

EMAIL FOLLOW UP
4 STEPS TO GENERATING UP TO
98% MORE SALES
FROM YOUR PROSPECTS

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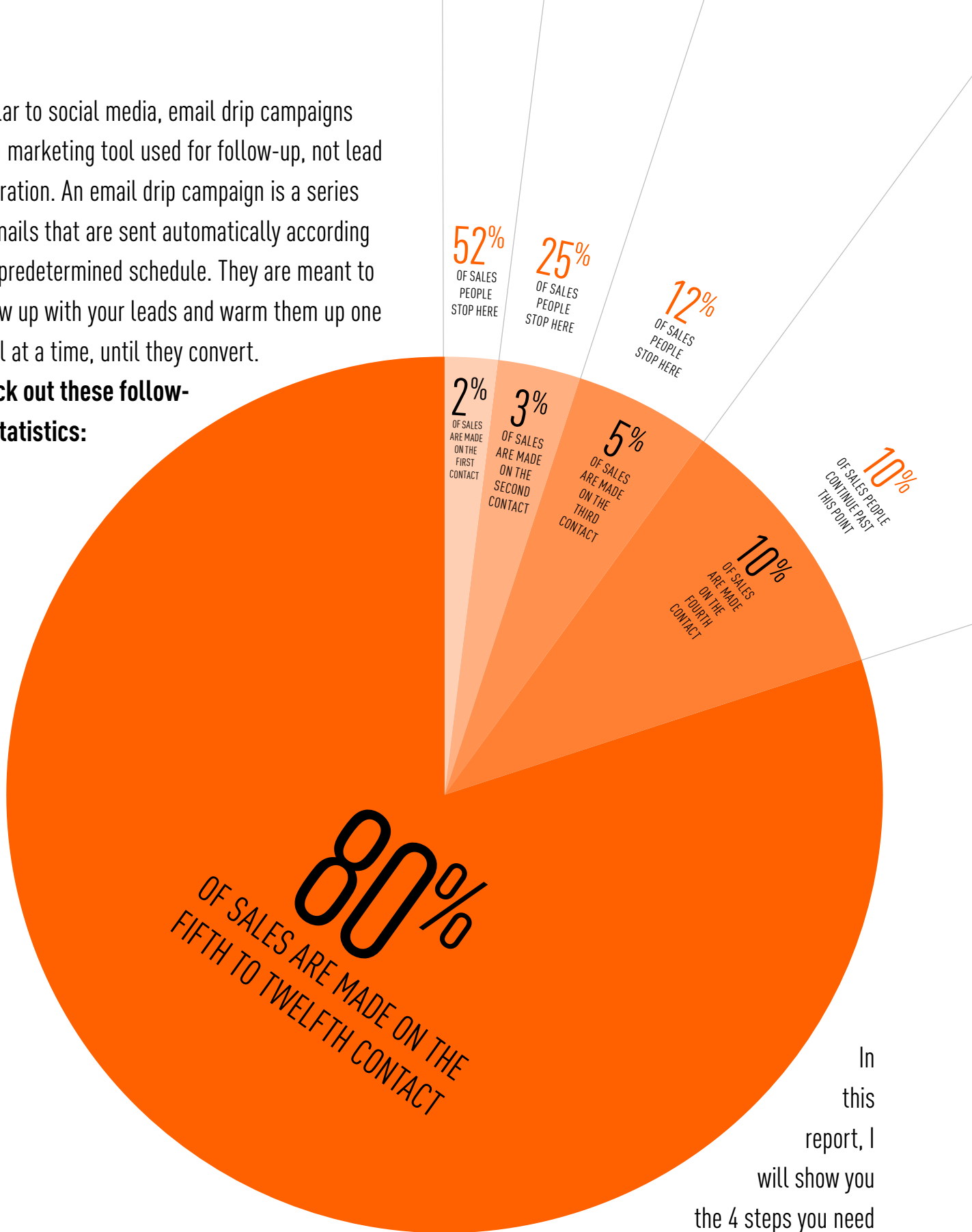
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Similar to social media, email drip campaigns are a marketing tool used for follow-up, not lead generation. An email drip campaign is a series of emails that are sent automatically according to a predetermined schedule. They are meant to follow up with your leads and warm them up one email at a time, until they convert.

Check out these follow-up statistics:



In this report, I will show you the 4 steps you need to take in order to use email drip campaigns to start converting more leads into customers for your company. Let's get to it...

Step 1: Choose an Email Software Program

The first thing you have to do, if you haven't already, is choose an email software program.

There are a bunch of them out there, but here are a few of the most popular:

- MailChimp
- Aweber
- Constant Contact
- iContact
- InfusionSoft

Each of these programs has its pros and cons, so you should investigate them yourself to see which works best for your needs. They are all capable of providing you with email drip campaigns.

A bonus feature that you may want to look into is auto-responding emails. Some email programs can send out emails based on certain triggers, like making a purchase, signing up for your blog subscription, requesting a quote, etc. You can then use this email drip campaign to take them from interested to sold, or to cross-sell other products. This feature isn't a necessity, but you should be aware of it, in case you feel it would help your business.

There are two things you should consider when you are choosing an email software program:

1. How much does it cost?

Some email programs are free up to a certain amount of subscribers, or have a free version that you can use, whereas others you will have to purchase. Depending on your situation, you may be able to spring for one of the premium paid services, or you could be just fine using the free program.

2. Is it user-friendly, or does it require some technical know-how?

If you are new to email drip campaigns, you may need a program that can walk you through the process to help you get started, whereas a more experienced user may want a program that has more advanced capabilities.

