

Email Marketing Cheatsheet

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Email Marketing – Action Plan.

Build Relationships

- Vitaly important. Don't immediately pitch to your new subscribers
- The format to consider is: KNOW >>> LIKE >>> TRUST
- Send out information and advise. Help them know and like you and by doing so gain their trust.

Autoresponder

- No autoresponder? Check out [this comparison page](#) and choose one for your needs.
- Using your autoresponder service, create a series of follow up emails. No set time frame for sending them out but consider the sequence on the next two sections as feasible:

Sequence

- #1 - Sent when the visitor opts-in and receives their gift. Provide a 'welcome', an introduction to you and your services and the benefits to the subscriber.
- #2 - 1 day later - Valuable info
- #3 - 3 days later - A bit about yourself
- #4 - 3 days later - A free bonus

Sequence cont...

- #5 - 3 days later - Promotional Offer
- #6 - 1 day later - Industry insight + Promotional Offer
- #7 - 7 days later - Valuable information
- Thereafter - once a week with a combination of valuable information and promotional offers.

Email Templates

- Your personality should come across in your emails so try not to copy other marketers autoresponder series.
- To give you some idea of what you should write you may also want to consider [these 10 emails as templates](#) for your own content

Broadcasts

- Intersperse Autoresponder series with Newsletters/Broadcast Emails. These are 'one-off' emails sent anytime to promote a subject that has immediacy about it. New software being released with introductory offer or something important about your business structure.

Email Marketing - Resources.

Google Resources



1. *A Data-Driven Guide to Email Marketing Strategy in 2017 - SuperOffice*
2. *Building a killer Email Marketing Strategy | Websand*
3. *Rock your email marketing strategy - overcome these challenges ...*
4. *Develop a better email marketing strategy - Email Monday*
5. *Simple steps to a successful email marketing strategy - Business.com*

Video Resources



1. *The 3M Cold Email Marketing Strategy - YouTube*
2. *Getting Started with Email Marketing in 2017 - YouTube*
3. *Email Marketing Demystified! - YouTube*
4. *Email Marketing Upgraded: How to Write Copy & Sequences for Your ...*
5. *What is Email Marketing? [Introduction, Basics] - YouTube*

Facebook Resources



1. *17 Ways to Integrate Facebook and Email Marketing | Convince and ...*
2. *The best Facebook marketing strategies for 2017 | ClickZ*
3. *5 Easy Ways to Integrate Facebook and Email Marketing – AdEspresso*
4. *Combining Email and Facebook for a Dynamite Ecommerce Marketing ...*
5. *4 Easy Steps to Implement a Facebook Marketing Strategy : Social ...*

Forum Resources



1. *How Email Marketing Fits into Your Blog Strategy | Digital Marketing ...*
2. *The Inbound & Content Marketing Blog | Equinet | Email Marketing*
3. *How Email Marketing Fits into Your Blog Strategy | Digital Marketing ...*
4. *How to Build an Email Marketing Strategy for Your Blog - Blogging Pro*
5. *Email Marketing Tips Blog | Campaign Monitor*

Email Marketing Tools



1. *10 Best Email Marketing Software & Automation Tools of 2017*
2. *22 of the Best Email Marketing Tools for Small Businesses –*
3. *The Best Email Marketing Software of 2017 - E-mail – Products*
4. *The 11 Best Free Email Marketing Tools | Sprout Social*
5. *7 Best Email Marketing Services for Small Business (2017)*

Conclusion.

I hope you found this short report useful, and it has opened up some possibilities for you on how to see more success online

If you would like to take the next step, click the link below now...

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