



EVERYTHING YOU NEED TO KNOW ABOUT EMAILS

Cpt. Karlo Bradica / conversionpirate.com

Intro y0

You can clearly see I'm a legit pirate.

Conversionpirate.com

I write random pirate rants on my blog. I'm a seasoned marketer (7+ years of e-commerce exp.) and I went thru all that ecom can throw at you. The good and the bad..

Im not an email marketing guru, Im a marketing guy and I believe you have to know all aspects of ecom to become a real captain. Email is just one small (but really profitable) part of it.



ConversionPirate

Swim with the BIG fishes...





Emails? They're dead,
right?



ConversionPirate

Swim with the BIG fishes...

They are alive and kickin' (better than ever)



☠ Email is a VERY strong platform at the moment. We all need to market in the year we live in. So right now, email is the way to go.

☠ It is your own list and you control it. There is no organic drop. You're in control of the creative. The delivery is agnostic, thus allowing you to market it at scale without being affected by the platform.

☠ There are 3x more email accounts than Facebook & Twitter accounts combined

☠ You are 6x more likely to get a click-through from email than Twitter



ConversionPirate

Swim with the BIG fishes...

What do you need to get started?

A gazzilion dollars \$\$\$



Email list



Does it remind
you of some
random app? ;)

Don't buy it, don't copy it, build it! 📌

Email marketing is all about building and nurturing relationships. Connecting with a smaller list of quality contacts will be more impactful than blasting out messages to contacts that don't even know your business. This is the hardest part of this. You need to get an users email. Emails are the most personal thing an user can give you.

- ✉ They can be reached anywhere!
- ✉ They can be delivered anytime!
- ✉ They can be read everywhere!

EMAILS ARE THE MOST PERSONAL THING. Use that. Keep that in mind when writing.



ConversionPirate

Swim with the BIG fishes...



Email list



Does it remind
you of some
random app? ;)

How do you get the email?

- 📩 Ask for it nicely!
- 📩 Pop-up (exit intent, timer,...)
- 📩 Newsletter list optins
- 📩 Orders & Abandonments
- 📩 Lead Generation campaigns (FB, Adwords,...)
- 📩 Other stuff



ConversionPirate

Swim with the BIG fishes...



Email services



✉ Choose an email marketing service provider - working with a provider is the only way your business can effectively deliver messages to large groups of contacts. They will help you to build your email from scratch: add contacts, choose the right template and send it!

✉ Mailchimp, Klaviyo, GetResponse, Active Campaign, Market Hero, Conversio, Remarkety, Aweber, Drip, Sendy, Rare.io...

✉ You can start with any of those and still make money.

“The best one you can use - is the one you actually use.”
Quote by Karlo - 2017



ConversionPirate

Swim with the BIG fishes...



Content



I have no idea what to send to my users? - CONTENT

✍ Research shows that an adult's attention span is, on average, 8 seconds. Therefore, writing long, text-heavy email campaigns isn't the best approach. You need to structure your emails to help draw people into reading your content while guiding them toward the email's call to action.

✍ Send them all kind of stuff. Something you would open.

✍ Where to find content?

Use marketing calendars for events, use your personal life events (trips, pets,...) and connect to your audience.



ConversionPirate

Swim with the BIG fishes...



Content



THE FORMULA:

- 🔔 70% entertainment + 30% sales part
- 🔔 Remember how sales letters are written.
- 🔔 Keep it as short as possible (some pro marketers use only few lines and a link) and make the users smile.
- 🔔 The subject lines should be like you are writing to a friend.
- 🔔 Prettier the email, less money it will make 😊
- 🔔 Don't give them an excuse to say no to your offer. If you eliminate that, the only outcome is YES.

It's important that your email campaigns are aligned with the colors, fonts, and branding you use across all your other customer touchpoints so that your customers have a consistent experience with your brand.



ConversionPirate

Swim with the BIG fishes...



Content



Example for a subject line:

Imagine you are charming a girl. When you open with something like “XXXXXX” the results are not there right.

But when you have a nice, funny opener, she could even smile and talk more with you.

You could even get a date. Remember, buying dates is more expensive than any email marketing ;)



ConversionPirate

Swim with the BIG fishes...



MAP



✍ You don't need an actual map. You need to plan your activities ahead. Email marketing is the single most powerful channel to reach your audience, and it can be used to achieve a number of different objectives, so it's worth spending some time thinking about what you want to achieve with it before jumping in.

