

## Modern Email Marketing And Segmentation Mindmap/Outline

### Step 1: Be Clear on WHO you wish to market to

- Audience identification and NICHE marketing
- Find where they are online
- Find competitors currently reaching this audience
  
- Reverse engineer your competitors
  - \* Find the 'industry standard' in your niche
  - \* Find the 'industry standard':
    - 1) squeeze page layout
    - 2) sales funnel layout
    - 3) list recruitment method
    - 4) updates
    - 5) product upsells

### Step 2: Find the Right Email Marketing Platform

- Common Features
  - \* automated signup/unsubscribe
  - \* list backup (downloadable database of emails)
  - \* pre-scheduled email submissions
  - \* open tracking
  - \* link click tracking
  - \* individualized tracking
  - \* list stat summaries
  
- Key providers
  - \* Aweber / Getresponse / Constant Contact – charge based on list size
  - \* MailChimp – charge based on email sends
  
- Just How Useful are Platforms' ready-made Email Templates?
  - \* Aweber: Not very
  - \* Getresponse: Quite good
  - \* The bottom line: It depends on your needs
  - \* There ARE alternatives: leadpages

### Step 3: Decide on your list INCENTIVE

- Incentive: freebie / value-add that gets people to join your list / digital 'bribe'
- 10 common types of incentives:
  - \* Topic-based email series (common problem / guide / spoonfed via email update)
  - \* Cheatsheet (topic-based / easy to ignore or overlook due to other info / for people looking for 'stripped down' info)
  - \* Template giveaway (plugin info = solve a problem)
  - \* Complete starter kit (multimedia content compiled into one form that gives user quick results – can be list of links)
  - \* Step by Step Plan (guides reader to solve a problem step by step)

- \* Case Studies (personal stories that draw reader in – used to upsell service/products – upsell to another list)
- \* Latest and Greatest news (email updates for new developments / great for news sites / niches that have constant developments)
- \* Canned Webinars (video-based seminars – spoonfed via email)
- \* Software (macros / WP plugins – specific to a problem)
- \* Graphics packages (icons / badges / photos) – depends on niche
- \* Custom Consultation (must be tightly defined or else you might sink into a time blackhole)

Note: Giving away a book or booklet is NOT enough

- Start with your INDUSTRY STANDARD: but try to OUTDO it : come up with something better or has perception of greater value

- Avoid this problem: People joining for the FREEBIE not your list's content

\* Nip this in the bud by SELLING the VALUE Of your list as well – in addition to the FREEBIE in your squeeze page

\* Prevents people from being 'surprised' by your email updates after they have downloaded your INCENTIVE

Step 4: Create and Feature Topnotch List incentives

- Reverse engineer your competitors' incentives

\* Pick the industry standard incentive type BUT...

\* Create something better

- How to produce a better incentive?

\* Complete

\* Longer

\* More engaging

\* Better production values

- Reverse engineer your competitors' squeeze pages

- Blow them out of the water with:

\* better design

\* better focus on your incentive

\* clearer value proposition

- Make sure to do this:

\* Emphasize the value of the updates of your list

- Create a TWO STEP list recruitment setup

\* instead of just 'enter your email here' - the visitor is asked to CLICK a button to get to the form

\* this FILTERS out curiosity seekers: more motivated people because 1) they read an ad or text that spells out the Opportunity and benefit 2) they click to get the squeeze page form – which then talks about the benefits in more detail

\* MODERN EMAIL MARKETING: 2 step email recruitment means PEOPLE ASK to opt in after becoming AWARE of incentives - instead of going to a page filled with forms – less intimidating, they feel they call the shots.

\* KEY: 2 step emails also allow you to offer different INCENTIVES at different parts of your BLOG page to get people to DIFFERENT LISTS (see segmentation)

Step 5: Decide between updates versus pre-scheduled emails

Timing depends on subscriber expectations

\* Do they expect to be sent only the most relevant and pressing info?

\* Do they expect periodic emails as they are 'stepped through' certain information

This depends on

- The incentive you're using

- The nature of your target niche

- Industry standard in your niche

KEYS to Effective Email Marketing

- Optimize for maximum opens / responsiveness by

\* Being clear about your target niche for your list

\* Set the right expectations with you squeeze page

\* Tight fit between your incentive and your audience's needs

\* Send only RELEVANT and on point updates / autoresponder text

\* Everything in your email must be consistent

\* Proper segmentation

Step 6: Optimize your list by Targeting your Traffic Source

- What you want to avoid: Wrong people on your list

\* They may download your freebie but... they are not likely to open your emails / not likely to convert

-Free Traffic Targeting Strategy

\* Highlight incentive

\* Incorporate with brand-building content

Paid traffic targeting Strategy

- Do only after your squeeze page has been optimized by free traffic

Step 7: Optimize your squeeze page sign up rate

- Ask and you shall receive

\* Do direct outreach

\* Ask for suggestions

\* Offer incentives for feedback but be careful.... (warning: some people might give you sloppy or even fake info just to get incentives)

\* What should you ask feedback for? : squeeze page / updates

- Actions speak louder than words

\* Change elements one at a time and check actual statistics (make variations / test with traffic / pick winner / make variations / test until no further improvement possible > move to next element)

\* Statistical actions speak louder than words

- Use SOCIAL PROOF

\* Add FB share / like functionality on the squeeze page BUT...

\* Use the dev code for the biggest brand in your niche so the squeeze page will say “(Friends’ names) and XX,000 people like this – PIGGY BACK on their social proof!”

## Step 8: Identify your list segmentation strategy

What is segmentation?

- Separating your email subscribers into different sub-lists based on their interests / preferences

3 key segmentation strategies

\* Get them all in one main list and include links in main email updates that get people to sign up to sub-lists

\* Get them to sign up to sub-lists from the beginning (done via: blog 2 step signup ads + text links / paid marketing campaigns)

\* Be aware of your competitors’ “industry standard” list segmentation

\* ask for their update frequency preference upon signup

Why Segment?

- The problem with the ALL IN ONE list

\* People are interested in your niche – that’s all they share in common – they all agree on the ONE PROBLEM your niche focuses on

\* But they might have different sub-problems they need solved (different parts of the One Problem)

\* They might be at different stages of the CONVERSION PROCESS (needing info versus already clear on solution just need recommendations)

How to segment

- You CAN Segment your list members’ emails using the following criteria

\* location (send only updates related to a specific region to people who LIVE in that region)

\* activity level (frequent openers vs less frequent openers) – ask them to sign up for another list in exchange for a reward

\* lack of activity (people signed for AR series but haven’t opened after X emails) – system sends a ‘reminder’ email

\* Send different updates based on INCENTIVE downloaded by list member

\* Separate INFO list members from BUYERS by sending \$1 info product offers – send different updates to the 2 lists – Info = get them to buy \$1 products / buyers’ list = more in depth solutions = get them to buy higher priced products / services

\* Segment your list based on MOBILE versus DESKTOP – different appearances/size - Make your SQUEEZE PAGE mobile-ready – OPTIMIZE for both environments.

## Step 9: Optimize your segmentation strategy

- Pay attention to your results

- Run small experiments

- Identify and scale up segmentation alternatives that produce better results