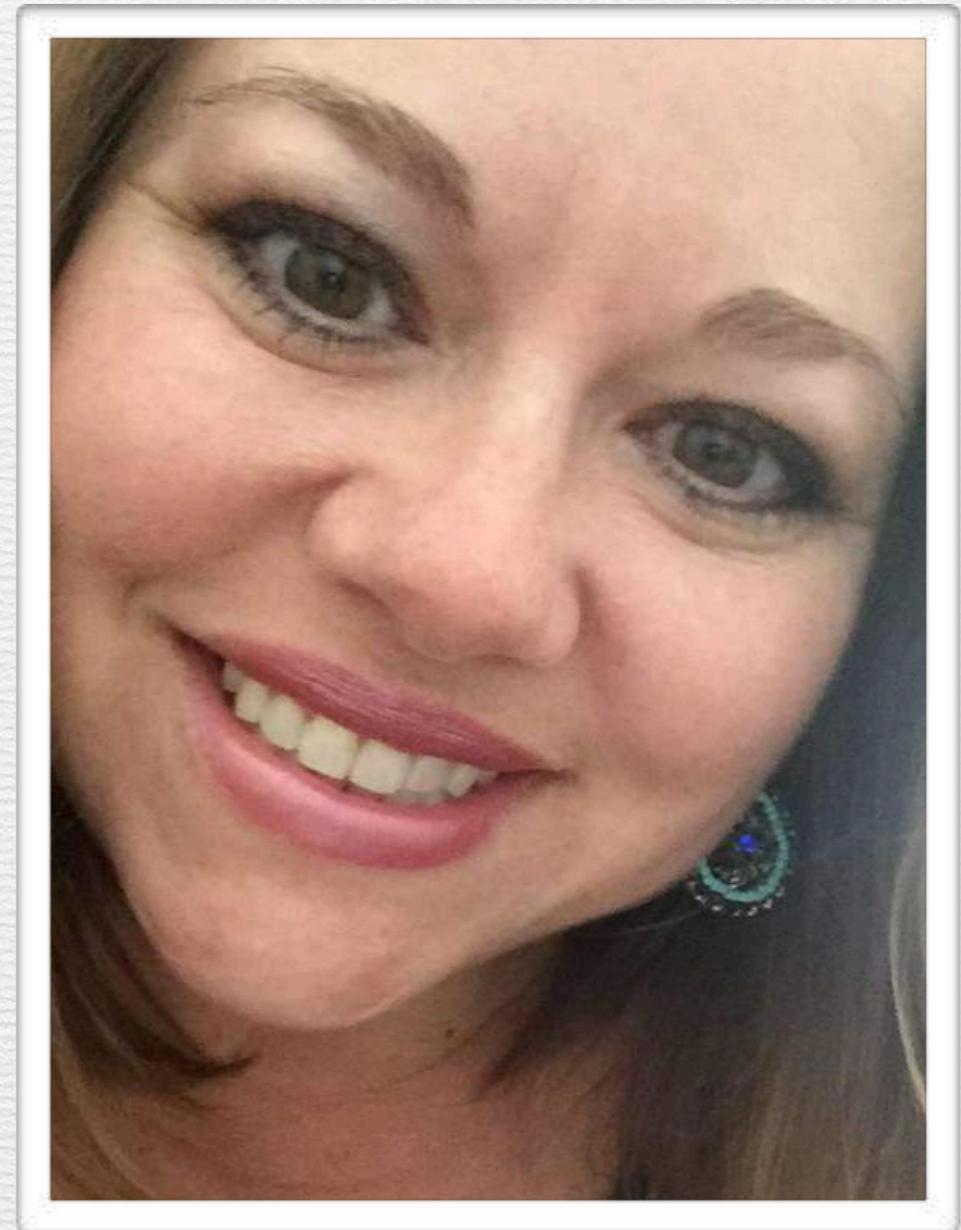


# Welcome to Tea With Brittany Lea



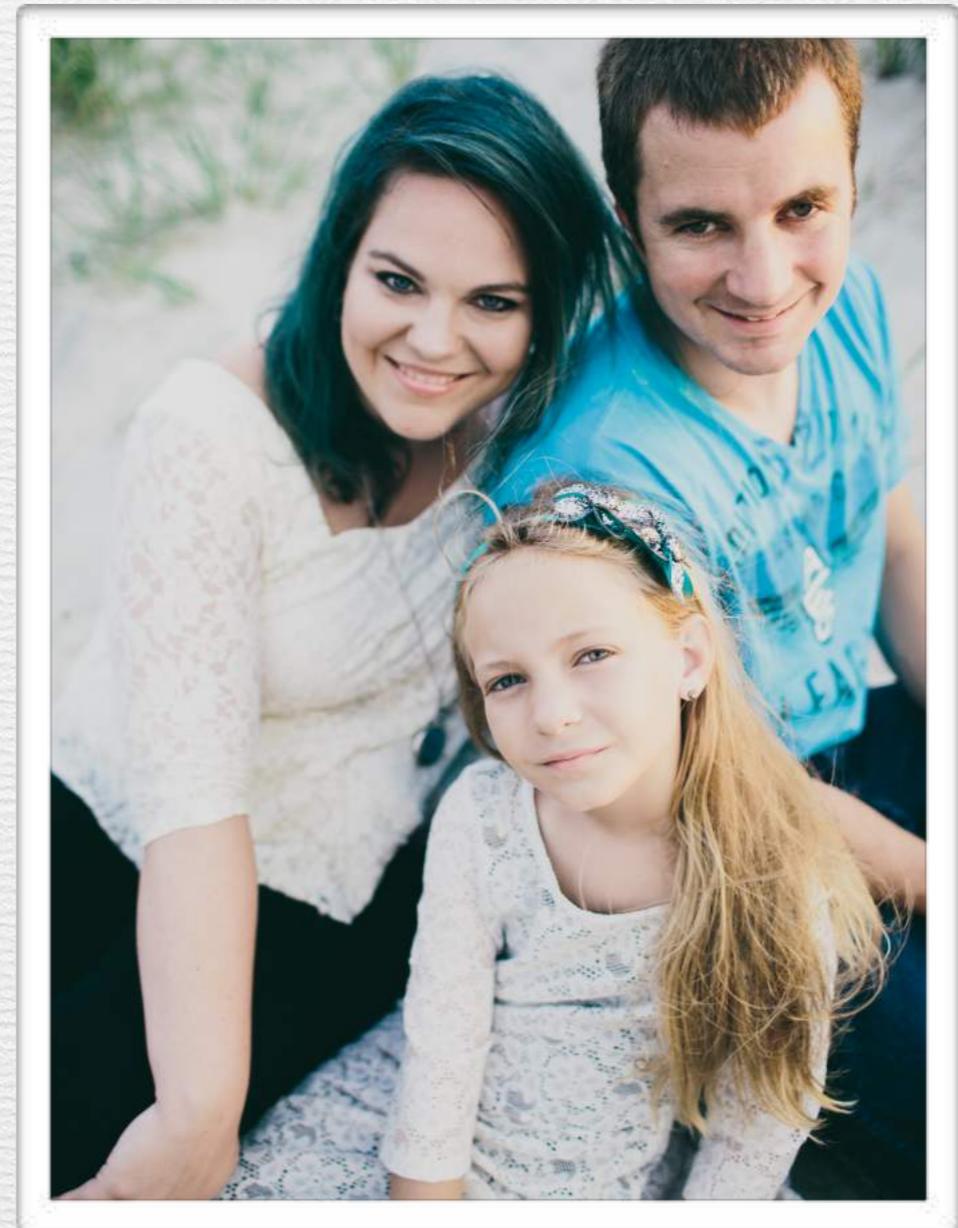
# Meet Your Host

- Tracy has worked in the Marketing Department for over 1 year now
- Has a wonderful husband and 2 beautiful kids
- Is hosting our todays TWBL TAKEOVER!

