

GOT EMAIL?





Are your **emails** reaching the **intended audiences**?

Email marketing is a **major component of your overall marketing strategy**, it helps you demonstrate your **value** to your subscribers.

Join us for this session on **email marketing strategies** to help boost your **open rates, click-through percentage and overall impact**.



Christina Rowe



I am a social media and online marketing specialist who helps entrepreneurs get more clients and make more sales using the latest social media, branding, online marketing and PR strategies and techniques



WHY USE EMAIL MARKETING?

proof that

EMAIL MARKETING IS STILL THE MOST RELIABLE CHANNEL

In your B2B marketing campaigns, what lead generation channel do you use?
Everyone says that 'Content is King', while others say social media is where true power lies.
Traditional marketers still banks on cold calling and appointment setting.
But here are the reasons why EMAIL MARKETING should be your bread and butter:



Revenue from email has increased by **28%** from 2013-2014

60% of marketers believe email marketing produces positive ROI

Source: Marketing Sherpa

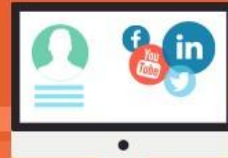
40% of qualified leads discover sites via email



64% of decision-makers read email messages via mobile devices

Source: Salesforce

Adding social sharing buttons to email messages an increase click-through rates by more than **150%**



56% of business plan to increase their email marketing effort this year

Source: CustomerMinds

callbox

SALES & MARKETING SOLUTIONS

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+1 310.439.5814 DIRECT LINE
SALES.INFO@CALLBOXINC.COM

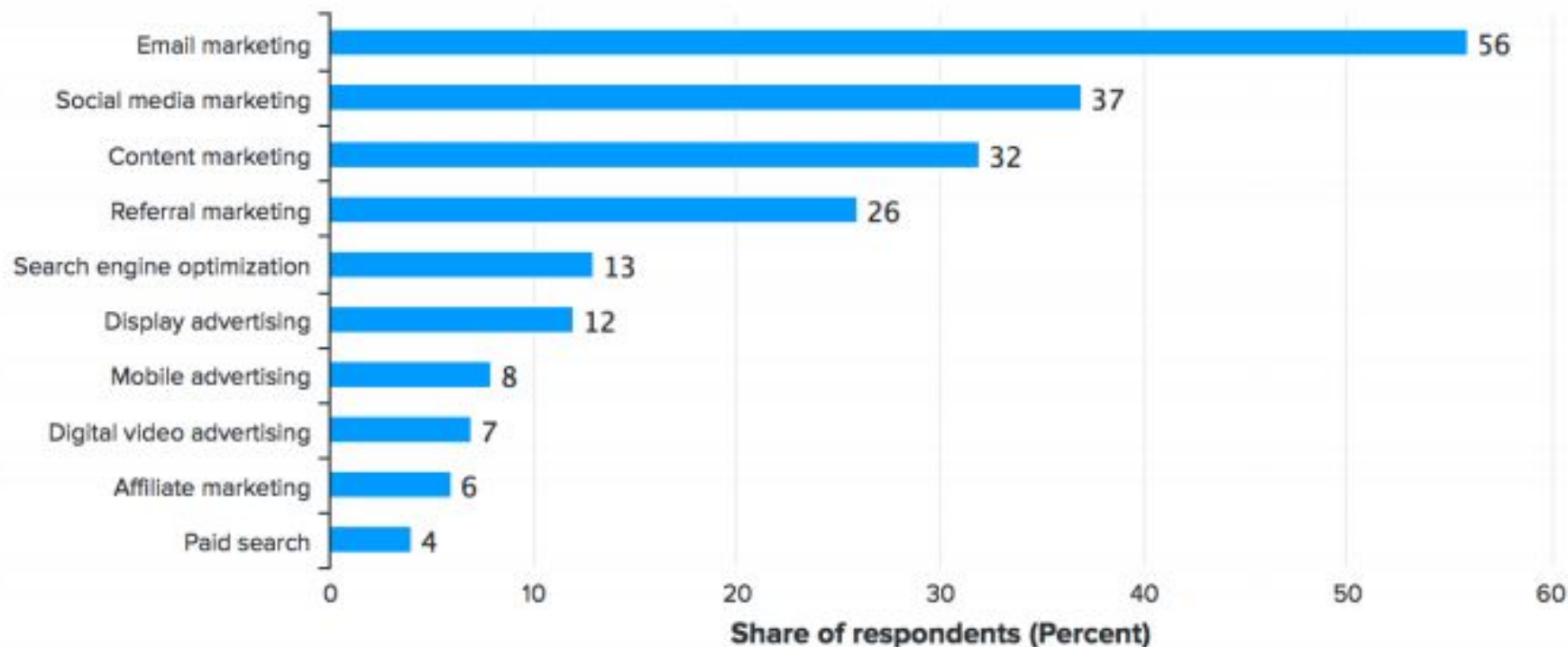
Talk with us!



