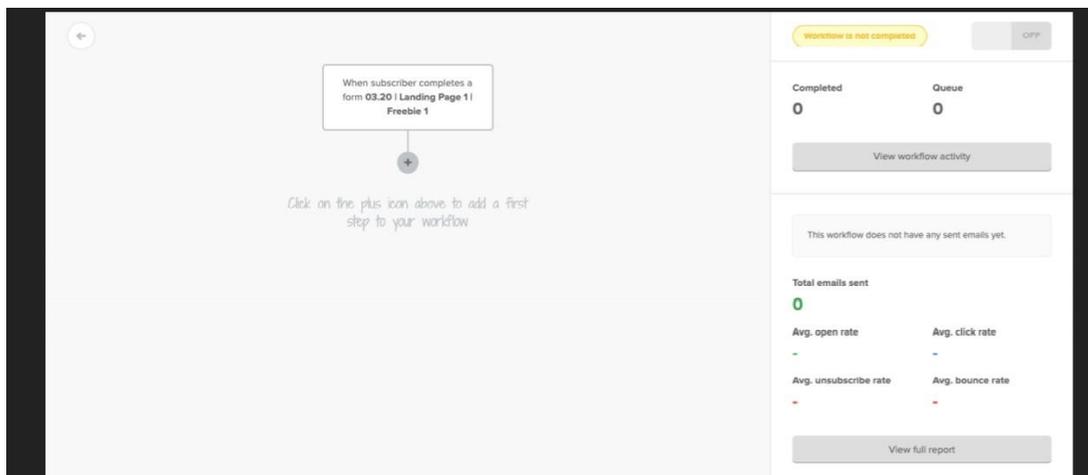
Click Edit, then Save and Update, underneath the landing page then click automation. Click the orange button which says create workflow.





Here you will set up your workflow which is a set of emails your subscribers will receive from you. Give your workflow a name, this will become more important the more workflows you create so you know what it relates back to. Try to name it relative to your landing page.

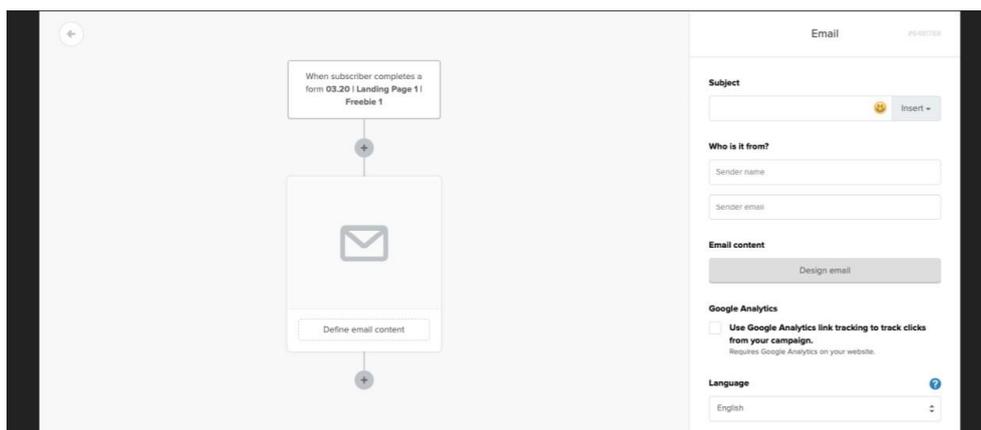
Your workflow trigger will be your landing page or your opt in form. You can add either one here by clicking on the workflow trigger button and uploading the landing page or opt in form.



Once you have your landing page or opt in button as the trigger you can then design your emails that your subscribers will be receiving.

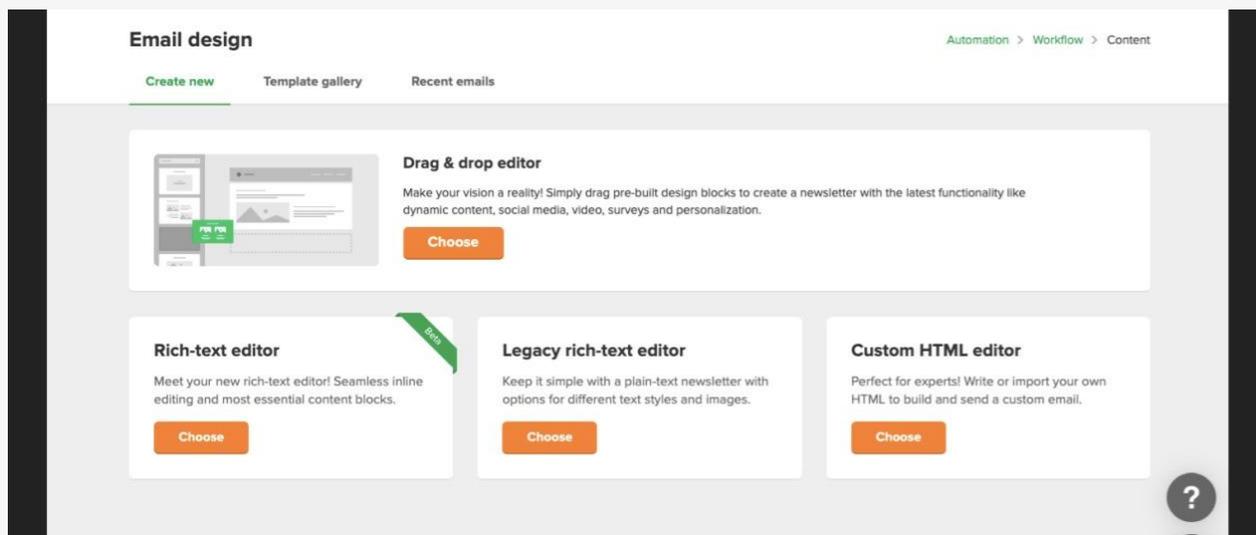
If you wish to send them something straight away as soon as they sign up then select email.