- ✉ Why do you want to start an email campaign?
- ✉ What do you want your recipients to do when they get your email?
- ✉ How do you want to measure your KPIs?
- ✉ You also need to set up automated email sequences also known as email funnels (cart abandonment, browse abandonment, any kind of abandonment, birthday anniversaries,...).
- ✉ Back in stock & reservation setups



ConversionPirate

Swim with the BIG fishes...



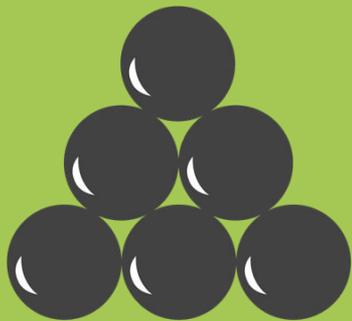
I mentioned only LISTS, SERVICES, CONTENT & MAP. I left out the most important part of any e-commerce.

TESTING (test one thing at a time) - so you know what made the change.

Test everything!

- Subject line
- From user
- Message
- Call to action
- Layout & Images
- Type
- Time of day
- Day of the week
- Mobile layout
- Personalization
- Target audience
- LANDING PAGE

TESTING



🔍 Remember, there's no Back button with email, so always remember to send yourself or a staff member a Test Email before sending out to your entire list.



ConversionPirate

Swim with the BIG fishes...



WATCH OUT FOR



There are a few things you gotta watch out for.

- ✉ Use appropriate language (no spammy keywords).
- ✉ Be sure you are consistent (take them to appropriate landing pages with same story as the email).
- ✉ Make sure the emails are “mobile” responsive.
- ✉ Testing different subject lines on a small sample of your list and send out the winner to the rest of the list.



ConversionPirate

Swim with the BIG fishes...





BASIC STATS?



Email marketing doesn't end with a send!

- ✉ These are the types of questions that will show you the real impact of your marketing efforts. All good email platforms give you the ability to check how successful your campaign was. What was the open rate, click through rate, bounce rate and unsubscribe rate.
- ✉ The most important one is the open rate %, since you want people to open your emails. This is pretty much dependant on your subject line and the first punch line.
- ✉ Click rate % is the second one, since you really want people to take action (go to the landing page and do something - "buy probably").
- ✉ Don't overwhelm if people unsubscribe, that will keep your list healthier and service cost lower.
- ✉ And if you didn't start with your email marketing and you're afraid of making a mistake, think about what Seth Godin said: ***"The cost of being wrong is less than the cost of doing nothing."***



ConversionPirate

Swim with the BIG fishes...



How to get results?

Good email?

Creativity

Think outside the box. If you cant think of anything, check the industry leaders and use their ideas in your own spin.

Moderate design

Dont go overboard on the pictures. In most cases, plain text emails are even better. Why?

Segmentation

Your users are not the same, so they shouldnt receive the same emails. If you are small, you can do this, but only in the beginning.



Deliverability

Make sure that your emails actually get in the inbox.

Great content

Make compelling offers and stories. People wont buy garbage unless its polished by a nice story.

Subject line

You need a good one, to make them open the damn email in the first place.