facebook.com/callbox
twitter.com/callboxinc
[gplus.to/callbox](https://plus.google.com/callbox)
linkedin.com/company/callbox

Follow us!

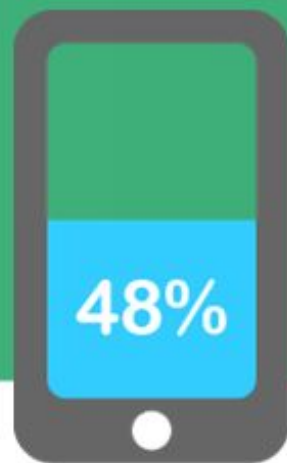
Digital marketing programs most effective at retention



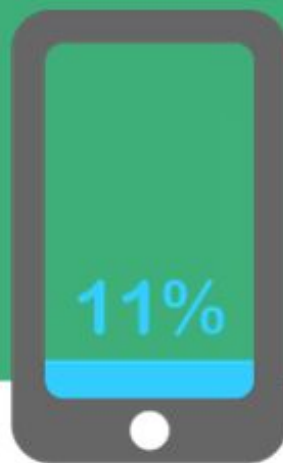
What does Email Marketing do for my business

1. It helps in lead generation
2. It helps convert prospects into paying clients
3. It builds trust with your customers
4. It helps in customer retention
5. It helps build customer loyalty
6. It helps create brand recognition
7. It increases sales and revenue

Did You Know This???



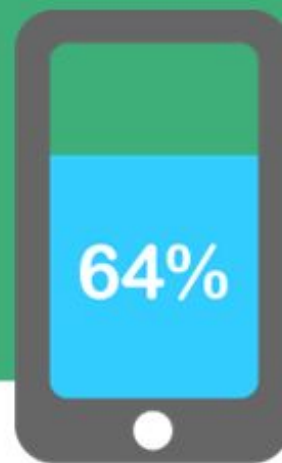
**48% of emails
are opened on
mobile devices**



**Only 11% of email
templates are
optimised for mobile**



**69% of mobile users
delete emails that
aren't optimised**



**64% of decision
makers read their
emails on mobiles**

SUBJECT LINES THAT GET OPENED



CURIOSITY
URGENCY
RELEVANCE
EMOTION
VALUE



of email recipients report
email as spam based solely
on the subject line.



Best Email Subject Lines to Boost Your Email Open Rates

Here are some great **sample subject lines** for emails that use **the fear of missing out...**

1. Warby Parker: **"Uh-oh, your prescription is expiring"**
2. JetBlue: **"You're missing out on points."**
3. Digital Marketer: **"[URGENT] You've got ONE DAY to watch this..."**
4. Digital Marketer: **"Your 7-figure plan goes bye-bye at midnight..."**
5. Digital Marketer: **"[WEEKEND ONLY] Get this NOW before it's gone..."**
6. Jersey Mike's Subs: **"Mary, Earn double points today only"**
7. Guess: **"Tonight only: A denim lover's dream"**

Source: Optinmonster



Best Email Subject Lines to Boost Your Email Open Rates

Here are some great examples of **curiosity inducing subject lines...**

1. Manicube: **“*Don’t Open This Email*”**
2. Grubhub: **“Last Day To See What This Mystery Email Is All About”**
3. Refinery29: **“10 bizarre money habits making Millennials richer”**
4. Digital Marketer: **“Check out my new “man cave” [PICS]”**
5. Digital Marketer: **“Is this the hottest career in marketing?”**
6. Thrillist: **“What They Eat In Prison”**
7. Eat This Not That: **“9 Disgusting Facts about Thanksgiving”**
8. Chubbies: **“Hologram Shorts?!”**
9. The Hustle: **“A faster donkey”**
10. Mary Fernandez: **“📦 a surprise gift for you! {unwrap}”**

