



Triad Web Advisors

presents...

**EMAIL**  
MARKETING



**Still Your Most  
Powerful Sales  
Tool**

with Beth Livingston

## My Past

- M. Ed. in Instructional Design
- Training Specialist
- Technical Writer
- IT Business Analyst
- Project Manager



## My Present

- WordPress Solution Provider



- International Speaker
- WordPress Meetup Organizer
- Online Educator



# Do you remember these predictions?

- *Automation = Mass Unemployment*
- *Computers will eliminate the need for accountants.*
- *The Internet will replace brick and mortar stores.*
- *Mobile phones will replace desktop computers.*
- *Digital Media will eliminate print media.*
- *Texting and social media will replace email communication.*



# Do you remember these predictions?



# Why “They” Say It’s Dead

- Social media and other digital communication platforms
- Inbox overload
- Spam
- Gen Z
- Declining click through rates
- Regulatory concerns



# Why You Should Care

- Elimination of Third Party Cookies
  - Death to targeted online advertising
  - Only the big boys survive
- Artificial Intelligence
  - Seriously impacts search engine optimization
- Your best leads are your current customers



# What do the People Say?



- Email marketing click-through rates are **600% higher** than average social media engagement
- Email subscribers are nearly **400% more likely** to share your content on social media
- Nearly eight in 10 consumers believe email is the **best channel** for company contact, preferring it almost twice as much as any other
- Nearly 60% of consumers say email **directly influences** their purchasing decisions



# Some Stats – Email Marketing...



- Generates a 3,600% to 4,200% ROI
- Is 4,000% more effective than social media at reaching your target audience(s)
- Is 300% faster at converting leads to sales
- Click-through rates are 600% higher than average social media engagement
- There are 150% more email users than social media users



# What is Email Marketing Exactly

- Sending commercial messages to a group of people
  - Using **tailored** marketing messages via email
  - That **resonate** with their audience and drive engagement.
- Examples are newsletters, promotional campaigns, event invitations, and personalized messages.



# What is Email Marketing Exactly

## Involves

- List building
- Segmentation
- Targeting
- Automation
- Analytics

## List Building

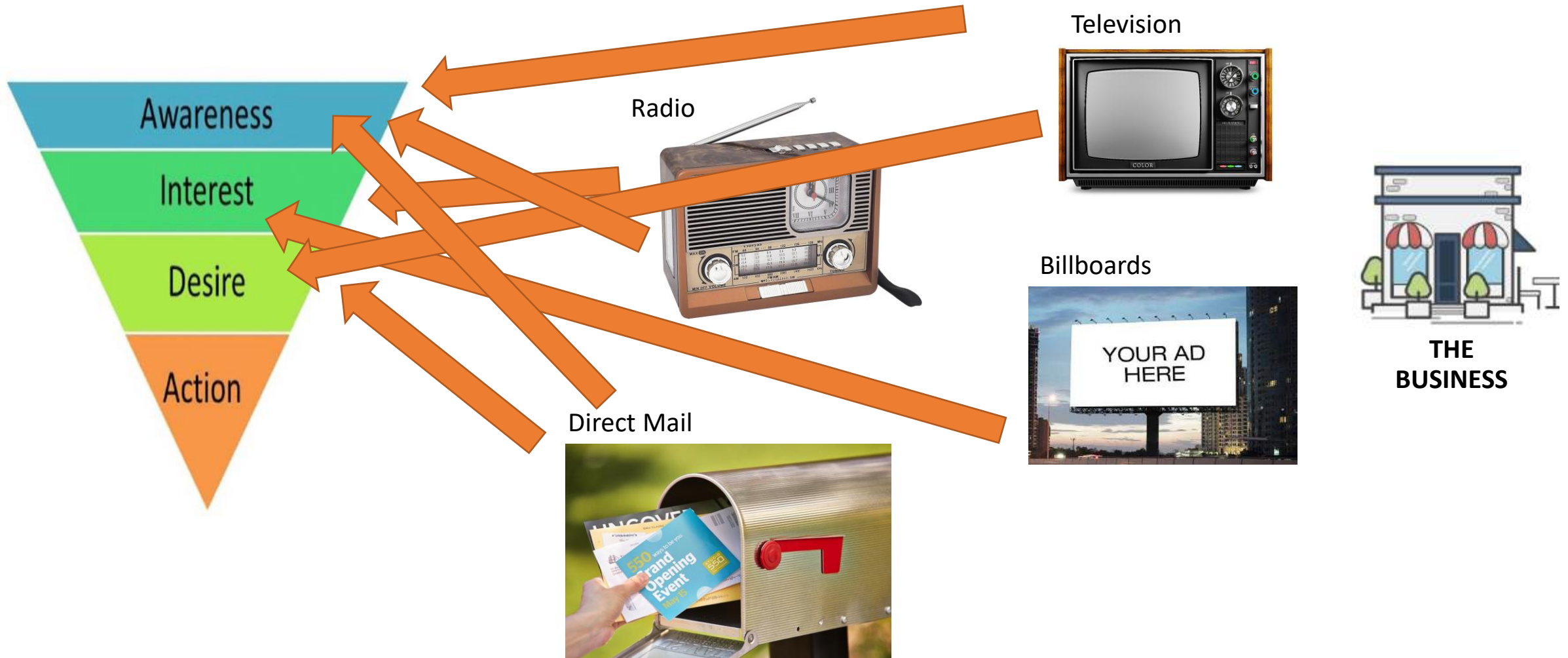


# Benefits of Email Marketing

1. Cost-Effective
2. Affords Direct and Personalized Communication
3. Measurable Results
4. Customer Engagement and Retention
5. High Reach and Accessibility



