



The Definitive Guide to Email Marketing:

HOW TO GENERATE THE HIGHEST ROI FROM DIGITAL MARKETING



 **NEAL SCHAFFER**

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EMAILS BY THE NUMBERS

Regardless Of Many Predictions That Email Would Disappear Someday, It Is Alive & Well

With the average consumer checking either work or personal email several times a day, it is one of the more reliable forms of communication. Furthermore, unlike the ringing telephone, emails can be answered at recipients' convenience.

It's probably no wonder, therefore, that email marketing is a massive driver of profit. However, this becomes even more apparent when you consider the following email marketing statistics:

First, **email marketers make \$40 in sales for each \$1 spent sending emails**. This is a lot of potential profit, even if you don't have an extensive email list. And it isn't likely that your marketing email lists will stay short for long because **77% of customers prefer email for permission-based marketing messages**. Considering how convenient it is for consumers to read email as time permits, this probably isn't surprising.

Of course, your email marketing program is highly scalable, even if your company or clientele jumps international borders. One reason for this is that **there are 3.9 billion daily email users**. This is a considerable percentage of the planet's adult population. Combined with the fact that there are **400 million more email users than social media users**, there's a lot of money to be made with email marketing.



Consider these additional statistics, & you'll see that email marketing is a no-brainer:

When you look at these numbers, one thing is clear: email marketing is a significant driver of revenue. Even large businesses get a substantial portion of their revenue from email marketing, but small businesses find it indispensable. One of the reasons for this, especially with small businesses, is the reasonable cost.

- ▶ Marketing studies indicate that over 70% of consumers prefer to communicate with businesses through email. Maybe this is one reason why a 2016 study found that 75% of companies feel email marketing has good to excellent ROI.
- ▶ In the B2C market, automated emails can have as high as 50% conversion rates. This translates into emails earning around \$38 in revenue for every dollar spent.
- ▶ Companies that use email marketing effectively can, on average, attribute 19% of their revenue to it.
- ▶ Small businesses are especially dependent on email marketing. In fact, 81% of them use email as their best way to get new customers, and 80% rely on it for customer retention.

WHAT IS EMAIL MARKETING?



If we are to understand the importance of email marketing, it's critical that we define this term. In a nutshell, email marketing uses legitimate emails for marketing purposes. These purposes can include everything from announcing a hot sale to keeping people updated on company news. At the heart of this approach is the email list; a list of email users interested in your company's products or services, along with their email addresses.

Armed with a suite of email marketing tools, marketers will carry out email marketing campaigns. These often include sending out promotions throughout the year, in whatever form those are supposed to take. Such promotions are intended

to stimulate buying through incentives. In addition, the [email marketing strategy](#) might include discussions about how a company is taking care of its employees. For instance, I know several retailers that informed their customers that store associates were being paid during the initial COVID-19 shutdown. These help to drum up business by demonstrating social responsibility.

Email marketing is one of the most popular—and effective—tools for marketing campaigns when you want to expand your brand or sell your products. We'll go through how email marketing - specifically, the use of promotional emails - may help you grow your business.

HOW DOES EMAIL MARKETING BENEFIT YOUR BUSINESS?

While other marketers are telling you you need to create Instagram Reels or spend hours a day on Clubhouse, I'm here to tell you that it pays to invest in getting your digital marketing house in order first. We need to invest in our own assets, and after your website, your email list is the 2nd most important digital asset you can build. Many other benefits of email marketing will convince you to take it more seriously.

Email marketing continues to be an effective marketing channel providing a high ROI. Email marketers generate \$40 in sales for each \$1 spent sending emails.



IT HAS AN EXCELLENT ROI

Sometimes, this value is realized through specific sales that wouldn't have happened without those emails. This [email marketing statistic](#) says it all: [Email marketers make \\$40 in sales for each \\$1 spent sending emails.](#)

IT HAS VERY FEW RESTRICTIONS

Have you ever thought about the fact that third parties have some degree of editorial control over most forms of advertising? Look at the Facebook rules, for instance, and you'll see a host of disallowed speech. At the same time, magazines, TV, and radio all reject ads that don't conform to their standards.

Email is different, though. There are very few restrictions with email, and you and the consumer primarily define it as acceptable content.

IT REACHES THE RIGHT PEOPLE AT THE RIGHT TIME

Reaping the benefits of email marketing requires a proper strategy. After all, there's more to email marketing than just cranking out words and phrases. Instead, everything needs to be done with specific goals in mind and an optimal time. Then, with the right planner, your emails can reach the right people at the right time in real-time.

GETTING STARTED: CHOOSE YOUR EMAIL MARKETING SOFTWARE CAREFULLY

Why is investing in the best email marketing software tool for your company important?

