

Mega Email Marketing Tutorial with Mailchimp & Get Response to Increase Sales

Introduction



Email marketing is one of the most powerful way to do digital marketing and increase sales. If a business doesn't have email marketing, they are leaving a lot on the table. In this chapter, we are going to learn how to use 2 powerful email marketing platforms and strategies that you have to apply for email marketing.

The 4 stages of email marketing

Here we are going to learn the 4 important stages of email marketing.

- 1- Are you collecting email (with permission)?
- 2- When you send an email, do they receive it or it goes to spam?
- 3- If they receive it, will they open?
- 4- After they open, will they take action?

The questions above are very important and if you have a weak spot in any of them, you won't get results along the way on email marketing. So you better pay attention to these questions. Let's find the solution for each question, together.



1- Create a good reward (like an ebook, or a useful pdf) and ask people to subscribe to receive that reward

- People must opt-in themselves
- The reward must be connected to your business
- Have this sign up form everywhere you have an audience



2- If you send spammy emails, you will lose reputation

- Email services have a list of spammy words like “free”, if they see a lot, they will suppress it
- Don’t look for a shortcut, deliver value, do it the right way

3- Subject line

- Must be intriguing
- 5-10 words
- Pay attention to the email preview, it is important, it will push the reader more to open the email
- From is also important, they must know the sender, better to be friendly



4- Give then ask

- Give a tip inside your email, something they value
- then say: By the way, if you want this, click here
- Have at least 2-4 call to actions all over your email from top to bottom



The cheapest way to capture email leads

There is a great strategy which will help you to capture email leads very fast and also very cheap. Before we learned how you can capture email leads with using Facebook ads but here we are going to use our audiences on all platforms and with a little incentive, push them to subscribe. The whole process is as it is shown below.

Live stream about a topic connected with your business

- Facebook live
- Instagram live
- Youtube live
- Periscope

Prepare a show with valuable information

- Speak about something useful connected to your business

Bring CTA at the beginning and at the end

- Give people free stuff like a free template, pdf, 10 strategies to ..., discount coupon
- Then send them to a landing page

Create a landing page to capture emails and provide the reward

- You can create this landing page with many platforms such as mailchimp, your own website, instapage, Squarespace and so on

Using this way, you can convert lots of your followers on social media into email leads and as you know after that you can little by little convince them to buy the product.