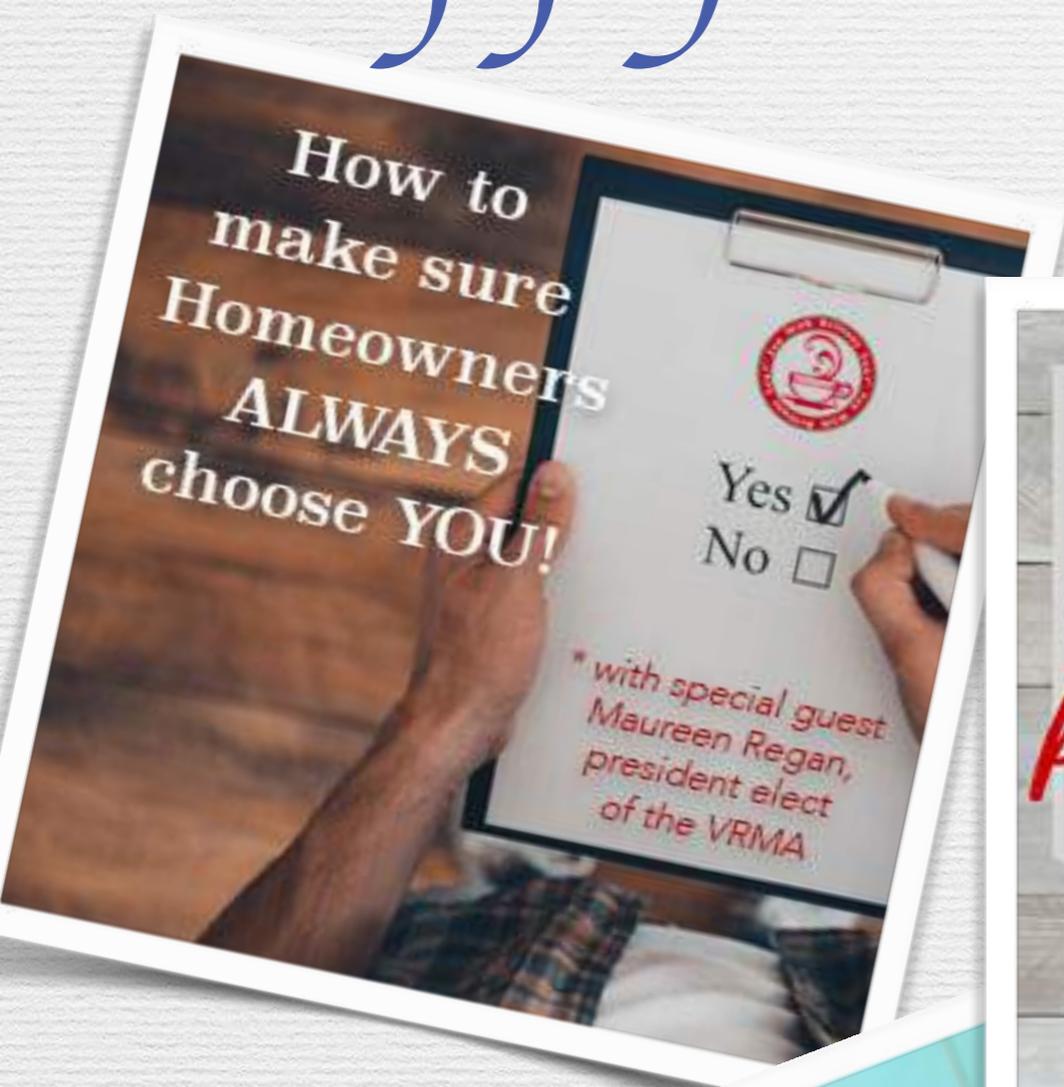


# Meet Brittany Thompson

- Has worked in the Marketing Department for over 7 years now.
- Married to Andrew for 11 years in June & they have a lovely daughter Rael (10)
- Is currently recording her first solo CD
- Has had purple and blue hair



