

THE WEDDING EDIT

IN THIS ISSUE
Everything you need to know about email marketing.



CONTENTS

1

GET STARTED WITH EMAIL MARKETING

Boost your email marketing with these easy steps

2

HOW TO GET MORE SUBSCRIBERS IN 4 EASY STEPS

Attract more subscribers to your email list with these tips and tricks

3

HOW TO CREATE AN EMAIL CAMPAIGN

Everything you need to know to create a successful email campaign



GET STARTED WITH EMAIL MARKETING

Did you know that email marketing is still ranked as the most effective marketing channel?

One of the reasons is that email is an intimate conversation channel. People have their email on their phone. This means that your email should hold value, so don't waste this opportunity once you have their email address.

Don't forget YOU are the guest in their inbox. This means that you need to be on your best behaviour at all times. It is like Neil Patel said: *'Getting into someone's inbox is like being invited to their home for dinner. If they ask you to take your shoes off, you respectfully do so.'*

GET PERMISSION

Don't ever forget that you need people's permission before you send out your emails to them. Check out the business tip of June about GDPR to find out more about this.

In essence, you need to explain why you need their email address and what you will do with it.

They need to clearly give permission by checking a box.

To convince people to give you their email you need a strong call to action, good copy and you can even offer a freebie.

Check out the magazine of this month about freebies to get some inspiration.

CONTENT

In order to have a good email campaign your call to action and follow-up need to be consistent. In other words, you need to deliver exactly what you promised and meet, or even better exceed their expectations.

For example when and how many emails they want to receive each month.

Furthermore, your emails should contain a meaning and value for your audience, make people feel connected to you and move people towards a specific action.

Your follow-up email is key to the success of your email marketing.

The first mail should be an introduction of yourself and your business, also explain what you will do with their email address. This mail should be sent out immediately after their subscription.

HOW TO WRITE A BRILLIANT NEWSLETTER?

It's important to know that you should always ask for their permission.

Furthermore, make sure people remember you or know you. This can be done by sending emails every month or every week. Make sure your emails are a nice combination of updates and messaging.

Remember this: a newsletter is a way to strengthen the relationship with the reader, so do not try to sell every time you send an email.



LAYOUT OF YOUR EMAILS

For the lay-out of your email you can use the following model: AIDA (Attention, Interest, Desire and Action) to help your users see the value in what they are receiving.

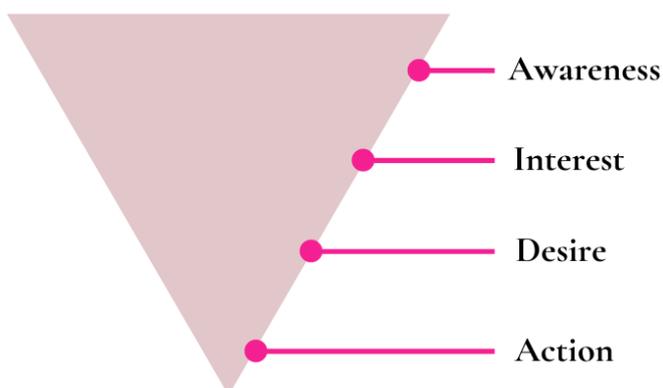
- Attention means providing a subject line that is contextual as well as interesting to get someone to open your email.
- Gain their interest once they open the email. You build their interest with relevant content and value.
- By showing the value of your product or services you're building desire, which leads you to the last piece of your email, action!
- With action you want to focus on the call to action., what are you trying to achieve with this email and how are you going to get results?

ANALYSE WHAT YOU HAVE SENT

You can analyse your email to see how they perform, although there are many metrics, we advise you to look at these 3.

- Open rate: this shows how many have opened your email. It will explain how well-established your relationship with your readers is. If your readers are engaged and excited for your emails, they will open them quickly and read them. When the open rate is low, you might put in extra work when it comes to providing value and managing expectations.
- Click-through rate: If this is low, it means that not a lot of people have clicked on your link and so you might want to focus and improve your copy.
- Unsubscribe rate: this might be the least important one of the three. Remember: if your unsubscribe rate is lower than your opt-in rate, you have failed at building value and writing content that is enjoyable and sticks. You might want to reconsider your content and value of the emails you are sending.

