

Course 21



Email Marketing Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

How to Use Email to Nurture and Grow Your Customers

- Why is lead and customer nurturing important?
- How do you do lead nurturing?
- How does an effective lead nurturing strategy look like?
- What is customer lifecycle marketing?
- Why is customer lifecycle marketing important?
- How do you use email for customer lifecycle marketing?



**WHY IS LEAD
NURTURING
IMPORTANT?**

LEAD NURTURING

The process of building relationships with prospects, with the goal of earning their business when they are ready.

**NURTURING IS EXACTLY
WHAT IT SOUNDS LIKE:
HELPING SOMEONE
GROW.**



Lead nurturing is like dating. You have to spend time establishing a relationship by **building trust.**

73%

of all leads are not sales-ready.

63%

of companies that are outgrowing their competitors
use marketing automation.

**EMAIL IS A VALUABLE
WAY TO COMMUNICATE
WITH YOUR LEADS.**

**...BUT IT CAN ALSO
BE ABUSED**



You are creating a **choose-your-own adventure** that dictates how your leads will interact with your brand.

 **HOW DO YOU DO
LEAD NURTURING?**



In **traditional marketing**, companies focus on finding customers by getting their message in front of as many people as possible.



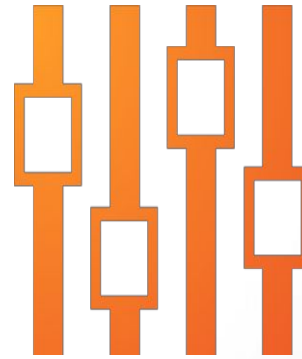
TRADITIONAL LEAD NURTURING



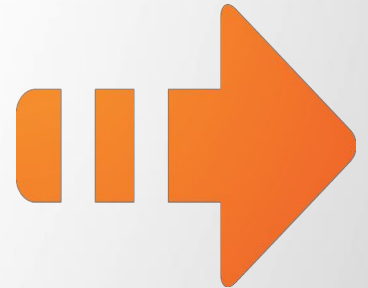
1. Convert Lead



2. Nurture



3. Qualify



4. Pass to Sales

SALES-FIRST LEAD NURTURING



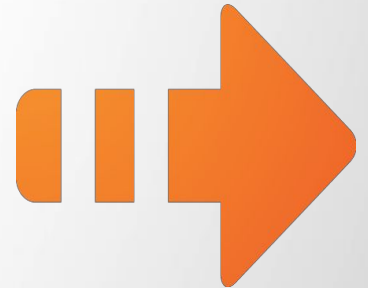
1. Convert Lead



2. Sales Connects



3. Nurture



4. Pass back to Sales

LEAD NURTURING **AS A** **GATEKEEPER**



1. Convert Lead



2. Nurture



3. Pause



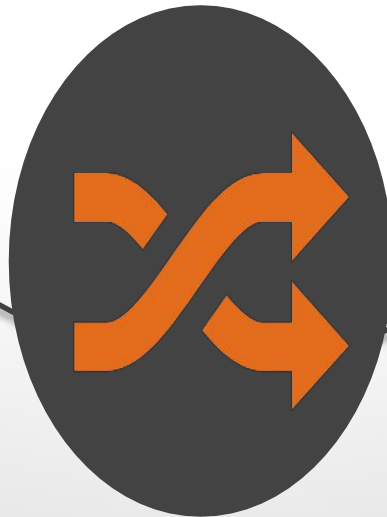
4. Try Again

THE APPROACH YOU SELECT WILL DEPEND ON SEVERAL FACTORS:

- How many leads do you get each month?
- Through which channels do you get generate those leads?
- Do you have a sales force? If so, how many reps do you have?
- What is your business model?
- How long is your sales cycle?