# Happy 2 Year Anniversary!



How to Use

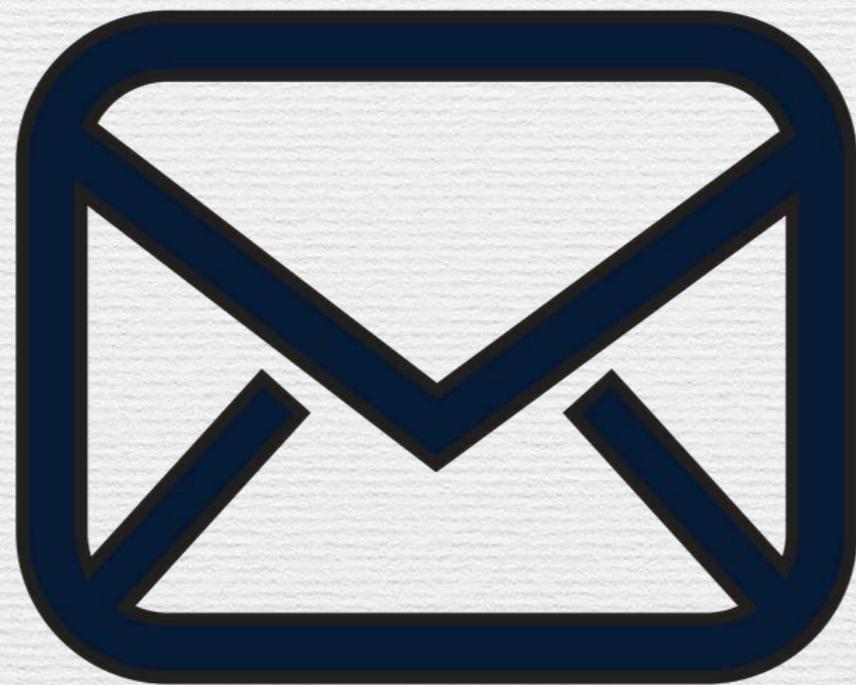
*EMAIL  
MARKETING*

---

To Make  
More  
Money



# Email Marketing Basics





# Make Sure You Are CAN-SPAM Compliant

## A Few Basic Rules

- You need to include your valid physical postal address in every email you send out.
- You need to give recipients a clear and obvious way to opt out (i.e., unsubscribe) of every email you send.
- You need to use clear "From," "To," and "Reply to" language that accurately reflects who you are.
- You cannot sell or transfer any email addresses to another list.



## Do not use Images you Obtained from Google

Copyright infringements can cause serious issues for you and cost tons of money.

Some of the email systems have stock libraries built in.

If you need images, look for free stock images on [unsplash.com](https://unsplash.com) or [pixabay.com](https://pixabay.com)



# Email Marketing Etiquette

Do not use a misleading subject line

Keep the information short, easy to read and interpret

Make sure you communicate the frequency of emails so they are aware of what they are receiving.

# Gaining New Subscribers





# Free Download Offers

This is one very popular way of gaining new email list subscribers.

- \* Free Ebook between 15-20 Pages
- \* Worksheet
- \* Printable



# Embed a Sign Up Form On Your Site

This drives qualified leads to your list for marketing  
segmentation

- \* Offer your Free Download on the Form
- \* Embed it on home page and blog pages
- \* Set it to pop up when someone tries to leave OR when they have been on the page 15 seconds.



# Embed a Sign Up Form On Your Site

This drives qualified leads to your list for marketing segmentation

- \* Offer your Free Download on the Form
- \* Embed it on home page and blog pages
- \* Set it to pop up when someone tries to leave OR when they have been on the page 15 seconds.



# Pulling Lists from Subscription Services

This is a leads forum for gaining a trust relationship

- \* If you pay for a service that gives you leads make sure you download those regularly
- \* Send new subscribers a welcome email and let them know what to expect from you



# Using Social Media

These are people who are interested but may not  
have purchased

- \* Craft a really eye-catching graphic
- \* Ask people to subscribe for discounts, news, or freebies
- \* Always include disclaimers when you are emailing people a discount

