



# **EMAIL MARKETING CAMPAIGNS**

# EMAIL MARKETING STILL WORKS



## KEY TAKEAWAY:

According to MailChimp, "email marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services."

TOPIC:

# TYPES OF EMAIL CAMPAIGNS



## KEY TAKEAWAY:

Email campaign types:

- Drip campaigns
- Nurture campaigns
- Sales campaigns
- Newsletters



TOPIC:

# DRIP CAMPAIGNS



## EXERCISE 1

Write your first drip email. In the fields below, create a subject line and email content for a Welcome drip email.

Subject line:

*Ex. We're glad you're here! Welcome to George's Auto Shop.*

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Email content:

### Tips:

- Start with a catchy header like "Get ready for helpful tips and tricks for your vehicle" or "Thanks for subscribing! We treat our email VIPs like royalty"
- Personalize the block of content with the reader's first name
- Limit the content block to 100 words or less
- Create an opt-in form at the bottom of the email to any other campaigns you have
- Include a company picture to connect your personal brand to the audience

TOPIC:

# NURTURE CAMPAIGNS



## EXERCISE 2

Begin laying out a plan for an 8-week nurture email campaign. List out 8 topics that relate to your industry and plan out content for each.

### Example

GEORGE'S AUTO SHOP	TOPICS	SUBJECT LINE	BLOGS TO LINK	OTHER CONTENT
Email 1	Changing a car battery	"DIY steps to change your own car battery"	[links to 2 related blogs]	Instructional video
Email 2	Checking your oil			
Email 3	Tire treads			
Email 4	Various reasons for an engine light turning on			
Email 5	How to check your glove compartment air filter			
Email 6	How to add coolant			
Email 7	What do the icons mean in your dash?			
Email 8	Car lifetime and steps to maintaining			



## EXERCISE 2 (CONTINUED)

### Your Turn

	TOPICS	SUBJECT LINE	BLOGS TO LINK	OTHER CONTENT
Email 1				
Email 2				
Email 3				
Email 4				
Email 5				
Email 6				
Email 7				
Email 8				

After you've planned out your campaign, use a tool like Microsoft Word or Google Docs to draft out your campaign content.

TOPIC:

# SALES CAMPAIGNS



## EXERCISE 3

Pull out your completed workbook from our class, Content Marketing 101: The Basics, and flip to page 6 and exercise 4. Using your previously written subject lines, write the necessary content and schedule out your first sales campaign.

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TOPIC:

# NEWSLETTERS



## EXERCISE 4

Using your email solution (like MailChimp), create your newsletter template by looking through the tool's available template options. Keep the newsletter template simple with sections that can be easily updated each month with minimal work on your part.

Tips for newsletter sections:

- Include a section for "New Blogs" with a photo and short description for each new post
- Include a section for "Company Updates"
- Include a section for "Upcoming Events"
- For the main content of the newsletter, have fun with various topics that you can cover like employee spotlights, recent projects, holiday fun, etc.

TOPIC:

# EMAIL CAMPAIGNS AND THE CUSTOMER JOURNEY



## KEY TAKEAWAY:

Customer journey recap:

1. Discovery phase
2. Consideration phase
3. Conversion phase
4. Retention phase

**Lesson:** Email campaigns for the consideration phase



## EXERCISE 5

1. Create a testimonial nurture campaign that includes four emails.
2. Narrow your contact list to those individuals who are ready to transition from the consideration stage to the conversion stage and include them in your campaign audience.
3. Create your emails with customer testimonials. Try to include both written reviews and at least one video testimonial.
4. Schedule your testimonial campaign to send once a week for a month before you move the contacts into the sales funnel.

**Lesson:** Email campaigns for the conversion phase



## EXERCISE 6

After you complete Exercise 3 in this workbook, track how many leads you bring in from your first sales campaign. Don't worry if your first try isn't as successful as you want. You can keep making improvements until you generate high-quality leads.

**Lesson:** Email campaigns for the retention phase



## EXERCISE 7

Gather all the contact information for your previous customers and create a new audience in your email solution tool. Write out a four-week email campaign for referrals by offering your customers an incentive for referring their friends and family to your business.

*Example subject line: Did you love our services? Tell your friends and get a reward!*

TOPIC:

# INCORPORATING EMAIL MARKETING IN YOUR CONTENT STRATEGY



## KEY TAKEAWAY:

Remember: repurposing content can save time.