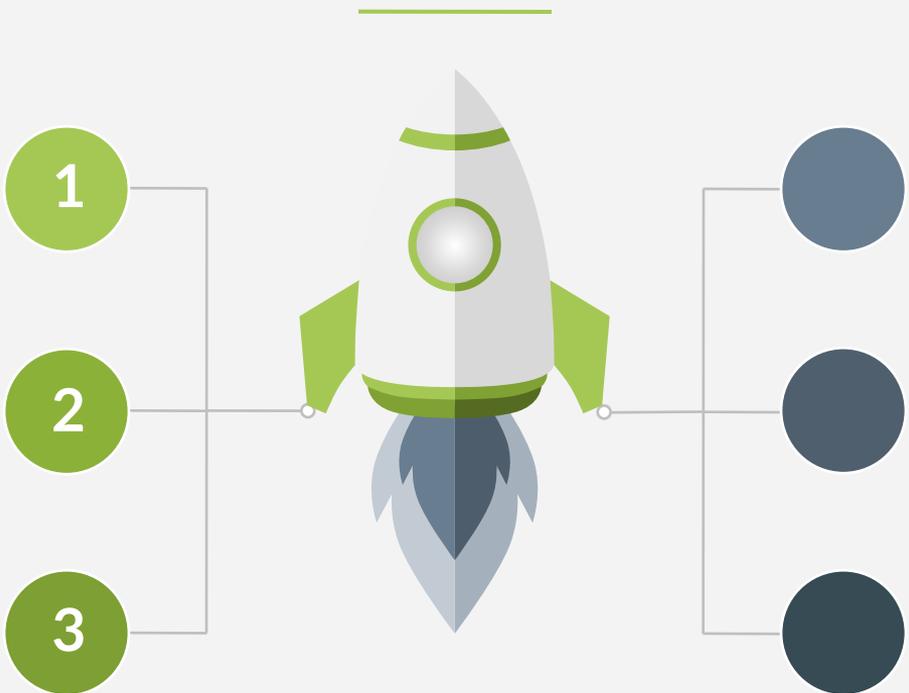
ConversionPirate

Swim with the BIG fishes...



How to blast like a pro in 3 simple steps

Really simple 3 steps...



Run the first winning blast

That is it. You are good now and the money will be in your bank account. NOT.

Blast them again

Use the email service to your advantage. Set a new rule when sending out the next same email. People who didnt open...

Blast them again

Yes, again. People didnt open your email, so they dont know whats it. And use a different subject line you fucker. Looks like a brand new email.

Only 3 (inches) deep?

You could even go to 4-5 sequences with this shit, but I dont recommend it. I would suggest you go to the 3 step max.

Change subject line on each

Yes, as I said in the 2nd step. People didnt open your email, so they dont know what is in there. Simple as fuck.

Results?

On average you will get 30% more open rates this way and it takes like 3 more minutes of work.



ConversionPirate

Swim with the BIG fishes...



Automation

Money on autopilot.



Automation means you have an automated flow (sequence) of emails. You set it up once and they work when they are triggered.



Cart abandonment sequence example

Abandoned cart trigger

Use something like “Your order is still reserved, but not for long...” in the subject + test some different variations

Last call

Last call before your offer expires. You can hold it for the next 24 hours, but only till then, since the demand is too big.

SOMEONE BOUNCED

NEXT DAY

NEXT DAY

FREE MONEY

Use the kind of communication you would use with a good friend and be polite. Dont use too many pictures and traditional “email” clutter.

Offer is still reserved

But it wont be for long. Present your brand and company story + soft upsell push.

BOOM!
BY CINDY JOSEPH

It's about women. It's about beauty. It's about time.

Hi, Cindy here with a friendly reminder: This your last chance to [complete your BOOM purchase](#).

For the past 24 hours I've saved the items in your shopping cart, but the demand for BOOM products is higher than ever and I'm nearly out of stock.

So if you're ready, [complete your purchase now](#) before the items in your cart get sold.

Here's what I have set aside for you:

 [BOOMSTICK GLIMMER](#)
Quantity: 1 — Total: \$27.00

You can see that Ezra is a simple and smart man ;)