# What To Send in Emails





# Subject Lines

This will directly affect your Open Rate Percentage

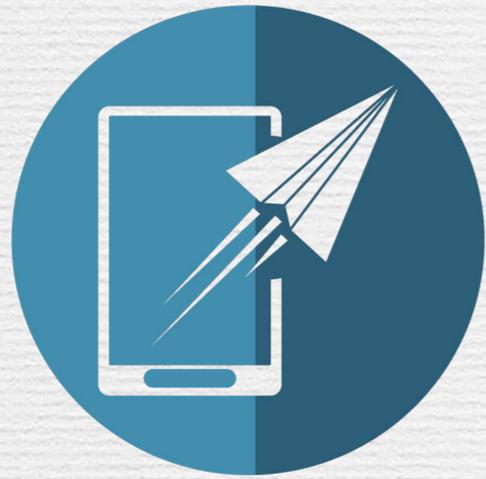
- \* Be clear as to the content it is enticing readers to open
- \* Leave the reader curious or excited
- \* Write in active voice to inspire action



# Preheader Text

This is used to expand on the email subject slightly

- \* Provide a small piece of information
- \* Keep it short (50-75 characters)
- \* Make sure you do not give away the secret



# From Email & Reply To

**Best practice is to have it send from someone in your company who can answer emails**

- \* *Make it personal sending from a person's emails*
- \* *You will get auto replies, and bounce notifications*
- \* *Be sure to use first name tags in the body of the email for an extra personal touch.*



# Permission Reminder

This Box will help you to keep from getting thousands of spam reports.

- \* In some email systems it is a simple check box
- \* You can also add this as a simple text box on the top of your email as well.



# Permission Reminder

**Header Options**

**Subject**  
We have a Money Making surprise Inside!

**Preheader Text** ⓘ  
this is one of our biggest money makers, can you guess what it is?

**From Name** ⓘ  
Brittany at Virtual Resort Manager

**From Email Address**  
brittany@virtualresortmanager.com ⓘ

Use From Email Address as Reply-to Email Address

**Permission Reminder** ⓘ

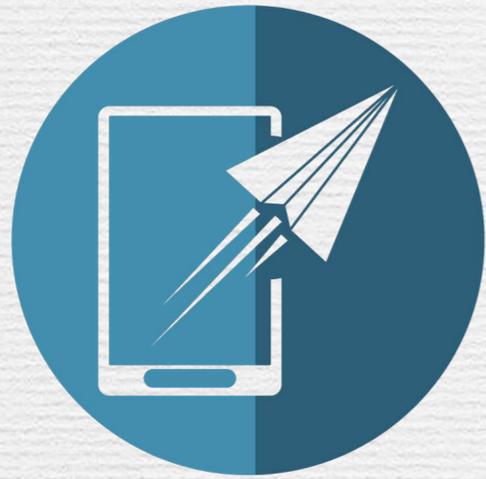
Hi, just a reminder that you're receiving this email because you have expressed an interest in Virtual Resort Manager. Don't forget to add sales@vrmgr.com to your address book so we'll be sure to land in your inbox!

Webpage Version

Social Share Links ⓘ

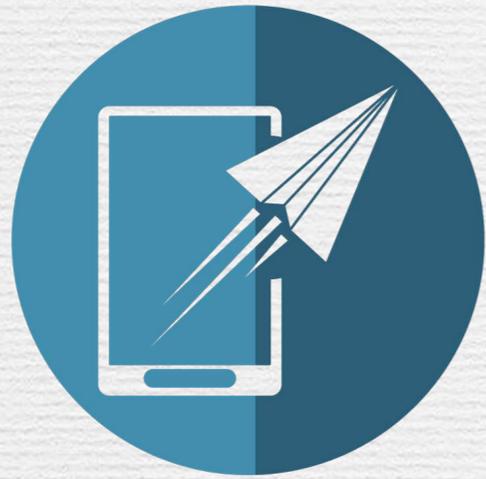
**OK** [Cancel](#)



# Email Body Copy

This is where we do our selling and information.

- \* Keep paragraphs short and sweet.
- \* Use bold and italic features to highlight things
- \* Format text to be easily read on mobile phones
- \* Use bullet point lists to increase retention



# Email Footers

**This contains links and FTC regulation requirements**

- \* Address, Phone Number, and Website Links
- \* Include Social Sharing Links near the bottom or in the footer
- \* Make sure you have an unsubscribe option in the email somewhere.

