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Grow Your Business

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6 Ways To Supercharge Your Email Marketing





Peter Malick

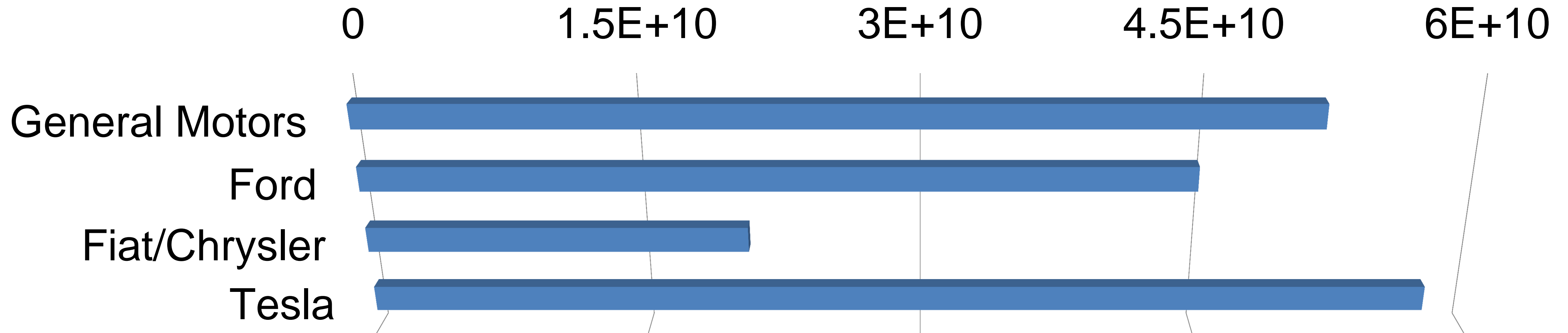
CEO - Inbound Audio Video

Inbound
Marketing Strategists



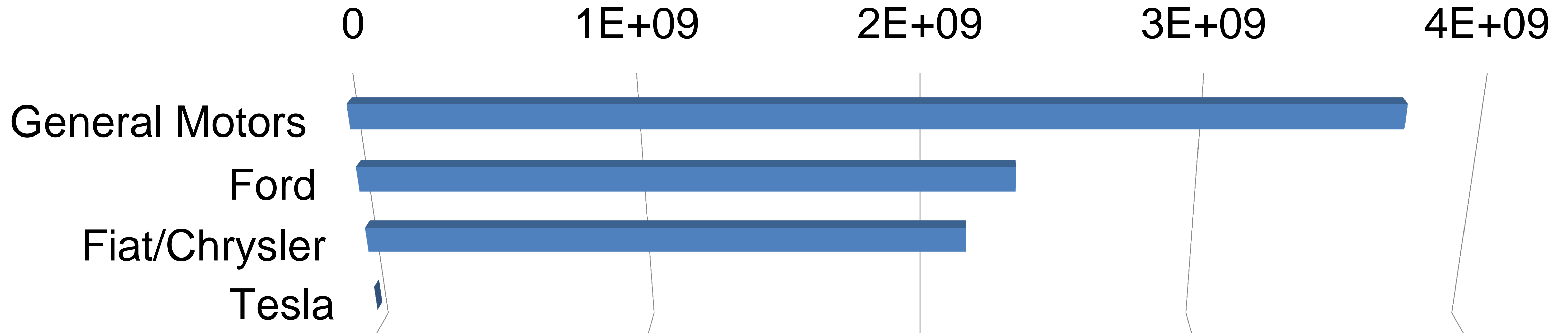


Automakers Valuation July 1





Automakers Advertising Budget: 2016



**The good news:**

- You're going to learn to follow a roadmap that will increase your revenue from email marketing.
- Each step will be increasingly more powerful than the one before.

The bad news:

- Each of the 6 steps takes a bit more effort than the one that came before.
- You've got work to do!



1.

The Basics:

- Formatting
- Responsiveness
- The Slippery Slope of Spam





relationship on each guitar I picked up. We're very proud to offer
ina brand at Music Villa!