SEGMENT

EMAIL



WORKFLOWS

EXAMPLE LEAD NURTURING GOALS

- Attend a webinar
- Download an eBook, guide or offer
- Request a consultation or booking
- View a case study
- Start a free trial

**YOU DON'T BUILD A
HOUSE WITHOUT A
BLUEPRINT.**

**MAP YOUR WORKFLOW
OUT VISUALLY BEFORE
YOU START BUILDING.**

**HOW MANY EMAILS DO
YOU PLAN ON SENDING?**

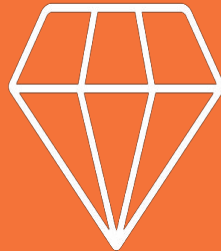
**HOW LONG WILL THE
DELAY BE BETWEEN
EACH EMAIL?**

NURTURING EMAIL TYPES

**ESTABLISH
TRUST**



**ADDITIONAL
DOWNLOADS**



**GOAL
ACTION**



**BREAKUP /
GOAL ACTION**

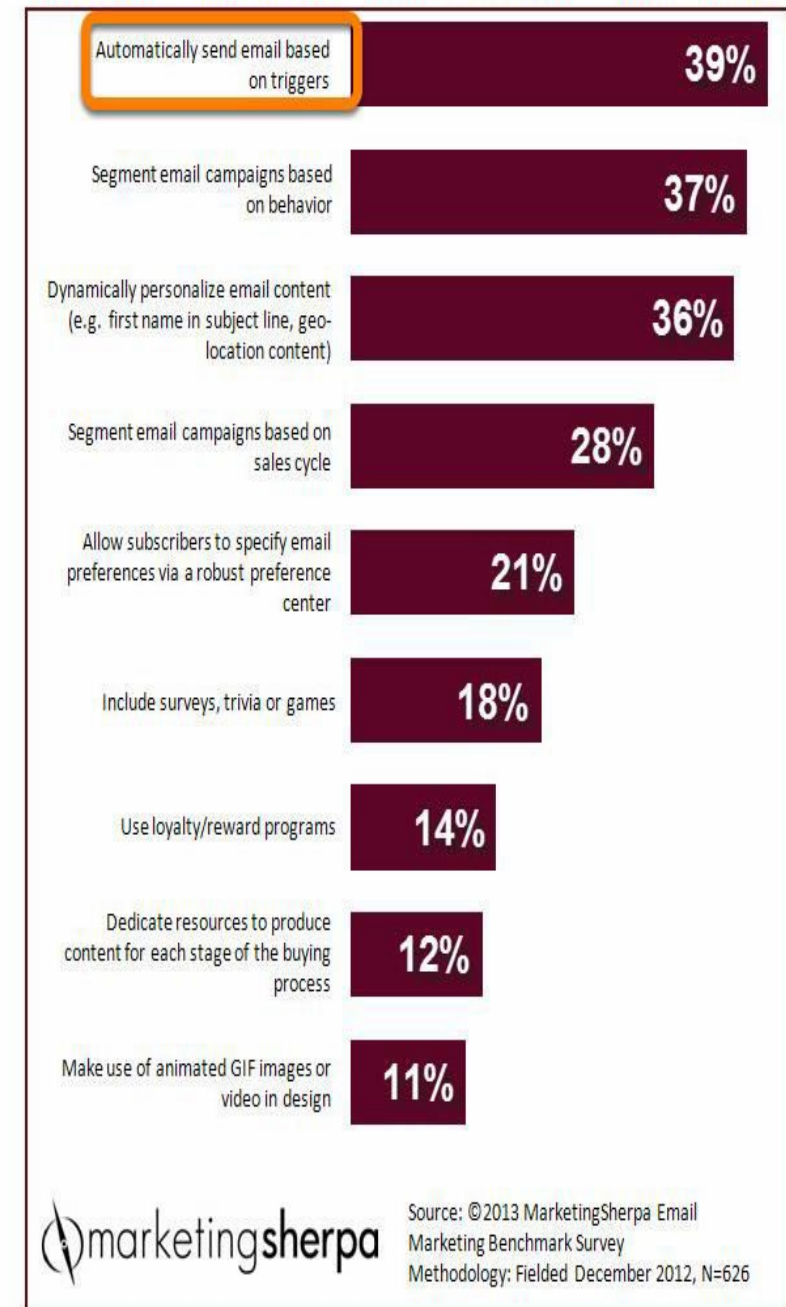


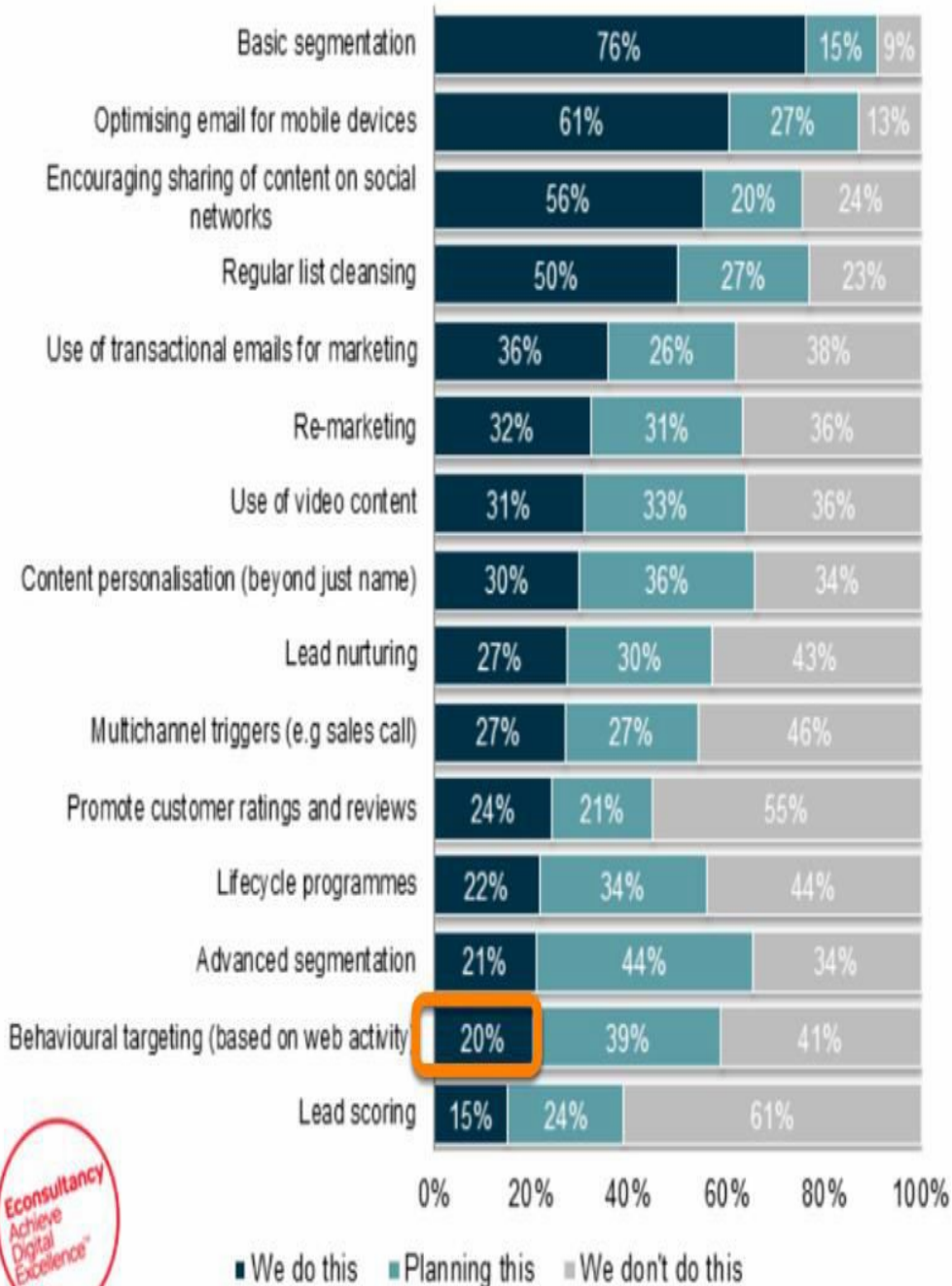
BEHAVIORAL EMAIL

Sending targeted emails to your contacts, based on their actions and behaviors.