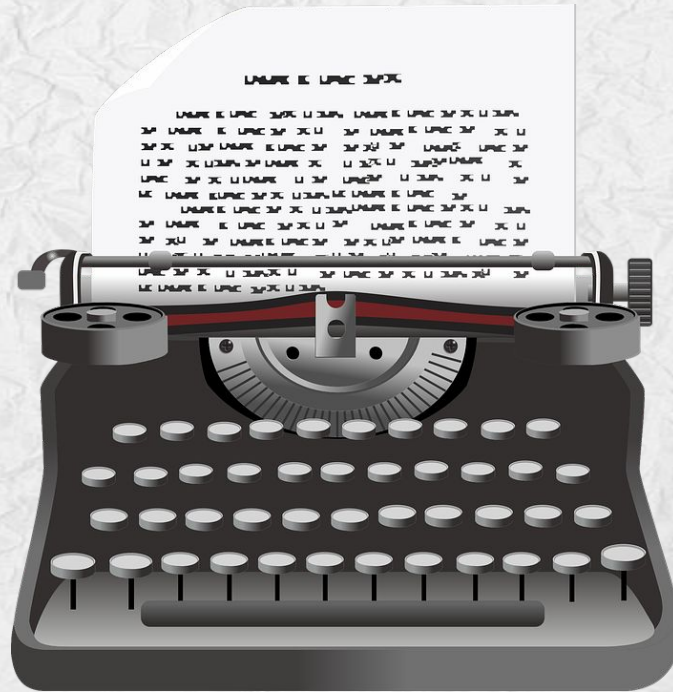
Source: Optinmonster

9 Best Practices For Writing Email Subject Lines

1. Never reuse subject lines.
2. Aim for 5 to 7 words.
3. Avoid sounding sales-y.
4. Use action verbs.
5. Use humor carefully.
6. Include a surprising stat.
7. Write clearly.
8. Be human.
9. Don't yell (NO ALL CAPS).



COMPELLING COPY IN YOUR EMAILS



Words to Avoid Using in Your Email Message

Free

50% Off

Earn Money

You're A Winner!

Compare

Amazing

Loans

Get Paid

Don't Delete

Why Pay More

Stop

Satisfaction Guaranteed

Join Millions

You've Been Selected

Act Now

Call Now

Discount

Million Dollars

Removes

Cash Bonus

As Seen On

Order Now

Time Limited

Special Promotion

No Cost

Serious Cash

Save Up To

Excessive \$ or !

All New

Subscribe Now

Double Your Income

Opportunity

Collect

Promise You Credit

Buy Direct

Please Read

While Supplies Last

Information You Requested

No Fees

Search Engine Listings

All Natural

Yesware and Social Selling Experts

Hi Barbara,

Attention →

I saw that you were interested in taking a look at Yesware via Twitter.

Interest →

My colleague and I have had great success teaming up with Social Selling experts like yourself.

Desire →

A few notable experts we partnered up with include: Trish Bertuzzi, Lori Richardson, Jim Keenan and Craig Rosenberg.

Action →

I'd love to get your feedback on Yesware's product and explore how we could work together to share Yesware with your clients. Would you have some time next week to connect?

--



Track



Remind ▲



CRM

Templates ▲

Send

⌚ Later ▲



**HOLSTEE** helen.w@holstee.com via shopify.

Feb 21 (3 days ago) ☆



to me ▾

Hi Dan,

I saw that you were about to pickup some goods in the shop and that you didn't get a chance to finish your order. I just wanted to see if there were any problems, or anything at all I could help with. If so, please let me know by responding to this email.

In case you were looking to pick up where you left off, here's a reminder of what you were thinking about getting:

1x The Reclaim Frame
1x Thank You Cards

Here is a link to your shopping cart:

<https://checkout.shopify.com/orders/315352/5ae89aecba6e19e5c0ed88bdc0387c0a?recovered=1>

Thanks again for visiting Holstee, and please let me know if you have thoughts on how we can improve your experience at Holstee.

