

EMAIL ENERGIZER

HOW TO ENERGIZE AND REVITALIZE YOUR EMAIL
MARKETING CAMPAIGNS FOR MAXIMUM PROFITS!



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Introduction

As you probably already know, email marketing can be an incredibly lucrative endeavor. In fact, email continues to be among the most cost-effective marketing methods.

For example, according to the Direct Marketing Association, in the last year, over \$28 in sales was generated for every dollar spent on email marketing!

And over 59% of B2B marketers say that email is their top-earning marketing channel—beating out every other system, platform or channel, every single time.

With that kind of **revenue-generating power**, combined with low start-up costs, and a minimal learning curve, it’s no wonder so many people have begun to focus more time and attention on growing and nurturing their email lists.

If you’ve ever wanted to learn how to quickly boost open rates, engagement rates, boost brand exposure and so much more, this special report will help you get started.

Not only will we cover some of the best strategies for maximizing revenue with email campaigns, but we will help you learn how you can easily improve ROI on existing and future email campaigns.

Let's begin!

The Power of Automation

Did you know that an automated email sequence, tailored towards specific segments of your audience can drive up to **320% more revenue** than broadcast-style emails that are part of a non-automated campaign?

In addition, an ongoing, timely series of emails that work towards efficiently onboarding new subscribers and guiding them throughout each part of your funnel, will drive more revenue than sending just a single welcome email, or no introductory email at all.

Yet so many email marketers overlook this important step, paying little or no attention to the power of a **highly-tailored onboarding system**—and how it could help improve ROI, and overall email performance.

Instead, they typically focus on only 2 things:

- 1: Capturing email addresses at the time of checkout.
- 2: Sending broadcast or single campaign style emails every time they have a new product, introductory offer or sale.

This leaves so much money on the table and severely limits their ability to boost engagement levels (and open rates) because they're not actively and consistently nurturing relationships with their leads.

And there are many other reasons why an automated onboarding system should be such an integral part of your email marketing sequence, including:

- An automated onboarding system will simply make your organization or business run more **efficiently**.

It's true; you'll be able to better identify what tasks are most important and what things you should spend more time focusing on—essentially, the things that truly move the needle, and drive your business forward.

- With an automated email campaign, you'll also be able to spot weaknesses in existing campaigns which will allow you to quickly optimize so you can remarket to existing subscribers as well as to new site visitors.

And with that valuable data, you will be able to maximize conversion rates and better connect with your audience.

- Helps you **'save the sale'**.

Automated campaigns, as well as onboarding emails that are sent out before someone has completed a purchase, but after they have completed an action on your website, such as abandoned cart emails, can also have a great impact on increasing conversion rates.

So, don't overlook the power of creating an automated sequence that starts with an onboarding (introductory) series, and then offers regular follow-up emails that strike a balance between engaging, free content and offers.

The “Secret Sauce” to Creating Highly Successful Campaigns

Successful email campaigns generate brand awareness, strengthen customer relationships, improve overall engagement, and of course, increase the number of leads and sales.

Unsuccessful campaigns do the opposite: they fail to create brand awareness, nor do they help to cultivate and strengthen relationships with your target audience.

They also consistently fall short of your income goals.

So, how can you boost your revenue and engagement levels with surefire winning campaigns?

Here's the **secret sauce** to creating successful email marketing campaigns. It involves a simple, yet highly effective 3-step process.

This includes:

- 1: Segmenting
- 2: Personalizing
- 3: Automating

Segmenting involves being able to identify what your customers are most interested in, previous actions they've taken, such as past purchase habits or history, and their overall preferences.

By breaking your list into specific segments, you're able to better cater to your subscriber groups such as by offering them highly-targeted content that will boost engagement.

In other words, segmenting makes it possible for you to get to know your audience and in turn, easily communicate and connect with them based on the group they're currently in.

And of course, as your subscriber moves through one part of your funnel to the next, segmenting allows you to keep track of their progress, ensuring that future content and offers align with where they're at!

Segmenting goes the distance in other ways as well. ,Not only does it help you better connect with your target audience with targeted offers and content, but it will improve open rates, email deliverability, and of course, maximize revenue.

It's all about predicting what your subscriber will do next (read your content, make a purchase, etc.), and then sending them content that resonates with them and supports that next action.

Now let's discuss personalizing.

Personalizing goes well beyond simply addressing your customer or subscriber by name, mentioning their location, or other personal details within your content.

Effective personalization involves **creating a strong connection** between **all your ecommerce platforms**, and your automated email sequences.

This will make it easy for you to:

- Use behavioral-based, as well as event-based data, to identify the types of products and/or services potential customers would be most interested in.