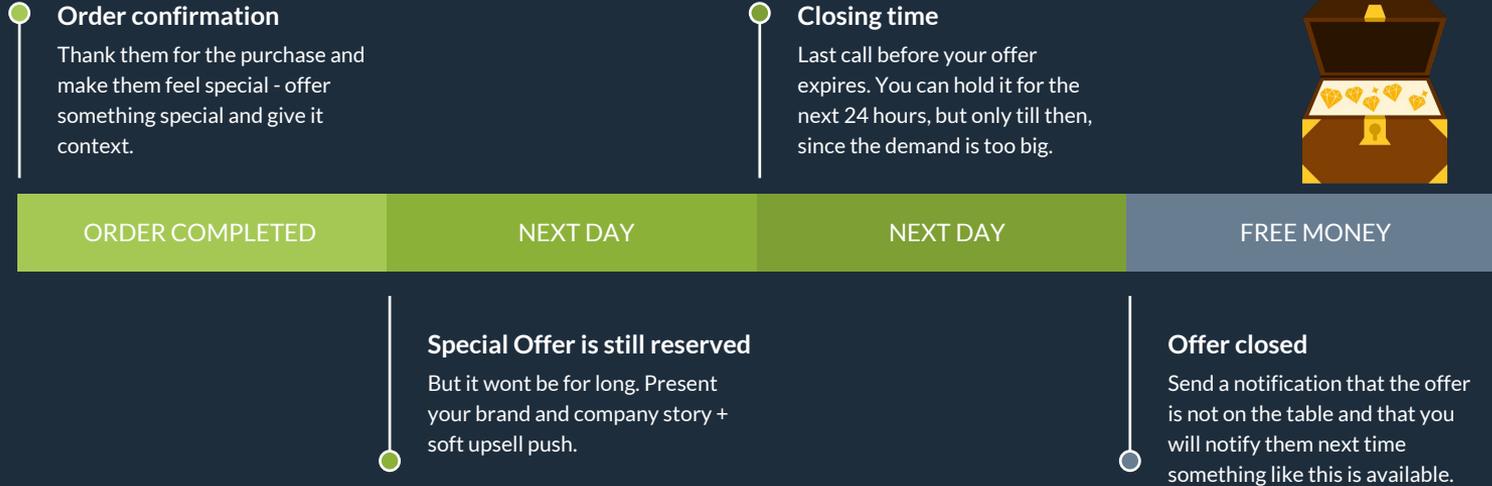


ConversionPirate

Swim with the BIG fishes...



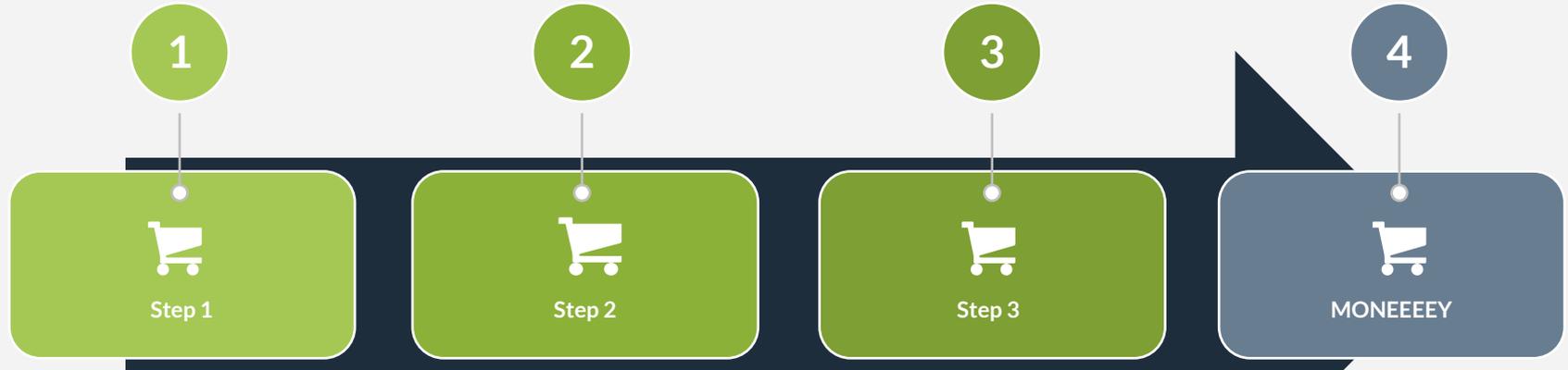
Order confirmation upsell



A simple automation flow that will generate free money from the day you put it in play.

Existing users automation (retention)

Keep the users in. (welcome series - NEW users, example for Wheelio emails) - not buyers.



Step 1

You got the email.
Welcome them to your store, to
your story. Any ebooks? Show
them, dont sell anything..

Step 2

Meet the team, show them how
cool, unique, crazy you are.
Dont sell them anything yet.

Step 3

Refer them to your social
channels, show them your
power. And now you can also
show them your bestsellers.
BAM.