Best wishes from Brooklyn!

Helen
Community Love Director, Holstee

Tel: [1-917-336-0603](tel:1-917-336-0603)
Feel free to call with any questions!



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HELLO STRANGER

It's been a while since you've opened an email from us (sniff – yes, we've noticed). So, of course, we've been racking our brains wondering: is it us? Is it you? What can we do differently?

HOW ABOUT
10% OFF?

It's our little way of saying 'we missed you'.
JUST ENTER PROMO CODE **MISSYOU10** AT CHECKOUT.*

TIME FOR A REFRESH?

Update your preferences to make sure you only receive emails that you really want – as often as you want.

WANT TO UNSUBSCRIBE?

If you'd prefer not to receive emails from us anymore, [unsubscribe here](#).

GET SOCIAL WITH US



www.notonthehighstreet.com

*Valid until midnight on 14th May 2014. Terms and conditions apply.

Too many emails? [Click here](#) to change what we tell you about (and how often).


kate spade
NEW YORK

ENJOY
FREE GROUND SHIPPING
TO ALL 50 STATES

ARRIVALS - HANDBAGS - CLOTHING - WALLETS - SHOES - JEWELRY - ACCESSORIES

PENNY *for your* THOUGHTS?



(we'll give you more.)

WE'D LOVE TO HEAR FROM YOU.
COMPLETE OUR SURVEY AND AS A WAY OF SAYING "THANKS!"

ENJOY 25% OFF

ANY FULL-PRICED PURCHASE

GET STARTED >

TARGETING THE RIGHT AUDIENCE TO GROW YOUR LIST



Who is Your Ideal Client/Customer?

Where do they Spend their Time on Social Media?

What Is their Income Range?

Where do they Live?

What are their Hobbies?

What Magazines/Publications do they Read?

What Kind of Cars do they Drive?

What Brand Clothing do they Wear?

Married? Single? Divorce? Kids? Engaged?



Introducing Facebook Audience Insights



Get to know the people who matter to your business, so you can understand what matters to them. Learn about their locations, interests and behaviors, so you can create messages that will help your business grow.



Account: Luchen Foster (58...

Create New

Open

Save

More ▾

Give Feedback

Create Ad

CREATE AUDIENCE

Custom Audience >

Location ▾

UNITED STATES

All United States

+ Country or city

Age and Gender ▾

Age

18 ▾

-

Any ▾

Gender

All

Men

Women

Interests ▾

+ Interest

Connections ▾

People Connected to

+ Your Page

People Not Connected to

+ Your Page

Advanced >

(New Audience)

150m - 200m monthly active people

People on Facebook

Country: United States of America 🇺🇸

Demographics

Page Likes

Location

Activity

Household

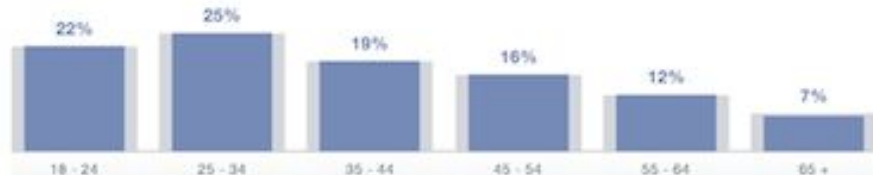
Purchase

Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

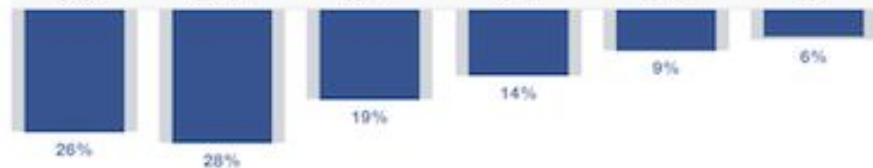
54% Women

54% All Facebook



46% Men

46% All Facebook



Lifestyle

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personixx

Lifestyle

Selected Audience



Compare

Apple Pie Families

8%



+0%

Lavish Lifestyles

5%



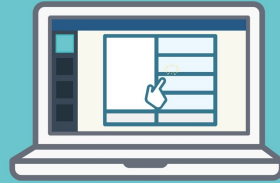
+0%

CLICK THROUGH PERCENTAGES



Click-through rate (CTR) is a measure of the percentage of clicks advertisers receive out of total ad impressions. "Impressions" refers to the **number of times your ad(or email) is viewed**. If your ad/email has a log of impressions but no clicks, you will have a low CTR, which generally reduces the effectiveness of your campaigns.