By forming a bridge between the data you're able to collect from ecommerce shops and websites, or from inventory or order management systems, and then tie this information into your email campaigns, such as purchase history, or browsing behavior, you'll be able to create a **highly personalized experience at scale**.

When it comes to the third part of this system, **automation**, you'll be able to kick-start highly targeted and incredibly effective campaigns that you create once and then simply extend as time goes on.

Creating automated campaigns that guide shoppers along their buying journey will have a **huge impact on your overall revenue**, as well as encouraging repeat business on autopilot.

These automated emails should include things like:

- Reminding customers that they have items waiting in their shopping cart;
- Notifying customers about their order status;
- Offer prospects coupon codes or time-limited discounts after a short amount of period should they not complete the checkout process;

And then,

- Reengage them so they are prompted to make their next purchase.

You'll want to look at what opportunities exist within your ecommerce platform that will allow you to effectively connect to your email campaigns and automation sequences.

You should also sign up for an EmailDyno account so you can gain instant access to a **full suite of powerful tools**, all geared towards helping you boost conversion rates, increase revenue, segment and engage your subscribers, and so much more.

Create your account here: <https://www.EmailDyno.com>

In fact, EmailDyno is an all-in-one platform that puts you in the driver's seat so you can **finally take control of your email campaigns**.

With Email Dyno, you'll be on the same level as pro-marketers, all without having to purchase expensive scripts or install a single piece of software.

We use EmailDyno in many ways, but some of our favorite features include:

- The ability to create time-based offers that convey a sense of urgency. As you may know, this is one of the best ways to encourage subscribers to take **immediate action**.

In fact, studies have shown that over 50% of sales come during the last 24 hours of time-based marketing campaigns!

- Generate incredibly effective personalization options in a matter of seconds. Email Dyno includes a dynamic image generator that can pull data from your subscriber list and turn it into personalized images, unique to every single subscriber.

Imagine the possibilities when you're able to serve up unique, personalized images to your audience!

- Create surveys that will immediately boost engagement and help you better connect with your subscribers.

The *EmailDyno Surveys* feature also includes multiple links so that each option can lead to its own landing page.

- EmailDyno includes a rating element that allows you to better understand your subscribers' overall experience.

This feedback is incredibly valuable because it will help you identify potential issues that need to be addressed and makes it easy for you to immediately improve your pages.

The EmailDyno Ratings module allows you to set different landing pages for each rating choice. This way, if the rating is bad you could address the issue or if the rating is positive, you could ask for a review.

EmailDyno makes it easy for you to choose an objective and reach your goals. From inspiring subscribers to watch video-based content, to motivating your audience to complete specific actions, you'll find everything you need in one spot.

Small Changes = Big Results

When it comes to boosting revenue from email campaigns, you'll want to pay attention to every detail, even the small stuff.

Because the things many people overlook, believing that they aren't all that important, are often the very things that have the most impact when tweaked or improved.

For example, the days you send your emails can have a tremendous impact on overall engagement rates. Ultimately, you want to send your emails when subscribers are most likely going to open and read them, but this isn't always so easy to determine.

This is when ***time-zone based campaigns*** become a powerful tool. By being able to assign a campaign to go out based on a subscriber's local time, you're able to easily boost open rates and ROI.

Check your mailing list provider to see if time-zone based campaigns is something they offer.

Another often overlooked, yet incredibly important component to a successful email marketing campaign is ensuring your emails are ***optimized for mobile***.

These days, more than half of all emails are opened and read on mobile devices so it's important that your emails, as well as your templates, buttons and CTA (call-to-action) all look great on mobile devices, as well as tablets and computer screens.

Speaking of call to action, you'll want to make sure you include them in your emails and that they provide clear instructions on what action your subscriber should take.

Calls to action are a great way to boost traffic to designated blog pages, webpages, articles or landing pages and are also powerful tools at increasing sales or encouraging subscribers to join your next live stream, subscribe to your YouTube channel or even sign up for your next webinar—the possibilities are endless.

The important thing to keep in mind is that your CTA's should be very short and concise and that you don't over-use them in emails, otherwise they'll lose their effectiveness.

Tip: Use a colorful CTA. This could be in the form of a link color that's bold and will grab attention, or use a button as they've been proven to increase click-through rates.

Then, make sure it's **prominent** and **purpose-driven**.

Ultimately, you want to spend time carefully analyzing every component of your email campaign. From your subject line, content, images, and even your pre-header text, it all matters.

Make sure you thoroughly test your campaigns by applying A/B testing standards. You'll want to test every part of your campaign to optimize performance on a regular basis.