MONEEEYY

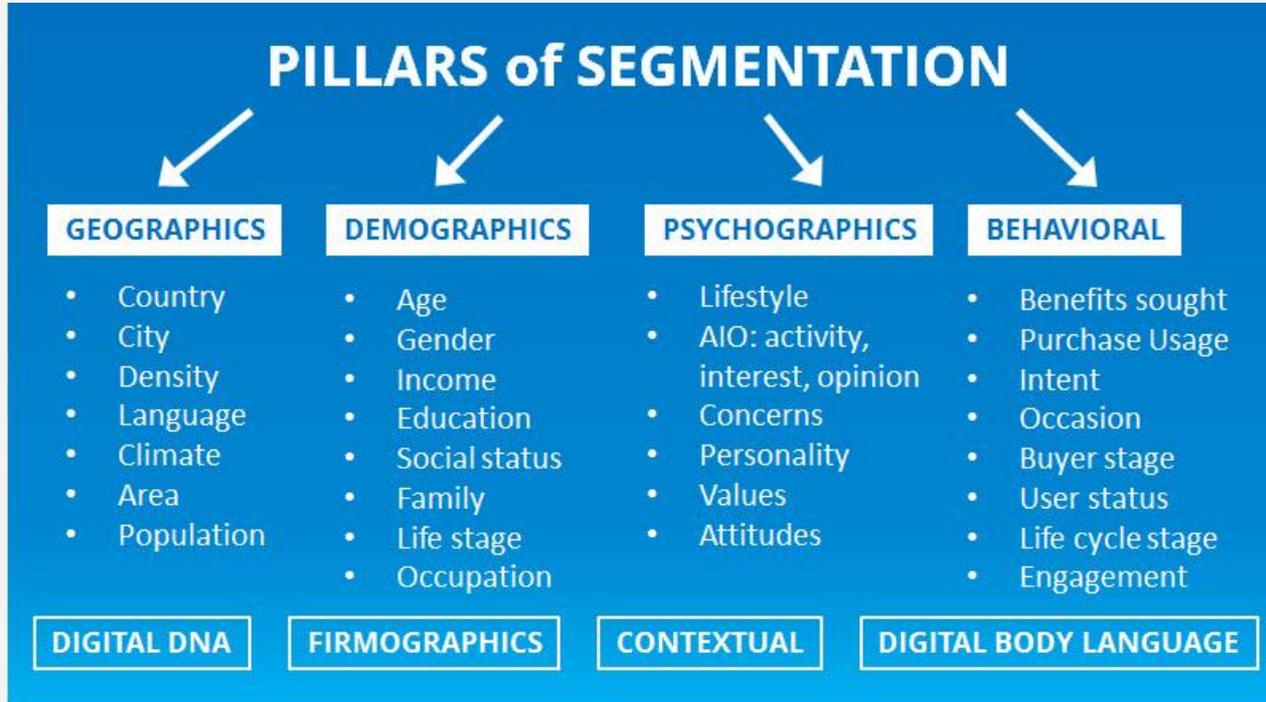


ConversionPirate

Swim with the BIG fishes...



Segmentation: “The art of thinking in groups”.



Jordie van Rijn - Emailmonday

Segmentation

- 🔍 If your subscribers are so different, why treat them all the same? The solution is splitting your email list into groups that are alike (let's call them segments).
- 🔍 **Better email marketing segmentation** means that you look beyond what you think is obvious. For example, instead of making the emails fit with the current place of your subscriber in the customer lifecycle and what they are currently buying, it can also be made to appeal to their future or aspirational self; the person they want to be seen as.
- 🔍 Segmented campaigns perform better. According to DMA, marketers have found a **760% increase in email revenue** from segmented campaigns. This makes perfect sense: The more relevant the message, the more likely your subscriber is to act on it.
- 🔍 Segmented and targeted email campaigns generate a much higher uplift compared to the results of a blanket, spray-and-pray email campaigns. This image (next slide) from a research by Optimove shows how that works.



ConversionPirate

Swim with the BIG fishes...



Segmentation

The difference

The difference in the average order value from different segments is ashtonishing. Segmenting your email list could double up the average order value just like that. On some segments it can go 3x, 4x up.



Segmentation

🔍 The segmented group had an average of \$42 per customer, compared to \$28 when unsegmented. What you see in this overview of (RFM) segmented groups is that the group VIPs is the most profitable with \$150, very different than the “recently churned” group with \$3. **Not all groups are created equal.** By naming the groups you understand that it is pretty silly to send everyone the same campaigns.

🔍 Because of email marketing segmentation, the average value per customer goes up. This results in a far more successful email marketing program. The research from Optimove found that the smaller the target group, the larger the uplift. For example, targeted campaign to groups with up to 150 customers had at least a \$1.90 uplift per customer, while target groups of 1,500+ had an uplift of at most \$0.50 (almost a 4:1 ratio). This could make me eager to Shrink my Segments, the ultimate goal of the elusive “segment of one”.

🗨️ **CONCLUSION:** Segmentation is a seemingly simple but extremely powerful mechanism and it should be a part of every healthy email marketing strategy.