7 Things You Can Do to Significantly Improve Your Email Click-Through Rates



1. Cut down to just **the essentials**. Click-through rate: 22 percent. ...
2. **Motivate** your readers. Click-through rate: 15 percent. ...
3. Include the same link **multiple times**. ...
4. **Follow-up** quickly. ...
5. Include a **video**. ...
6. Announce something **new**. ...
7. Use **Buttons**.

Source: Constant Contact

The Best Day To Send Email Is...

S

M

T

W

T

F

S

Tuesday

#1

*The best day to email is
by far on Tuesday.*

Thursday

#2

*If you send two emails a
week, choose Thursday
for your second day.*

Wednesday

#3

*While Wednesday wasn't
the most popular, it was
mentioned several times.*

WHICH EMAIL MARKETING SYSTEM IS BEST FOR YOUR COMPANY?





MailChimp®



Constant Contact®



GetResponse

ONTRAPORT
PLUG IN YOUR BUSINESS



AWeber
COMMUNICATIONS

ActiveCampaign >

Infusionsoft®

DRIVING TRAFFIC TO A LANDING PAGE TO BUILD LIST





Optin

Choose Your Page Template...



Thank You

Choose Your Page Template...

EXTRA PAGES FOR THIS FUNNEL...

+ ADD NEW PAGE

CHOOSE NEW TEMPLATE TO ADD...



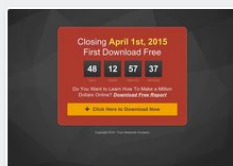
Optin



OPTIN



2 Step Video Optin



Big Red 2 Step



Blog Lander



Light Blue Bar Optin



Classic Dark Optin



Classic Blue Optin



Classic Green Optin



Classic Red Optin



Dark Big Headline



Dark Optin Box



Simple Two Col. Optin



Clean Box Optin



Super Clean Optin



Super Clean Optin Dark



Big Headline Optin



Features



click funnels

Lead Pages

Optimize Press

Create Pages

Simple WYSIWYG Editor



Mobile Responsive

Pages Look Good On Your Tablet & Phone!



Professional Themes

Great Looking Pages!



A/B Split Testing

Find Out What Page Converts Best!



Advanced Website Editor

Clone, Drag & Drop and Move Elements



Sales Funnels

Sell Your Products - Upsells, Downsale



One Click Upsells

Increase Every Order!



Webinar Funnels

Promote Your Online Events



Automated Webinar Funnels

Create Evergreen Webinar Promotions



Membership Sites

Create Custom Membership Sites



Two Step Optins

Squeeze Pop's, Lead Boxes



Instant Optins

Instant Optin, Lead Links



Smart Email Sequencing

Send Emails Based On Actions In Funnel





Commercial Roofing

We have been providing quality, comprehensive commercial roofing solutions for more than forty years, and we even have an extensive pool of satisfied clients to our credit.



Residential Roofing

Whether you need complete roof replacement services, residential roof repair services, or a residential roofing contractor for any other type of roofing need. Our professional contractor will help you.



Historic Repairs

Our experience with slate, metal, tile, ceramic, and other historic roofing materials makes our professional contractor the first choice for historic restorations and repair.



Industrial Roofing

Is it important for a corporation to keep their business in prime working order by providing a safe and sound working atmosphere that does not interfere with manufacturing or productions.

Request A Free Estimate

Full Name:

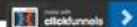
Your Email:

Phone Number:

Your Roofing Need:

Let's Schedule It!

Over 40
Years of
Service!



WE ARE AFFILIATED WITH:



PREFERRED
CONTRACTOR



PLATINUM
PREFERRED CONTRACTOR

HOW TO BUILD RELATIONSHIPS & SHARE VALUE WITH SUBSCRIBERS



Email "Nurture" Autoresponder Series after Subscriber enters information



Time-based autoresponders

[What happened to my old follow-ups?](#)

Create new

Show autoresponders in campaign: **vitalize_quiz_funnel** ▼



0	1 Results Explanation 	2 Food Pyramid 	3 Best Exercises 	4 Stress management 	5 Toxic foods list 	6
7	8 Did not Buy Quiz 	9	10	11	12	13

When Sending Broadcasts/Newsletters:

Provide Valuable Content, Discounts and
Specials to Build the Relationship



YOUR  LOGO
PLACEHOLDER

Free shipping on all U.S. orders

THANK YOU

FOR YOUR ORDER!