# The Old Sales Funnel



# The Old Sales Funnel

All things being equal,  
people will do business  
with and refer business  
to those people they  
know, like and trust.

~Bob Burg (Author)

# The NEW Sales Funnel



# How to Build a List - Awareness

- Point-of-Sale Sign-Up
- Loyalty Program
- Events and Workshops
- Wi-Fi Access
- Online and Social Media Integration
- Downloadable Digital Product



Awareness



# Provide Value to Increase



Interest

- "Welcome to [Your Brand]! Here's What You Can Expect"
- "How to Choose the Right [Product/Service] for Your Needs"
- "Stay Ahead: The Latest Trends in [Industry]"
- "How to [Achieve a Goal/Overcome a Challenge] in [Industry]"
- "Insights from [Industry Expert]: A Q&A on [Relevant Topic]"
- "10 Best Practices for [Relevant Activity/Task] in [Industry]"
- "Join Our Free Webinar on [Relevant Topic]"

# Emails to Stimulate

Desire

- "See [Product] in Action: Watch Our Demo"
- "Hear What Our Customers Have to Say About [Product]"
- "Exclusive Offer: Get 20% Off [Product] for a Limited Time"
- "Try [Product] for Free: Sign Up for a 30-Day Trial"
- "Why [Product] is the Best Choice for [Customer Need]"
- "Get a Sneak Peek Behind the Scenes of [Product]"
- "Join Us for an Exclusive Webinar on [Product Benefits]"
- "See Why Influencers Love [Product]"

# Call to Action Emails



- Abandoned Cart Reminders:  
"Don't Forget Your Items! Complete Your Purchase Now"
- Urgent Calls-to-Action:  
"Last Chance to Save 20%! Offer Ends Tonight"
- Personalized Product Recommendations:  
"Based on Your Interests, You Might Like..."
- Discount or Coupon Codes:  
"Exclusive Discount Just for You – Save 15% Today"

# Call to Action Emails

- Limited-Time Bundles or Packages:  
"Get More for Less with Our Special Bundles"
- Follow-Up on Trial or Demo:  
"How Was Your Trial? Ready to Get Started?"
- Customer Testimonials and Social Proof:  
"See Why Others Love [Your Product]"
- Special Offers for First-Time Buyers:  
"Welcome! Enjoy 10% Off Your First Purchase"



# Legal Requirements – Changing all the Time

- Consent and Opt-In Requirements
- Compliance with Anti-Spam Laws
- Unsubscribe Mechanisms
- Accurate and Transparent Information
- Privacy and Data Protection
- Transactional vs. Commercial Emails
- Monitoring and Compliance



# Elements of Effective Emails

- Catchy Subject Lines
- Engaging Content
- Visually Appealing Design
- Clear Call-to-Action (CTA)



# Email Marketing Best Practices

1. Personalize Your Emails
2. Segment Your Audience
3. Optimize for Mobile
4. Focus on Quality Content
5. Include Clear Calls-to-Action (CTAs)
6. Test and Optimize





# Email Marketing Best Practices

7. Maintain a Consistent Sending Schedule
8. Monitor and Analyze Performance
9. Clean and Maintain Your Email List
10. Automate Your Email Campaigns
11. Provide Value in Every Email



# Measuring Success

## Key Metrics to Track

- Open Rate
- Click-Through Rate (CTR)
- Conversion Rate
- Bounce Rate
- Unsubscribe Rate
- List Growth Rate
- Email Sharing/Forwarding Rate
- Return on Investment (ROI)



# Tools for Measuring Success

## 1. Email Marketing Platforms

- Mailchimp, Constant Contact, Active Campaign

## 2. Google Analytics

- Typically requires a professional

## 3. CRM Systems

- Salesforce, Hubspot, GoHighLevel



# In Summary – Email Marketing...

1. Is the **lowest cost** form of marketing with the highest return on investment.
2. Allows you to **legally track** your customer's interests
3. Allows **targeting** the “right” offer to the “right” customer
4. Works best when focused on providing **value**
5. Excels at building **trust and relationships**
6. **IS NOT dead** and will become more ALIVE as privacy laws gain more control over online advertising.

**EVERYONE HAS EMAIL!**

# Need Help?



- Full Website Assessments
- Local SEO Services
- Design, Development, and Remediation
- Privacy Policies
- Email Marketing

[triadwebadvisors.com](https://www.triadwebadvisors.com)

*Thank You*

**Questions?**



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