

# Course 24



**Email Marketing Course**

***Knowledge is Power.***

***Stop Guessing. Start Knowing.***

**BizAdemy** 

***GoDaddy Pro Plus Partner ★★★★★ Rating.***

# This course will cover:

## **How to Create High Performing Emails that Convert Buyers**

- Why should you care about sending email?
- How to create and send a great email?
- What does a great email look like?



**WHY CARE  
ABOUT SENDING  
GREAT EMAILS**

Email marketing has an ROI of

**4,300%**

**THERE'S SERIOUS  
WORK NEEDED TO  
REALIZE THE ROI FROM  
EMAIL MARKETING.**

THINK **BIGGER**  
THAN CLICKS AND  
OPENS.



# HOW TO CREATE AND SEND A GREAT EMAIL



**THE ONLY WAY TO  
WRITE A GREAT EMAIL  
IS WITH A CLEAR  
GOAL IN MIND.**

**FIVE IMPORTANT  
QUESTIONS TO ASK  
YOURSELF: WHO, WHAT,  
WHEN, WHERE AND  
WHY.**

**GREAT CONTENT  
THAT ISN'T RELEVANT  
TO THE RECIPIENT  
WON'T GET READ.**



**CLICKS AND OPENS  
ARE NOT  
APPROPRIATE  
PRIMARY GOALS FOR  
AN EMAIL SEND.**

# IDENTIFY A CLEAR ACTION THAT YOU **CAN QUANTIFY**



Registering for  
a webinar



Downloading a  
whitepaper offer



Subscribing to  
your blog



**Sending the right content to the right person at the wrong time is a not a recipe for success.**



**Where is your audience  
going to read your email?**

**WHY IS YOUR COMPANY  
SENDING THIS  
MESSAGE?**



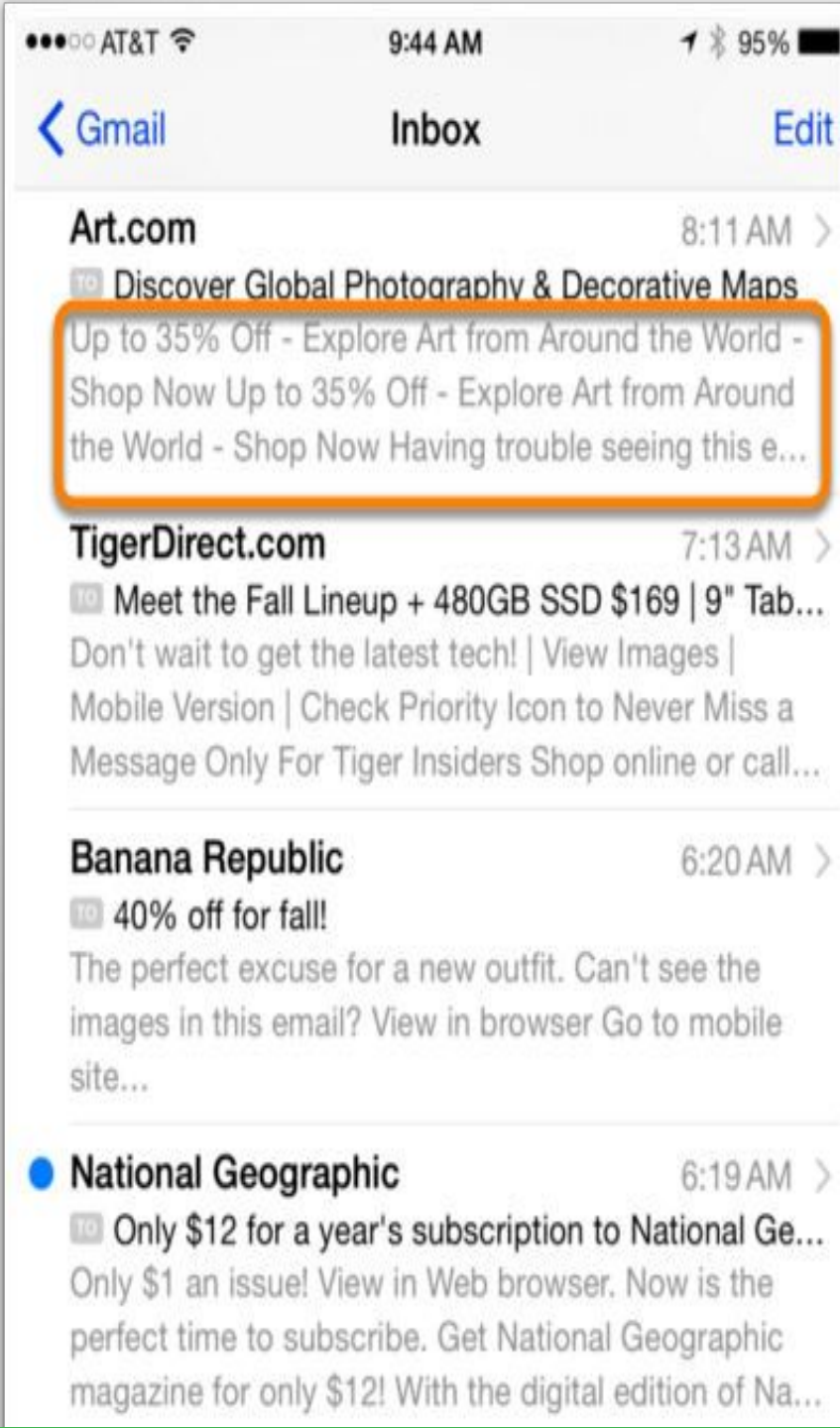
**HOW WILL YOU KNOW IF  
YOU'VE MET YOUR  
GOALS?**

# CRAFTING A GREAT SUBJECT LINE

- Shorter is better
- Front-load important words or key phrases
- Avoid salesy language
- Keep it straightforward
- Personalize when appropriate
- Mix it up

# TIPS WHEN CHOOSING YOUR FROM NAME AND EMAIL ADDRESS

- Use a company address, not a free webmail account
- Don't send emails from no-reply
- Use an address that indicates the purpose of the send
- Customer lifecycle should dictate who the email comes from




**Preview text:** the snippet of copy that is pulled from the copy of your email.

It is especially important on mobile.

WITHOUT A FOCUS ON  
GREAT COPY, YOUR  
READERS WILL HAVE A  