It should be arriving on your doorstep very soon. In the meantime, here's a little something extra from us to show our appreciation.

Take **15%** off your next purchase!
Use code **15THANKS** at checkout.

SHOP NOW

NEW ARRIVALS

SALE

SHOP ALL

FIND A STORE

[Terms & Conditions](#)

Share this email:



[Manage your preferences](#) | [Opt out](#) using TrueRemoval™
Got this as a forward? [Sign up](#) to receive our future emails.
[View this email online](#)

YOUR  LOGO
PLACEHOLDER

Free Shipping on all U.S. orders

HERE ARE SOME ITEMS WE THINK YOU WILL LOVE

Thanks again for your recent purchase.
Here are some more products that we think will be right up your alley.



CUSTOMERS ALSO BOUGHT



SHOP NOW!

NEW ARRIVALS

SALE

SHOP ALL

FIND A STORE

[Terms & Conditions](#)

YOUR  LOGO
PLACEHOLDER

Free Shipping on all U.S. orders

WHAT DO YOU THINK?

Have a minute to give us some feedback on your recent purchase?



Review this item, and we'll take
\$10 off your next order
as a thank you for your time.

REVIEW ITEM

NEW ARRIVALS

SALE

SHOP ALL

FIND A STORE

[Terms & Conditions](#)

1.
**A non-existent
email address**



2.
Undeliverable email



3.
Mailbox full



4.
Vacation/Auto-Reply



5.
Blocked email



6.
Other



6 Reasons Your Emails Bounce



Secret Strategy to Retarget your Email Database:

Create a Custom Audience ×

How do you want to add customers to this audience?

Information you provide will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience, and we'll never contact them without your permission.



Upload a file 

Upload a data file that contains email addresses, phone numbers, Facebook user IDs or mobile advertiser IDs



Copy and paste your custom list 

Copy and paste email addresses, phone numbers, Facebook user IDs or mobile advertiser IDs of your customers and create a Custom Audience



Import from MailChimp 

Import a customer list from a third-party email service.

Back



Search for people, jobs, companies, and more...



Advanced

Home

Profile

My Network

Learning

Jobs

Interests

Business Services

Try Premium for free

Women In Leadership - Examine & Learn About Issues Women Face in Leadership Positions. Apply Now! | Ad



Connections

Stay up to date with your network.

EMAIL, CONTACTS, & CALENDARS



Gmail | [View Contacts](#) | [Refresh](#)
christinarowe1@gmail.com

Remove



Google Contacts | [View Contacts](#) | [Refresh](#)
christinarowe1@gmail.com

Remove



Google Calendar | [View Contacts](#) | [Refresh](#)
christinarowe1@gmail.com

Remove



iPhone Address Book | [View Contacts](#)

Remove



iPhone Calendar | [View Contacts](#)

Remove

CONTACTS FILE IMPORTS



Abook Import | [View Contacts](#)

Remove

Advanced Settings

[Export LinkedIn Connections](#)

[Change Timezone: Eastern Time](#)

Why sync your contacts and what will happen?



Syncing your contact information helps you keep in touch with your most important connections – so you always know the right times to reach out.



Syncing your email lets you reference your mail history so you can see the sender and subject line of each of your recent messages in a chronological list. We update everyday.



When you sync your calendar, you'll also get to see your meeting history with people, and what's on your plate over the next few days. We also tell you who's in your next meeting, in case you haven't connected. It gets updated daily too. Want more details? Visit our Help Center.



LinkedIn takes your privacy seriously. To learn more about LinkedIn's privacy and security practices, visit LinkedIn's Privacy Policy. We may suggest that you connect with

AMAZING CONTENT

+

CALL-TO-ACTION

=

**MASSIVE
EMAIL LIST**



I will email you a copy of this presentation.
Just leave me your business card with a valid
email address on it.