BEST TACTICS TO IMPROVE EMAIL ENGAGEMENT

Marketing Research Chart: Tactics to improve email engagement





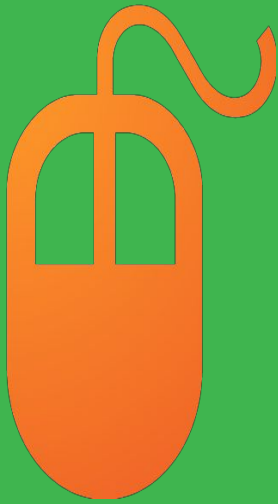
**WHICH OF THE
FOLLOWING
PRACTICES **ARE PART**
OF YOUR EMAIL
MARKETING EFFORTS?**

HOW TO DO BEHAVIORAL EMAIL

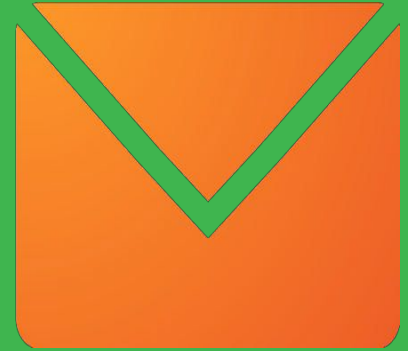
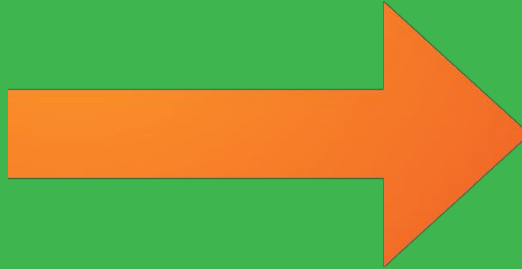
- Track how people interact with your business online
- Determine the important actions a user might take
- Start a conversation with a user, based on that behavior

**EACH CHANNEL AND
EVENT IS A CHANCE TO
LISTEN TO USERS, LEARN
MORE ABOUT THEM, AND
START A CONVERSATION.**

BEHAVIOR IS THE CAUSE, EMAIL IS THE RESULT.