HARD TIME **FINDING**  
**VALUE** IN YOUR EMAIL.

# WRITING EFFECTIVE EMAIL COPY

- Write for scannability
- Use the right tone
- Personalize when appropriate
- Make it readable on any screen
- Proofread, proofread, proofread

A silhouette of a lifeguard stand is on the left. In the center, two people are standing on a pier, looking out at the ocean. The background is a sunset sky with a gradient from orange to purple.

Testing will give you  
the **peace of mind** to  
press send with  
confidence.

# PREVENTING ERRORS IN YOUR EMAIL

- Send yourself a test, and check it on your computer and your phone
- Try to read your email without images.
- Click on all of the links
- Make sure your unsubscribe link is working
- Check to see if there's a plain-text version
- Test your email in popular apps and programs



THE FUNCTION OF A  
**CALL-TO-ACTION** IS TO  
TAKE THE READER  
OUT OF THE INBOX.

# ASK YOURSELF

- What do I want the reader to do?
- Why should they do it?
- How will they know how to do it?

# MAKE EACH COMPONENT OF YOUR EMAIL **A CALL-TO-ACTION**

- Link images to your landing page
- Add a CTA to the signature
- Hyperlink the appropriate copy in the email
- Edit alt-text of images and CTAs
- Modify preview text

**Actionable  
language makes it  
crystal clear what  
the reader is  
supposed to do  
with your email.**



Verbs in copy



Hi Isaac,

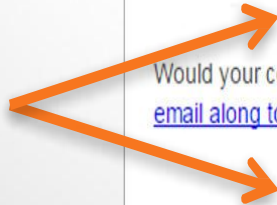
These days a social media strategy for your business is key. Interested in improving your social media strategy, but not sure where to start? [This kit walks you through the exact steps](#) you should follow to set up your social media marketing plan from beginning to end.



You'll find tips and guidance in the form of audio, video, SlideShares, ebooks, benchmark data, Excel template, PowerPoint templates, one-on-one help, and more!

Download Now

Verbs in CTA's



Would your colleague be interested in this free marketing content? [Please forward this email along to them](#) or click the button below to email it to them.