This includes subject lines, sender name and email address, and of course, your content.

And finally, always keep an eye on your conversion rates, remembering that conversion can mean a lot of different things.

For example, it could mean an email subscription, a purchase, a request for a free demo, or a sales call.

It's important that you always know your metrics so that you can improve anything that's lacking and get the most out of every email campaign.

So, begin by identifying each conversion metric and then spend time each week analyzing your data.

This doesn't have to be a time-consuming process; just an hour a week should do, but it's a very important step in being able to create successful campaigns.

And knowing your metrics involves better understanding your audience as well, which will lead to you being able to effectively optimize key pages for maximum conversions!

Bridge the Gap to Maximize Profits

Although email marketing is undoubtedly the most cost-effective and efficient marketing channel in which to boost engagement, build brand awareness and increase revenue, many businesses struggle to bridge the gap between their email campaigns and other marketing avenues.

For example, to boost sales and brand awareness, chances are that you'll use several tools to get the job done.

This could include social media campaigns, creating engaging content that's made available on

external platforms, or perhaps you'll create a loyalty program that's designed to encourage repeat business.

And because we are often so focused on operating on as many platforms as possible to boost exposure, it's easy to overlook the importance of ensuring there is **never a disconnect** between your email campaigns and other possible entry points.

Instead, you want to work towards creating a streamlined system that funnels all forms of traffic into an onboarding system.

One way to do this is to create engaging content that can be used on all systems, or at least on many of the places where you generate leads, such as within your automated email campaigns and on social media platforms.

Repurposing your content will allow you to leverage the work you've done, but it will also ensure that you're covering all bases and not neglecting any single part of your marketing system.

The content you offer via email could be a full-length version of the snippet shared on social media, with a link connecting the two.

Then, you could create a follow-up sequence that further guides your subscriber through your funnel, directing them to different platforms as well as products and/or services.

And as you may already know, in order to build an effective funnel of active subscribers, you need to do more than just capture leads; you need to consistently follow up with them.

Subscribers need guidance. They expect to be given the information they need to make informed buying decisions, so if you fail to follow up, not only will your list run cold, but you'll

ultimately minimize your chances of ever turning those leads into customers.

In addition, while many businesses focus on capturing email addresses and other pertinent information during the checkout process, they are missing out on the opportunity to add new subscribers to the top of their funnel as well.

So, always look for ways to form a bridge between your main landing pages and all other platforms you're available on, and then create targeted email content that guides your subscriber through your funnel.

One way to do this easily is with EmailDyno, as mentioned earlier in this report. It's available at <https://EmailDyno.com>.

With your account, you'll gain access to a powerful suite of tools all geared towards helping you maximize conversion rates, generate fresh leads and boost engagement. It's everything you need—all in one place.

Last Minute Tips & Strategies

There are many other things you should keep a pulse on when creating your email campaigns, including a strong focus on overall deliverability.

Do your emails consistently reach your subscribers inboxes, or are they trapped by spam filters and filtered as junk mail?

If so, you'll want to look for ways to get past spam filters such as ensuring you avoid using spam-trigger words and by using a reliable mailing list provider like <https://www.Aweber.com> or <https://www.ConstantContact.com>

Another effective strategy when it comes to boosting engagement is to seize the power of **heatmaps**.

Heatmaps were first created by CrazyEgg, at <https://www.crazyegg.com/heatmap>, and were designed to quickly show you the highest areas of click activity on any of your webpages.

It's easy to see what this information is so valuable, right?

Being able to see exactly what areas of your website are receiving the most attention from visitors makes it easy for you to learn what visitors want, without getting bogged down in the details.

You can then use this information to optimize your website, tweak landing pages so that they better convert, and know that every change you make is backed by data, not by a guess or hunch.

Heatmaps can also help you identify points of confusion that need to be quickly addressed.

For example, are people clicking on things that aren't links?

Are they overlooking your navigation menu or table of contents because it's embedded into your content?

These are things that heatmaps will identify for you and help you correct.

You can get started with your first heatmap by visiting the originator at <https://www.CrazyEgg.com>, but here are some free alternative resources including <https://www.HotJar.com> and <https://heatmap.com/>

You can create a free account to test out their services. Then, easily upgrade for just a few bucks a month.

Once you've created your account you'll need to install a snippet of code on your website. This allows them to track on-site activity while also verifying the website is yours.

Both HotJar.com and HeatMap.com offer a WordPress plugin for quick and easy installation and set up as well.

And finally, both websites work to continuously build insights so your user sessions are automatically turned into heatmaps and recordings, making it easy for you to gather feedback!