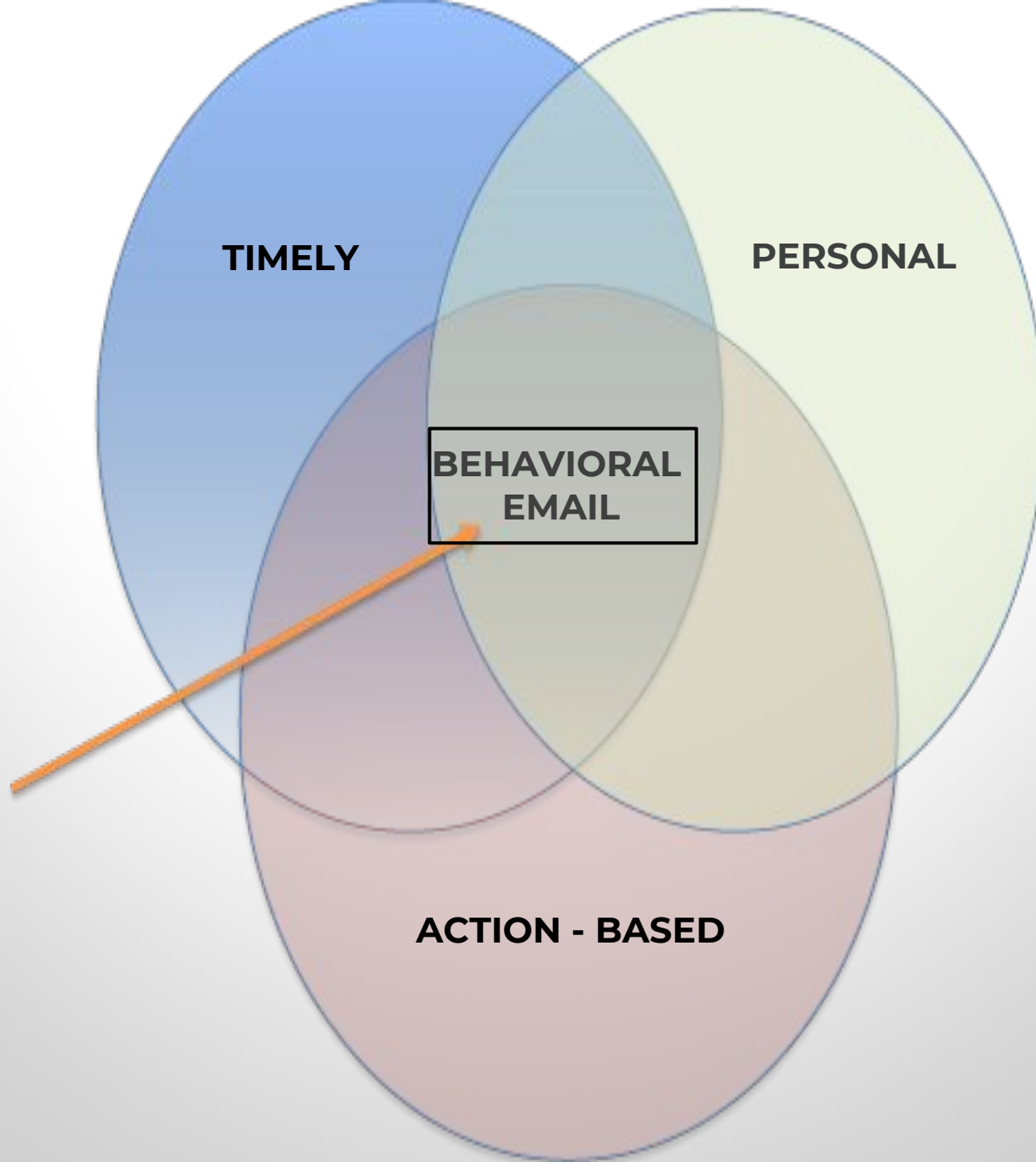
Behavior



Email

BEHAVIORAL EMAIL EXAMPLES

- Lead submits form -> confirm download and link to content
- Lead views case study page -> send most popular case study
- Lead hasn't viewed blog in 90+ days -> send email saying you miss them and link to best blog posts.



SUMMARY: BEST PRACTICES FOR LEAD NURTURING

- Decide how to use lead nurturing for your business
- Learn how to build a great individual workflow
- Communicate with your leads based on their behavior



**WHAT DOES AN
EFFECTIVE LEAD
NURTURING STRATEGY
LOOK LIKE?**



Goal: To request a consultation



Starting Criteria: Download an eBook offer









Step 1: Send blog post



Step 2: Send case study



Step 3: Send offer to request consultation

	Goal: To have people attend your webinar
	Starting Criteria: Signing up for your webinar
	Step 1: Send a 30-day reminder email
	Step 2: Send a 15-day, valuable content email
	Step 3: Send a day before reminder email
Day of Webinar	
	Step 4: Send a thank-you next day email

WHAT IS LIFECYCLE MARKETING

LIFECYCLE MARKETING

How you communicate with your contacts, from their first point of contact, all the way through their lifespan as a paying customer.

WHY LIFECYCLE MARKETING IS IMPORTANT

73%

of your leads will not be sales-ready when first generated



It's not worth marketing to leads and customers who won't see value from your business.