# When To Send Your Emails





# Best Days to Send Email

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.*

## WHAT 10 STUDIES SAY ABOUT The Best Day To Send Email

*Here's a visual representation of the combined data from multiple studies.*

AVERAGE BEST DAY





# Best Time to Send Email

## The Best Time To Send Email Is...

6AM

8AM

10AM

12PM

2PM

4PM

6PM

8PM

10PM

12PM

*While late-morning send times were the most popular in general, several studies concluded that the best time to send emails is at 10 a.m.*

#1

**10 a.m.**

*As Campaign Monitor notes, this is likely due to people checking their email before going to bed.*

#2

**8 p.m.**

*It looks like you might be successful by sending your emails later in the day as people are checking out of work mode or looking for distractions.*

#3

**2 p.m.**

*50% of you begin your day by emailing in bed.*

#4

**6 a.m.**



# Best Time to Send Email

## Test Your Emails For The Best Days And Times To Send



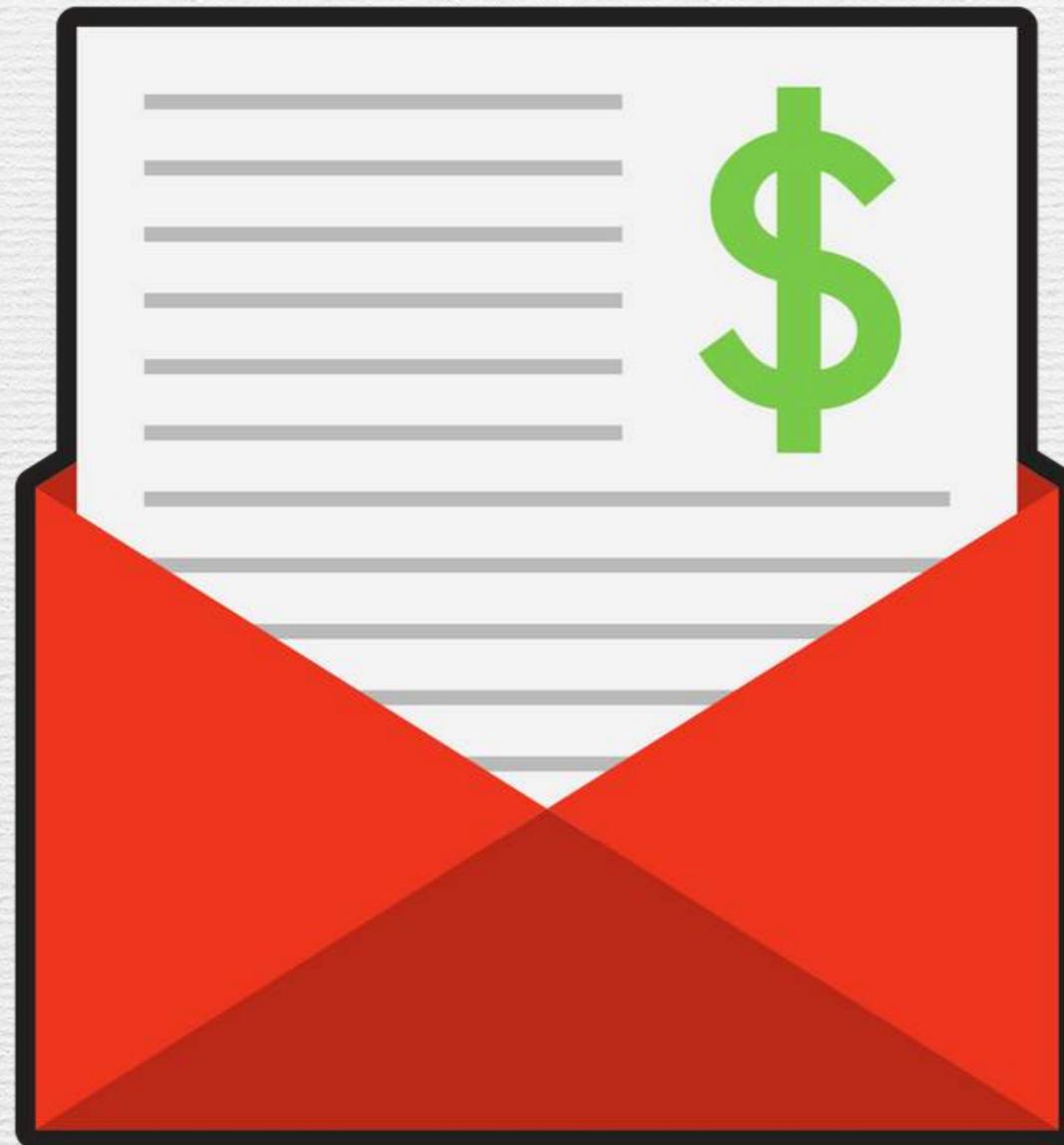


# Best Time to Send Email

## Final Thoughts on Sending Emails

- \* These numbers and stats will vary based on industry
- \* Do not be unpredictable in your testing
- \* Try a split test on your lists.
- \* Try sending more than one email a week

# Making Money With Emails





# Offering Your Products

You should offer your own products in your emails

- \* Use high quality images- nothing grainy or blurry
- \* Make sure to include the benefits of your product.  
How will they feel when they buy from you?
- \* Use Strong clear Calls To Action (CTA)



# Selling Affiliate Products

These are “up sells” To help make you more money

- \* These can be add ons to a product you already bought so you want to share more with them
- \* You can include links to other people’s products you have a partnership with
- \* Make sure it meets the next need, not more of the same thing they already bought.