EMAIL: LAYOUT



Tip: You can use Mailerlite, Sender, Mailchimp, Active Campaign as platforms for your email marketing.

HOW TO GET MORE SUBSCRIBERS IN 4 EASY STEPS

MAKE IT AS EASY AS POSSIBLE TO ENTER AN EMAIL ADDRESS

Make sure that when people have to give their email address, it goes as smoothly as possible. Just by asking their name and email address on your home page with a compelling explanation of why they should consider subscribing is enough. Often you will see pop up boxes on websites asking you if you wish to subscribe to their newsletters for example.

A little extra: tell them they can unsubscribe at any time. This means people don't tend to hold back if you tell them they can unsubscribe.

PLACE YOUR SIGN UP FOR EMAIL LISTS ON MORE THAN ONE PAGE

It wouldn't be very smart to only ask for an opt-in on your home page. Make sure to include a place to sign up on multiple places across your website. We suggest including your top-performing offer or freebie (don't forget to check out our magazine on freebies and ideas for your freebies) and ask for a subscription. If you have something amazing to offer why not ask for their email address?

INVITE SUBSCRIBERS THROUGH YOUR SOCIAL MEDIA

Although email marketing is a strong medium, people nowadays are active on social media. Don't forget to ask those people to subscribe to your email list.

Place a sign up link (optional: create a special landing page for this link) on your Facebook, Twitter or in the place of a bitly link in your bio on Instagram using a medium such as Linktree.

OFFER A LEAD MAGNET TO DRAW IN NEW SUBSCRIBERS

A lead magnet is a piece of unique content that you offer people for free, this can be a freebie. Freebies are amazing ways to draw people in your email list. You know that they like the content you are working around and you can easily send follow-up emails regarding that piece of content.

For example: you gave a way 5 tips/hacks you can use when shooting a photoshoot or things you should keep in mind when making a gorgeous cake. After a few days, you can ask people if they already tried that recipe or that tip. You basically build conversation around what you love doing most.

2 TIPS FOR CREATING POWERFUL LEAD MAGNETS

Be specific:

address a specific problem or provide something that you know your audience might struggle with.

Provide a solution:

give them a quick fix for this problem. They should be able to benefit from your freebie within hours or days. The length of this content doesn't really matter as you long as you give them the benefits.



HOW TO CREATE AN EMAIL CAMPAIGN

Before you create your email campaign you should ask yourself a few questions:

Who is the sequence for?

What is the goal?

Where will your audience be at the end of the sequence?

What limiting beliefs does your audience have?

What do they try that doesn't work?

What transformation/solution do you deliver?

When you have got an answer to these questions, think about your transformation story. This should not be a few sentences, but a long story of at least 5 minutes. What did your client do before they came to you? What did you do to help them? Explain this step by step. Think of the power of storytelling!

CONTENT OF EMAILS

The subject line: first of all you will need an appealing subject line. Really take the time to think about this because the subject line makes people decide to open or delete your mail, so it needs to grab the attention.

The small win: this is what people will need to get success, achieve what they want.

The action: describe the action that the reader needs to take to get the small win.

The engagement you would like from your reader: for example a response, or for them to visit your website/ Facebook group/ video/ etc.

The call to action: Tell them what they will get if they subscribe to your list.

THE EMAIL SEQUENCE

Email 1: Introduce yourself. Think about what makes you sound like you? Use a consistent and authentic tone of voice, and be conversational not corporate.

Email 2: Try something different. Engage your readers, give them a tiny action step to complete.

Email 3: Acknowledge the obstacle. Give them another tiny action step to complete.

Email 4: Acknowledge the progress. Show your readers social proof to fully convince them. Give them the last tiny action step to complete.

Email 5: Transformation story. Tell your or a clients transformation story. Make it very relatable to be sure that your readers recognize themselves in it.

Email 6: Acknowledge the work, reiterate success, and invite to connect.