**YOU NEVER GET A
SECOND CHANCE TO
MAKE A FIRST
IMPRESSION.**



**Email is one of the
most effective ways
to nurture leads.**

WHAT MARKETING CAN LEARN FROM SALES

- What messaging resonates with your ideal customer?
- The challenges, goals, and pain points of your prospects?
- Which offers best generate these ideal customers?
- What content to create?



**The boat moves faster
when everyone is
rowing in the same
direction.**

56%

of email users unsubscribe from a business or nonprofit email subscription because content is no longer relevant.

Loyal customers are worth up to

5-10X

as much of their first purchase.

Only

8%

of companies truly deliver a superior customer experience.

EMAIL IS A FLEXIBLE CUSTOMER SUCCESS TOOL

- Offer lightweight support to your customers.
- Respond to inquiries and requests quickly and efficiently.
- Stay in communication in-between phone calls.
- Provide access to additional products and services of value.

CUSTOMER SUCCESS CAN HELP YOU:

- Generate more revenue through renewals.
- Have your customers pay you more, as they get more value out of your products and services.
- Turn your customers into evangelists.



HOW TO USE EMAIL TO DO LIFECYCLE MARKETING

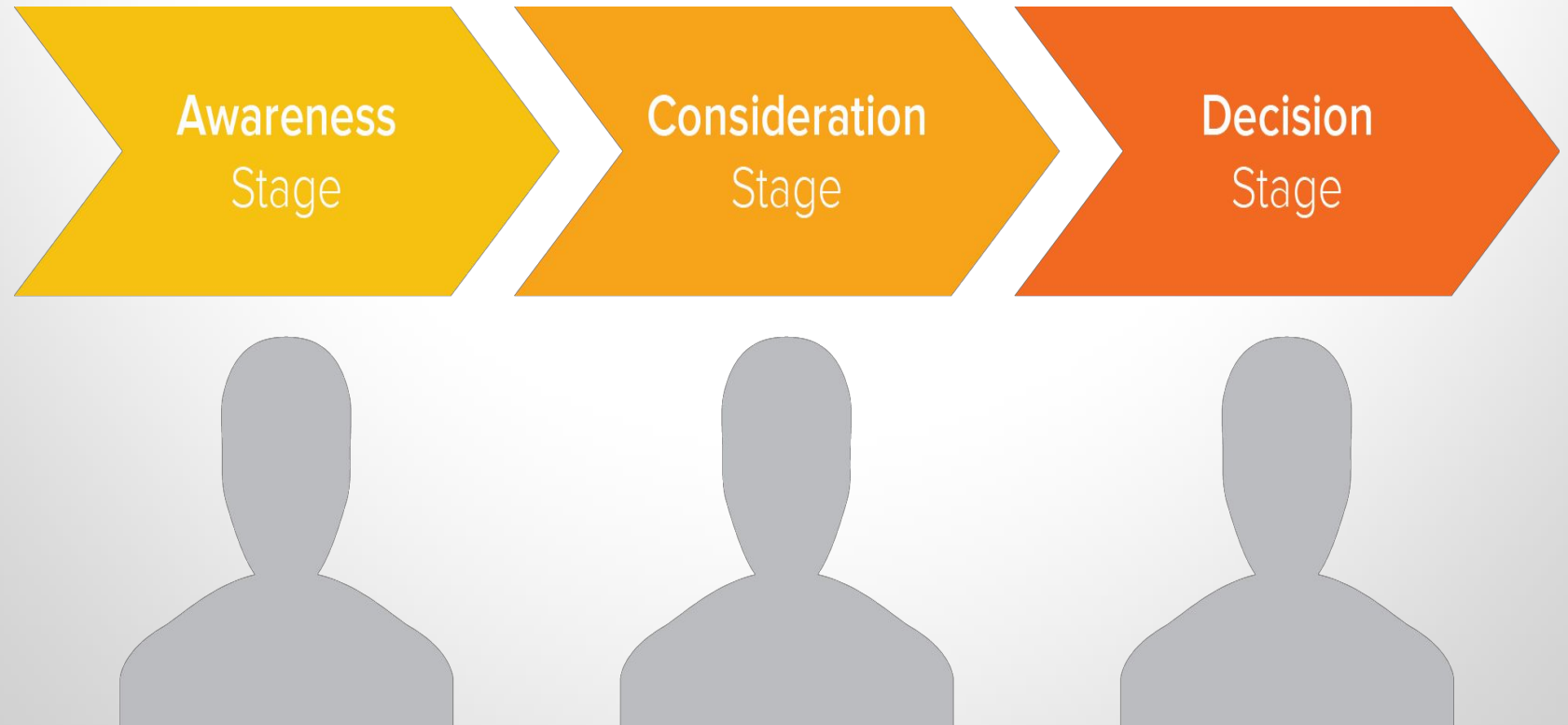
LIFECYCLE MARKETING FOR LEADS

- Map the content in your emails to the buyer's journey
- Identify key touch-points in your marketing and sales process

THE BUYER'S JOURNEY

The research process a buyer goes through leading up to making a purchase.

THE BUYER'S JOURNEY



AN IN-DEPTH
UNDERSTANDING OF
YOUR BUYER'S JOURNEY
IS THE **FOUNDATION** OF A
SUCCESSFUL EMAIL
MARKETING STRATEGY.

POTENTIAL KEY TOUCHPOINTS

- Subscribing to your blog
- Filling out a contact form
- Requesting a consultation
- Downloading a key offer

YOUR LEADS ARE BUSY.
THEY ARE DISTRACTED.
BE RESPECTFUL OF THEM
AND THEIR TIME.

YOUR JOB AS A
COMPANY **IS NOT**
COMPLETE SIMPLY
BECAUSE A CUSTOMER
HAS PURCHASED.

LIFECYCLE MARKETING FOR CUSTOMERS

- Capture the right data
- Map out the important parts of the customer lifecycle