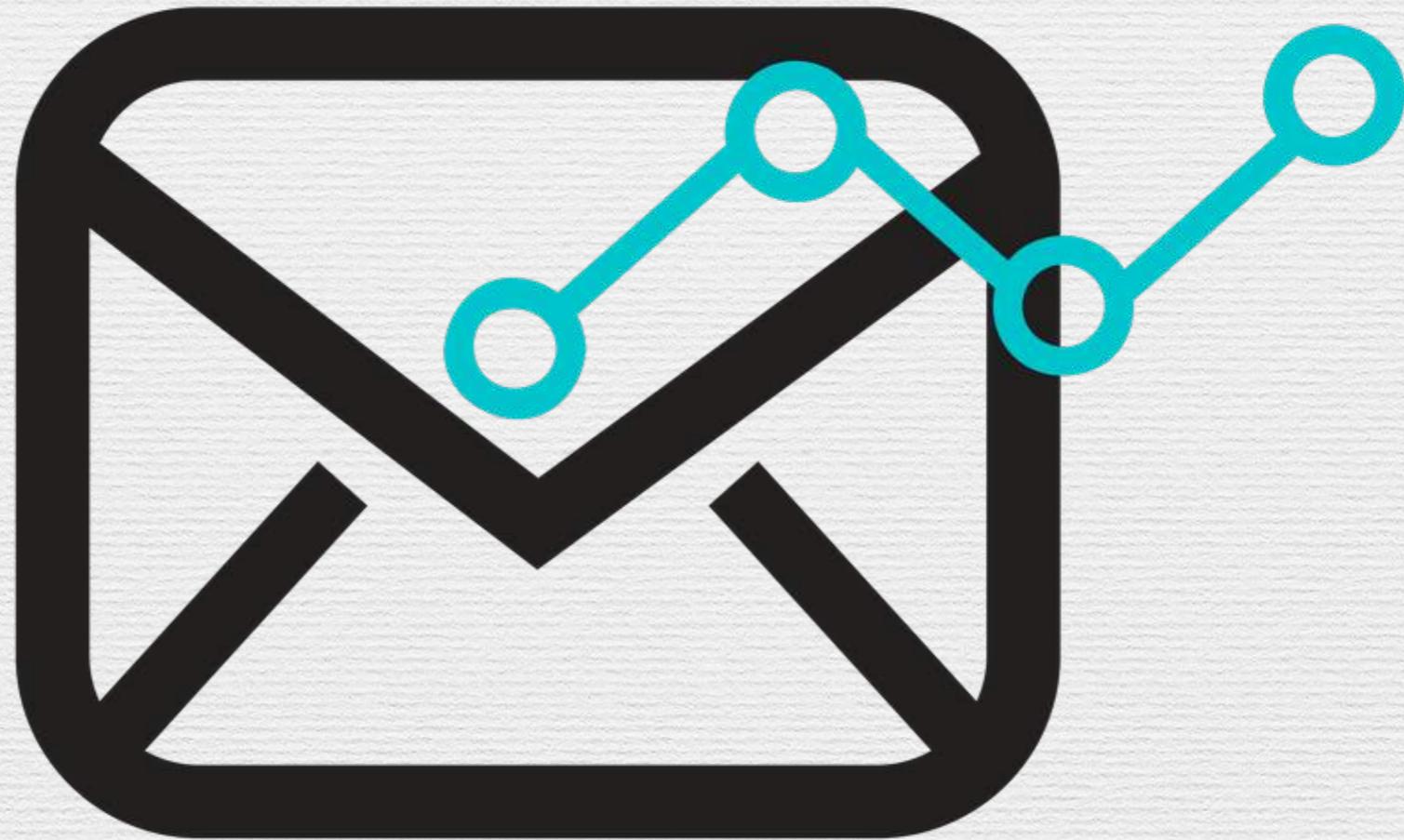


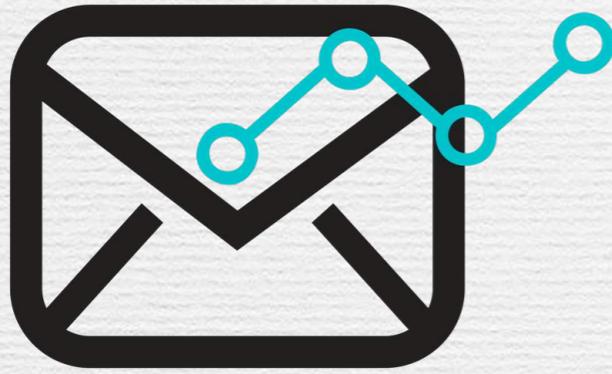
# Tagging Links for Data Mining

This information allows you to track how your campaigns are performing

- \* Make sure the medium is always email so it shows correctly in google analytics
- \* Keep it all lowercase with dashes to indicate spaces
- \* Name things the same to keep info simple

# Tracking Your Data

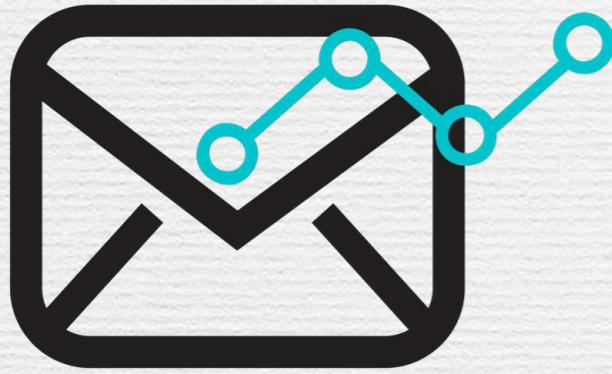




# Typical Open Rate

Open rate is affected by the Subject line & Preheader

- \* A good open rate is usually around 15% and 25% for marketing emails
- \* Transactional email open rates are typically in the between 30% to 40% range
- \* If you are new to email marketing this is something that will grow.



# Click Through Rate

CTR is affected by the Call To Actions and Copy

- \* A good CTR Ranges From 1.5% to 3% depending on your industry
- \* Check Your Industry <http://bit.ly/TWBLemailinsights>
- \* With clean lists you can expect better click throughs



# Questions

Use The Ask Question Feature  
in GoToWebinar



*Photography 101:*

**HOW TO GET THE BEST SHOTS  
OF YOUR RENTALS**