on any of the photos below for full specs and more photos of

sted in this guitar? Simply reply to this email, or give me a

roducing Bent Twig Guitar



Small Jumbo - Katalox Back &

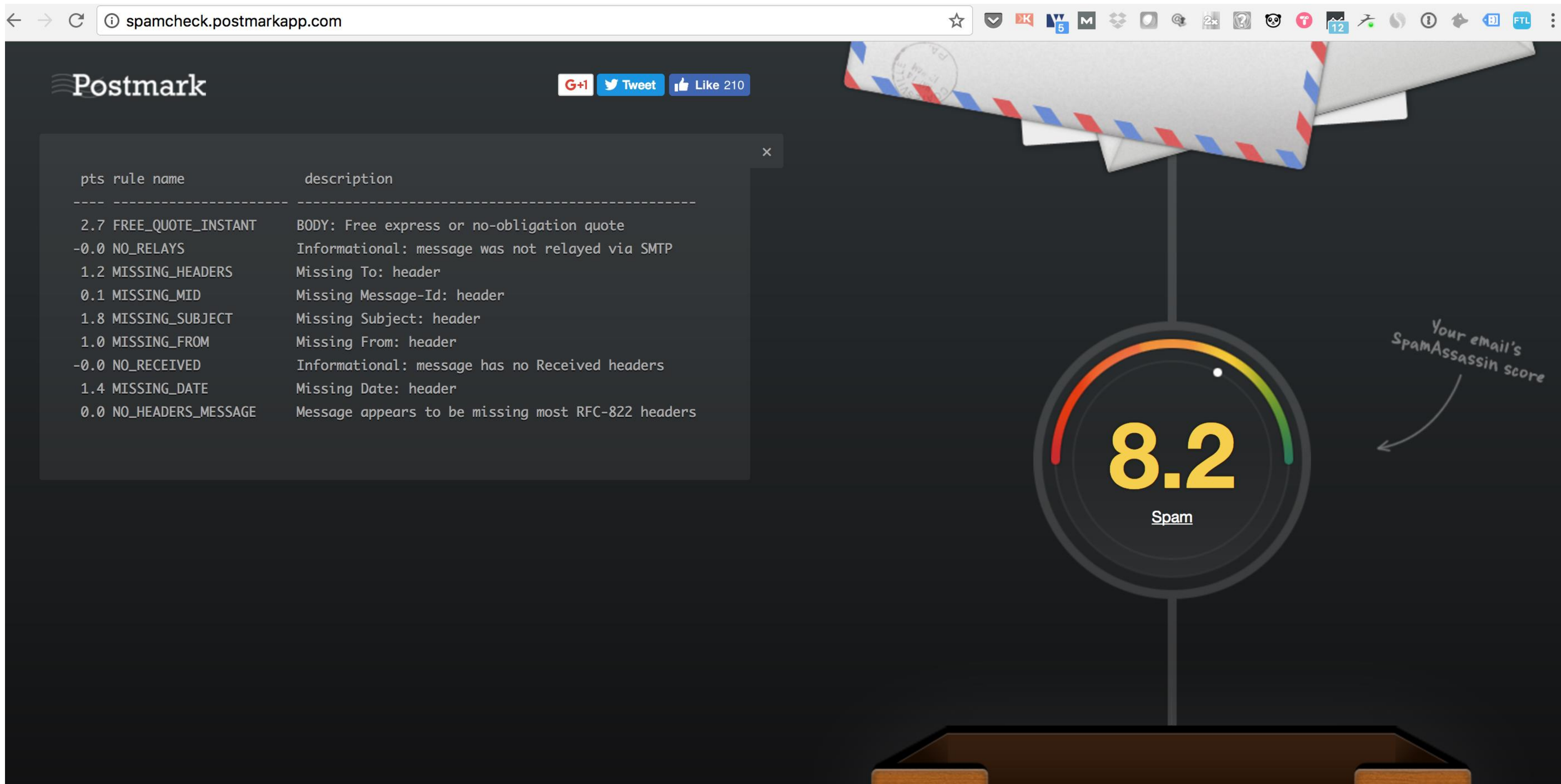


Well over 50% of email opens happen on a mobile device.

Check your email for responsiveness before sending it out.

Spam? Check your score!

<http://spamcheck.postmarkapp.com/>



The screenshot shows the Postmark spam check tool interface. At the top left is the Postmark logo and social media sharing buttons (G+, Tweet, Like 210). A table lists various rules and their descriptions. In the center, a large circular gauge displays a score of 8.2, labeled as 'Spam'. A handwritten note with an arrow points to the gauge, stating 'Your email's SPAMAssassin score'. The background features an illustration of an envelope and a laptop.

pts	rule name	description
2.7	FREE_QUOTE_INSTANT	BODY: Free express or no-obligation quote
-0.0	NO_RELAYS	Informational: message was not relayed via SMTP
1.2	MISSING_HEADERS	Missing To: header
0.1	MISSING_MID	Missing Message-Id: header
1.8	MISSING_SUBJECT	Missing Subject: header
1.0	MISSING_FROM	Missing From: header
-0.0	NO_RECEIVED	Informational: message has no Received headers
1.4	MISSING_DATE	Missing Date: header
0.0	NO_HEADERS_MESSAGE	Message appears to be missing most RFC-822 headers