**A great email marketer recognizes
when not to send an email.**

THREE CUSTOMER STAGES

1. New customers
2. Ongoing customers
3. Evangelists

HOW CAN YOU GET
YOUR NEW CUSTOMERS
TO SEE THE VALUE OF
THEIR PURCHASE AS
QUICKLY AS POSSIBLE?

CAN YOU ANSWER THESE QUESTIONS?

- Why did your customers purchase?
- What does success look like to them?
- How will they measure success?
- How can you help them be successful, quickly and sustainably?

USING EMAIL WITH **NEW** **CUSTOMERS**

- Transactional emails
- Welcome emails
- Confirm appointments
- Recap meetings



Most businesses spend the majority of their money and time on acquiring customers.

THREE RULES FOR ONGOING CUSTOMER SUCCESS

1. Provide value
2. Listen for cues
3. Pay attention to context

EVANGELISTS

Customers who believe so strongly in a product or service that they freely try and convince others to buy or use it.

65%

of consumers surveyed said they've cut ties with a brand over a single poor customer service experience.

**Your customer
growth** is at the
center of the
conversation,
all the time.



The customer's
experience is
formed by
**every
interaction.**



CREATING EVANGELISTS USING EMAIL

- Provide exclusive access
- Give customer discounts
- Create a referral program

CUSTOMER EVANGELIST PROGRAMS

- Case studies
- Testimonials
- Customer reviews
- Social communities



Measure and track all interactions.

This will help you improve the customer experience.

Why **data**?

Data improves how you execute the pillars of delight and ensures you're always challenging the status quo.



They're your clients, and when they're happy and growing, your company will likely also be **happy and growing.**



When it comes to your client, there's no such thing as **over-communication.**



**It's not what you say, but
how you make them feel
that creates a lasting relationship.**





Course 21
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.

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- GoDaddy Pro PLus Partner ★★★★★ rating.

THANK YOU.