If you wish to leave it a day or two if they have grabbed a freebie from your landing page then select wait and choose the amount of days until your next email goes out to them.

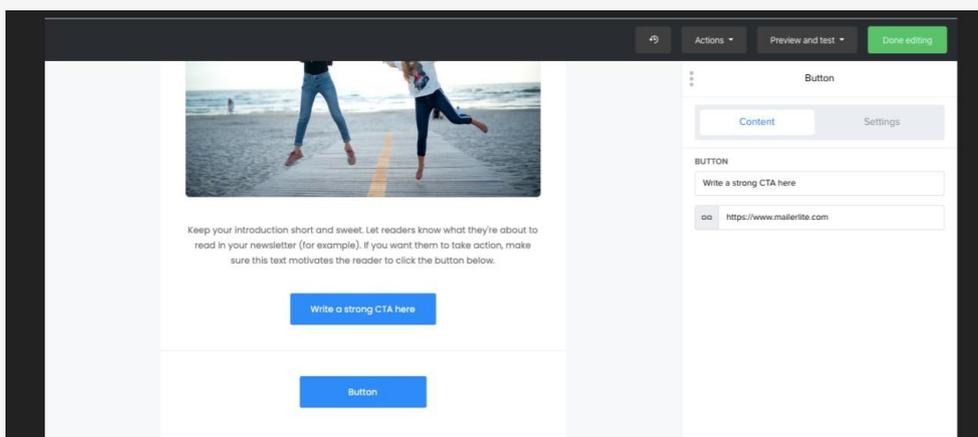


DESIGN YOUR EMAILS

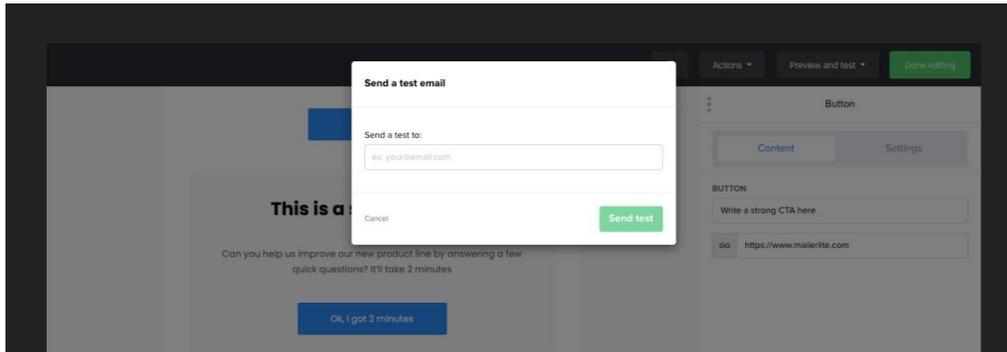
In the above image you will see the option to design email, click this and you will be taken to another page where you can design your next email to your subscribers. This page is very similar to the landing page you have created. You can choose from templates again or start from scratch, I always recommend choosing a template and then playing around with it until you are happy with it. Once you have created your templates you can reuse them.



When you are designing your email always remember to add the button option to take your subscribers to somewhere. This could be your Freebie which is filed in Google drive or Dropbox, to your website, latest blog post, or anywhere you wish to take them.



When you have finished your email, you can click preview and test, send yourself an email to check it again before you send it out for things like spelling mistakes and just make sure all the links work.



When you are happy with everything, click done Editing and then turn on your workflow which is at the top right hand of the page.

You can then click go back if you are finished or carry on to add in a delay, i.e, a time before the next email goes out and then create another email.

This is called an email sequence so if you are shouting out about something then you can keep adding in emails and delays.

If you watch your own inbox, you may have subscribed for example to a clothing store and you will see you may get weekly emails from them.

This will be because they have created an email from when you subscribed with an offer, then they would have created a delay for a week and then created another email to send to you with a voucher code or something to prompt you to buy.

You may then receive another email from them a week later with their latest collection.

This is what you will trying to achieve with your workflow so you are constantly popping up in your subscribers inboxes and getting out in front of them rather than hoping they see your social media posts when scrolling.

Email marketing is very much more targeted, more personal and you are going to be in front of your potential buyers all the time.

Once you have mastered this and have a started a subscribers list you can then create new campaigns using the same processes as we have detailed out here but clicking Campaigns at the top of the menu.

Have a look through Mailerlite, it really is the easiest one to get you started and perfect for most wedding businesses until you get much larger.

Plus a big bonus it is free, unlike other email marketing sites, until you reach 1000 subscribers.