Step 2: Build Your Email List Database

In order to send an email drip campaign to your prospects, you need to have their email addresses. Seems like a no-brainer, right? As simple as this step seems, it is vitally important that you make building your email list a priority.

You should be collecting email addresses through each of the following methods:

1. Your Receptionist collecting email addresses from all callers
2. Contact Forms on your website and landing pages
3. An email subscription form on your blog

You need to move ALL of these prospects' email addresses into your email list database to be used for your email drip campaigns. You also need to continually add every new lead you get into the database to continually grow the reach of your email marketing.

Step 3: Choose an Email Drip Schedule

Now that you have an email program and addresses to send the emails to, it's time to get into the logistics of your email drip campaign. You may be thinking, "How many emails should I send in this campaign? How often should they be sent?"

We recommend you take a look at your company's average sales cycle. That's the amount of time on average it takes a customer to buy from you after they make their first inquiry. Then, try to figure out how many emails you want to send during that time period. For example, if your average sales cycle is 4-6 weeks then you may want to send one or two emails a week for 6 weeks. If your sales cycle is shorter, perhaps 5 days or less, you may want to send a daily email drip campaign. If your sales cycle is longer, say a year or more, you may want to send biweekly or monthly emails. It is also a reasonable practice to start out sending emails more frequently right after the initial inquiry. Then, you can slow down the frequency as the lead gets older and older.

Step 4: Choose the Right Content

This is the meat and potatoes of email marketing. What are you saying to prospects with these emails?

As I said in the introduction of this report, you aren't using these emails as an opportunity to advertise to your prospects. You are using them as an opportunity to educate prospects about your company in a personal way. The irony is by not focusing on selling to your prospects, you will make them want to buy from you. You have to approach it as purely building trust with the prospect. They have shown some level of interest in your company, either by filling out a form, calling in to your office, or even by making a previous purchase. You are now taking the opportunity to reconnect with them to turn their interest into a sale, by educating them more about your company, your products, your services, your industry, your reputation with your clients, etc. The most important aspect of email marketing content is to keep the tone of the email personal. If it reads like an advertisement, it will get marked SPAM faster than you can say, "There goes that lead."

Here are some examples of great email content:

- Customer Testimonials
- Description of a Product or Service's Benefits
- Facts or Background on Your Company

Let's break it down piece by piece...

The Subject Line:

This is SO crucial, because, for many email users, this is the only chance you get to convince the prospect to open your email. You need to grab their attention, and most importantly your tone needs to be personal and conversational. Subject lines that sound like an advertisement generally perform worse than a subject line that reads like a personal email. Using your subject line to promote a discount may not be the best way to grab someone's attention, because it seems too much like a sales pitch. A more personal statement of a great benefit your product gives prospects, or an engaging personal greeting will usually perform better.

64% of people say they open an email because of the subject line.

Discount terms in subject lines generally performed below average.

Personalized subject lines are 22.2% more likely to be opened.

The Message:

You need to tell them how you can help them, as quickly as humanly possible. The average person gets over 100 emails a day. They aren't going to read three paragraphs of copy. The solution is to use short blocks of text and bullet points that tell them something useful, or tell them a way you can make their lives better. Once again it also needs to sound personal and informal to keep their attention.

Let's look at an example...

This is what a message series for the email drip campaign of an after-school Martial Arts program could look like:

Week 1

This message introduces the prospect to the owners and staff of Martial Arts gym, and tells the prospect they offer after-school programs for both children and adults. That's it.

Week 2

This message goes into detail about the physical benefits of learning Martial Arts; the flexibility, balance, strength, agility, overall fitness and physical preparedness, etc.

Week 3

This message goes into detail about the non-physical benefits of learning Martial Arts; learning inner calmness, better focus and concentration, self-confidence, strong character, etc.

Week 4

In this message you show some reviews of your classes by former students, which tell prospects how your classes helped them reach their full potential as a healthy, well-balanced person inside and out.

Week 5

Use this message to tell prospects about your qualifications, which belts each of the members of your staff have achieved, as well as the amount of teaching and training experience you have.

Week 6

Finally, list out your class times and prices, stressing once more the benefits of their children or themselves reaching their full potential inside and out through Martial Arts.

It is a gradual process, that gives the prospect everything they need to know about why they should buy from you. You build your credibility and allow the prospect to develop more trust in your company with each email you send. At one point during the campaign, your prospect reads a piece of information that makes them want to call your office and becomes your customer. It is important to note that every email in the campaign should

include a call to action to draw a response from your recipients. Do you want them to sign up for something online? Call your office? Schedule an appointment? Whichever action you choose, be sure to call for that action at the end of each and every email. You can't assume your prospect knows what to do, if they read something they like in your email. You have to tell them exactly what you want them to do.

Now that you know how to use an email drip campaign to convert prospects into customers, it's time to get started...

Action Items:

- Research the different email software options to find the best fit for your company's needs.
- Transfer all your prospect email addresses into an email list to use with your drip campaigns. Keep up with building your list as new leads are acquired.
- Write out 3-5 subject lines for each email that are short, engaging, and personal. Then, choose the best one to use for the email.
- Use the example provided to plan out all 6 emails to make sure you are building a cohesive marketing message throughout the campaign. Then create short, engaging copy for each email to communicate that message efficiently and effectively.

If you need help creating your email drip funnel system, we can take care of it for you. Give us a call today! **1-800-628-1804**

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