# LAWS AND REGULATIONS



## EXERCISE 8

Ask yourself the following questions:

1. Have I ever purchased a mass email list? ☐ **Yes** ☐ **No**
2. Have I ever copied and pasted email addresses from another company's list into my database? ☐ **Yes** ☐ **No**
3. Have I ever used false advertising to encourage visitors to leave their email address without receiving anything in return? ☐ **Yes** ☐ **No**

If you answered yes to any of the above questions, you could be at risk of damaging consequences from email service providers. Remember: permission is everything.

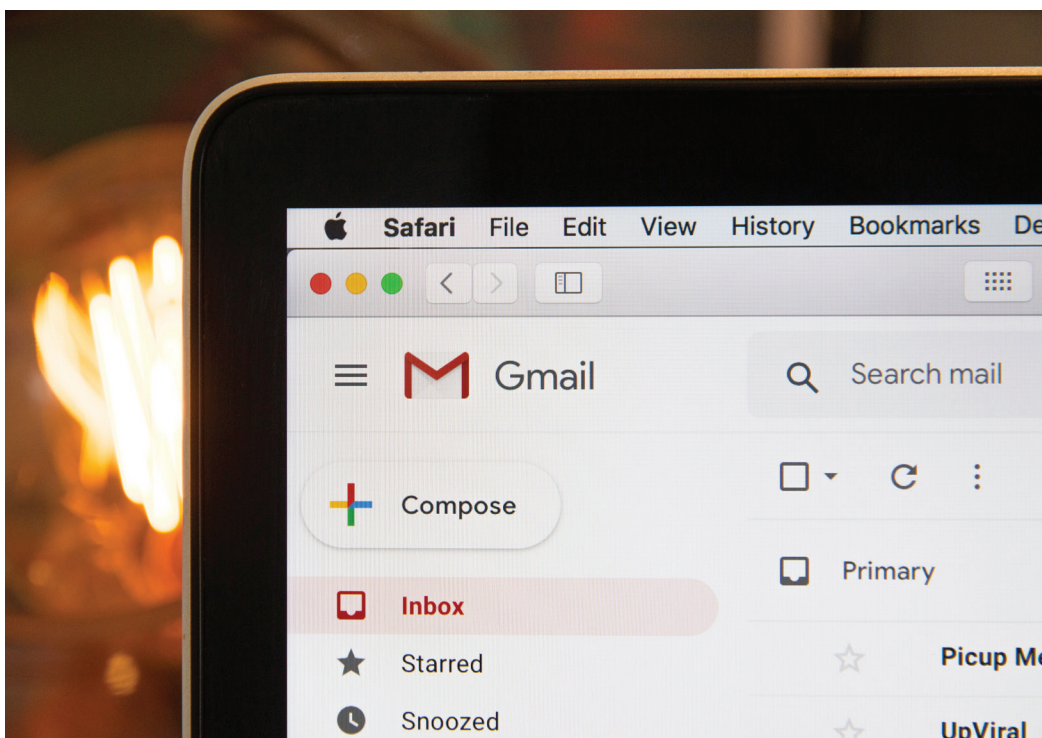
TOPIC:

# FREQUENCY OF EMAIL DELIVERABILITY



## KEY TAKEAWAY:

The safest email frequency is once a week.



# DATA ANALYSIS



## EXERCISE 9

After you complete Exercises 1, 2, 3 and 4 in this workbook, use the chart below to track your email data.

EMAIL	OPEN RATE	CLICK RATE	BOUNCE RATE	UNSUBSCRIBES
Ex. Nurture email 3	35%	1%	3	2
Welcome Drip Email				
Nurture Email 1				
Nurture Email 2				
Nurture Email 3				
Nurture Email 4				
Nurture Email 5				
Nurture Email 6				
Nurture Email 7				
Nurture Email 8				
Sales Email 1				
Sales Email 2				
Sales Email 3				
Sales Email 4				
Sales Email 5				
Newsletter 1				
Newsletter 2				
Newsletter 3				

TOPIC:

# EMAIL MARKETING SOLUTIONS THAT SAVE YOU TIME



## EXERCISE 10

Choose one of the tools we recommended in this topic and test a free trial to determine which will work best for your business.

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TOPIC:

# WRITING EMAIL CONTENT AND SUBJECT LINES



## KEY TAKEAWAYS:

### Subject lines

- Your subject line should state clearly what your content is about.
- Personalized subject lines with a first name are also very helpful.
- Email subject lines should reflect the stage of the customer journey that a contact is in.

### Email Content

- Images in email content bring the most engagement.
- Videos are also great pieces of content to include in an email.
- Start off your email with a catchy headline that teases out what the rest of the email is about.



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