Options

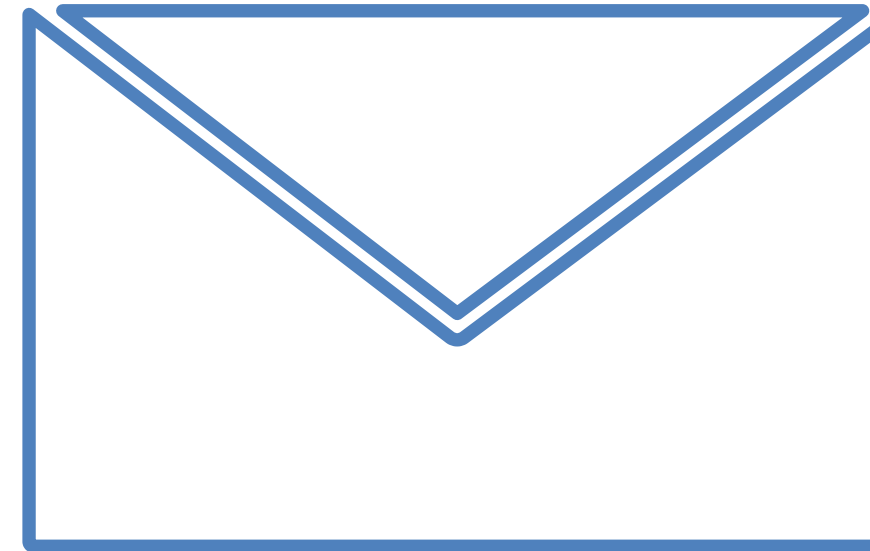
Open/Read Tracking ⓘ	0 Automation(s)	<input checked="" type="checkbox"/> ON
Link Tracking ⓘ	Customize	<input checked="" type="checkbox"/> ON
Reply Tracking ⓘ		<input type="checkbox"/> OFF
Google Analytics ⓘ	Customize	<input checked="" type="checkbox"/> ON
Campaign Archive ⓘ		Public Private

Delivery (This campaign will send immediately) [Schedule](#)

Send Test Email [Send Test](#)

Preview [Email Client Preview](#) [Desktop Preview](#)

Spam Check ✓ Passed



Your email service should have a Spam check.

Make sure your mailer passes the test!

**2.**

Keep your list fresh!

- Is your email getting opened?
- Be a **P**erpetually **P**roactive **P**rospector
- Avoid intrusive popups



Email lists degrade at about 20% a year

- 1000 names in 2013 =
- 800 names in 2014 =
- 640 names in 2015 =
- 512 names in 2016 =
- 410 names in 2017



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Prospect, prospect, prospect





Pop Up Etiquette

Pop-ups can be effective in building your email list. Use best practice!

1. Be low impact.
2. Pop-up. Once!
3. Danger: Mobile.
4. Follow through



Be the First to Know

Simply register below to receive our newsletters with the latest products and exclusive offers!

SUBMIT

REMIND ME LATER >>>



3.

Segment your list



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Chuck Levin's

WASHINGTON



MUSIC CENTER

ONLY AT CHUCK'S
EXCLUSIVE GEAR

We are constantly searching for new brands and products to offer you the best gear at the best prices. In our search, we've discovered a few brands that we feel represent our same goals.

Here are some exclusive trumpets you can only get at Chuck's.



Yamaha "Boston C" Trumpet

New YM Bell, Steeper Flare

Played By All 4 Trumpeters Of The Boston
Symphony Orchestra

"Best Ringing Sound of Any Trumpet I've Tried" -
Tom Rolf, Principal Trumpet, BSO

\$4,651.99

[SHOP NOW](#)



Schagerl Berlin Bb/A Piccolo Trumpet

Lightning-Fast Rotary Valves

Interchangeable Lead Pipes

Warm, Dark Germanic-Viennese Tone

\$6,500.00

[SHOP NOW](#)



Take a quiz to get access to an exclusive sale!

What plugin type would you like to see

Use a 1 or 2 question quiz to segment your email list.

- Vintage Compressor
- Vintage Channel Strip
- Mastering Plugin
- Something totally new and different



4.

Be Informative!

- Avoid the **Slippery Sales Slope**
- Be of Service





The 80/20 Rule

- 80% Information
- 20% Sales





5.

Learn more about your customers

- Ways to gather data
- What to look out for
- Going beyond email



The Reality:

**If you really want to compete,
email alone is not enough**



MailChimp

ActiveCampaign >

Vs

 AWeber

HubSpot



6.