Email to a Colleague

All the best,  
Jessica



Jessica Webb  
Inbound Markete

Verbs in P.S.



p.s. did you hear? HubSpot's [going desk-free](#) [Learn more...](#)

# **SUMMARY: BEST PRACTICES FOR HIGH-PERFORMING EMAILS**

- Determine a good primary goal for your email
- Optimize your email for opens
- Compel your reader to action

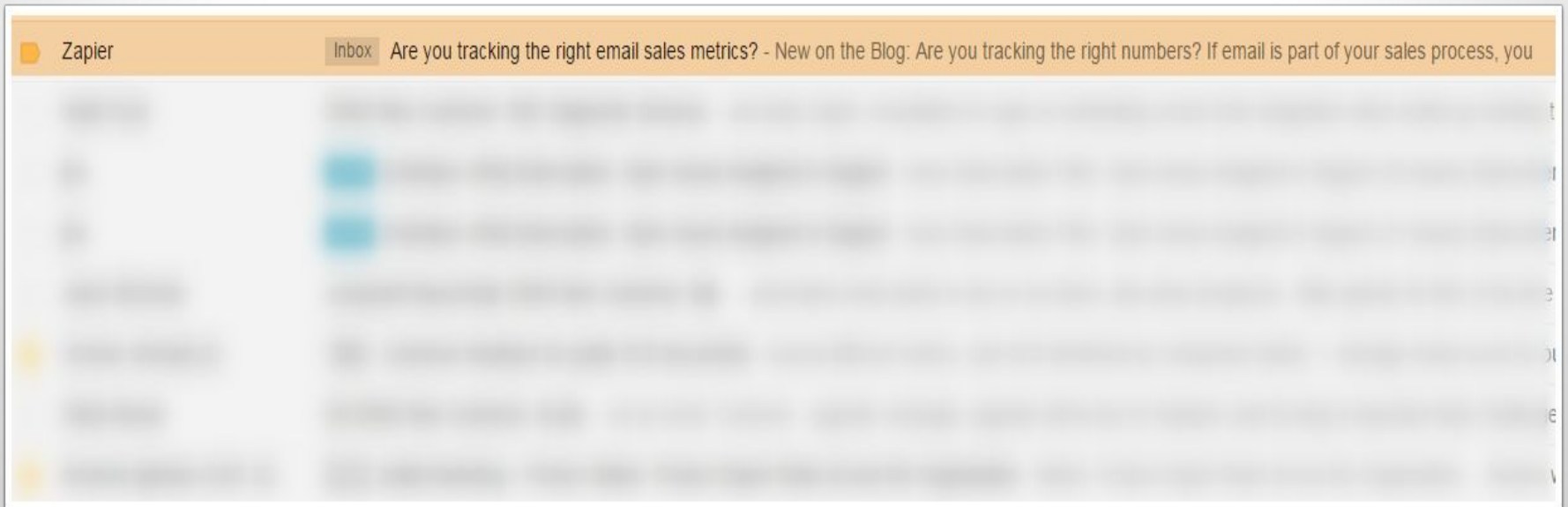


**WHAT DOES A  
GREAT EMAIL LOOK  
LIKE?**





# Blog update from Zapier





Hi Matthew,

## You're all ready to start using Dropbox Paper beta

Paper will help your team capture and build on ideas together. We're excited for you to try it out.

Get Started



You can do so much with Dropbox Paper—check out all the details in the [Getting Started Guide](#).

Thanks,  
The Dropbox Team



Hi Isaac,

Thank you for requesting a copy of the whitepaper sponsored by OnShift, download a copy at the link below.

[3 Major Trends For Senior Living Operators](#)

Hope you enjoy the report!

© Senior Housing News

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Chicago, IL 60613

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Quick, find an outlet.

# YOUR BATTERY IS DYING.



Hey Justine,

Just a heads up, your Karma Go battery has dropped below 30%. Be sure to plug it into power soon.

If any questions or feedback pop into your head, hit reply on this email.



[Update your Email Settings](#) | [Unsubscribe](#) | [Learn more about Karma](#)

Karma Mobility, Inc. 176 Grand St #2, New York, NY 10013



**Course 24  
Completed.**  
**Now take the  
next course.**

#### **Getting Started Courses**

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

#### **Website Courses**

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

#### **Content Marketing Courses**

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

#### **Content Promotion Courses**

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

#### **Email Marketing Courses**

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

#### **Get Going Courses**

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

**The End.**  
**If you liked it, please  
share it.**



- *GoDaddy Pro Plus Partner ★★★★★ rating.*

THANK YOU.