Build your sales engine

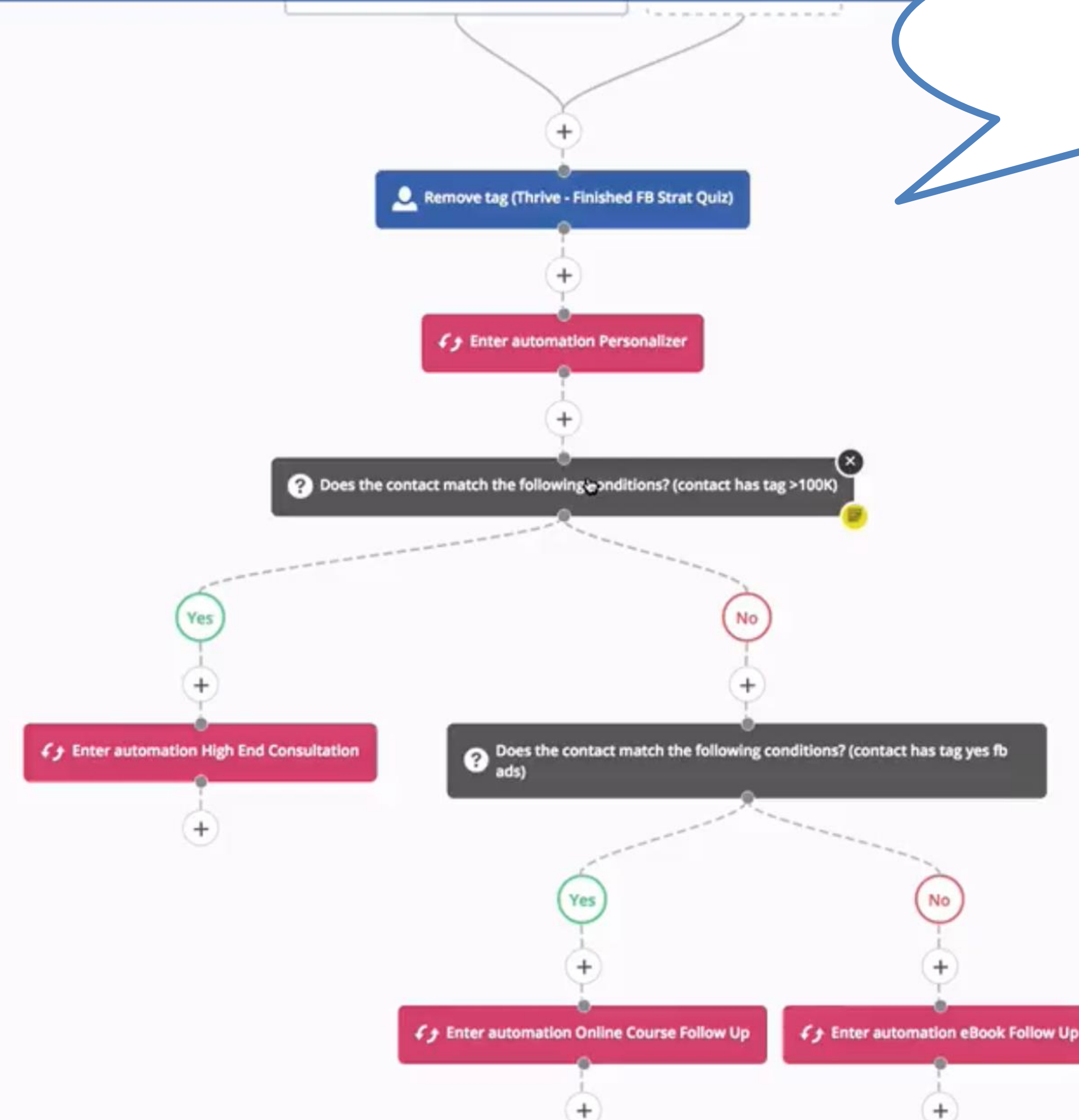
- Create Automations
- The virtuous cycle - getting better with age





Navigation menu: > Contacts Campaigns Automations Deals Lists Forms Reports

Master Sort



I'm a Marketing Automation

This is a subset of the automation.



Getting better with age? Here's how:

- Take your best guess, then test
- Use the results to refine your automation
- Sell, Rinse, Repeat
- Recycle: What works today, will likely work tomorrow.

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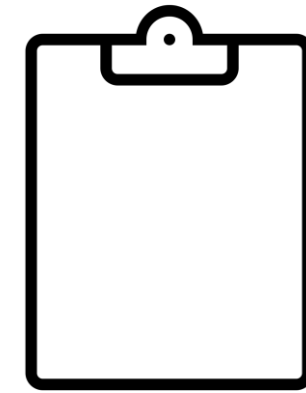


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Choose the session, look for the clipboard



and enter your review.

Thank you!