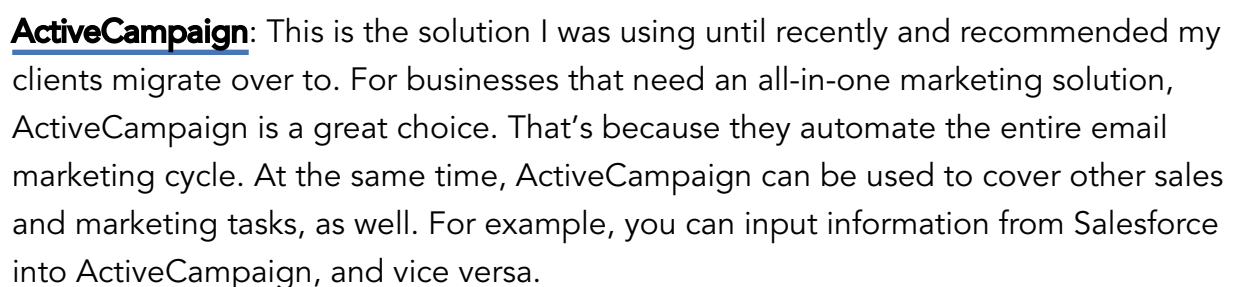
I always say that you need to meet the digital user where they are, which includes meeting them via social, search engines, or email. Therefore, your choice of email marketing tool is as essential as which social media marketing dashboard or SEO tool you decide to use.

Many companies and business owners are still invested in email marketing software tools that they might have invested in several years ago and feel stuck with. Unfortunately, this is hurting your marketing for a few reasons:

- ▶ You might be missing out on important additional functionality that other email marketing software solutions provide, especially in the areas of marketing automation, CRM, and even the ability to create landing pages and web forms.
- ▶ You might be spending too much, not just on your current tool but on your ability to discontinue other marketing tools as email marketing software becomes more robust with functionality.

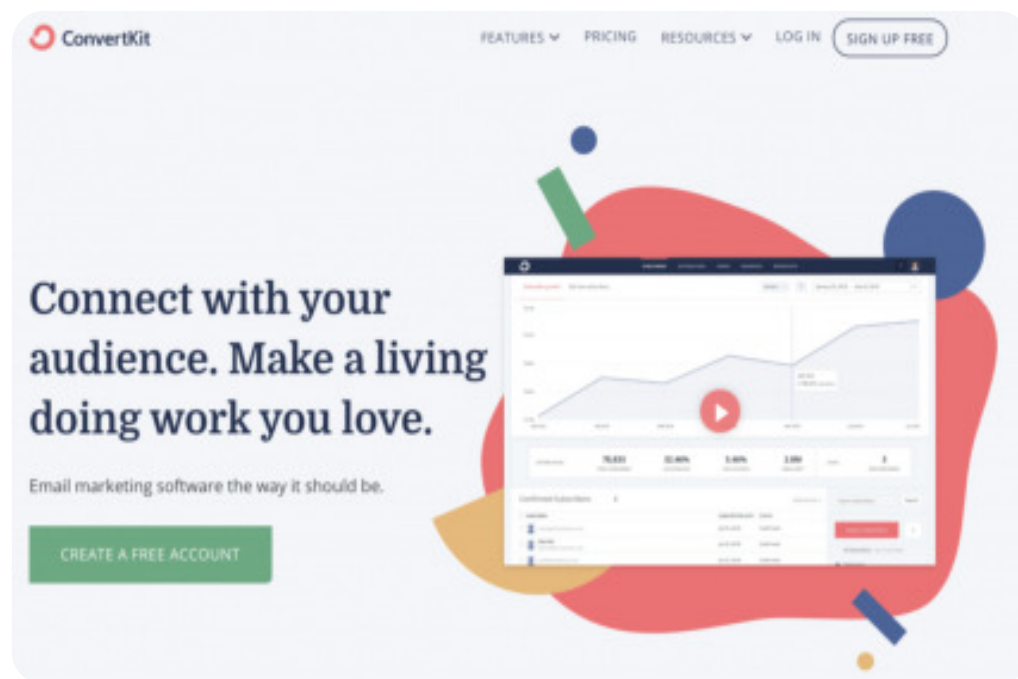
While a quarterly audit of social media tools isn't always necessary, doing a sanity check on your email marketing software solution every six months or even annually is a best practice. Regular audits ensure you don't miss out on innovations that you could leverage to maximize email marketing ROI, including doing an audit of your standard subject lines and the impact of your email's content.

ACTIVECAMPAIGN



CHECK OUT ACTIVECAMPAIGN HERE

CONVERTKIT



ConvertKit: ConvertKit is the email marketing service I moved to a few years ago when they were the new and shiny email marketing solution used by a lot of bloggers. Since then, they have only become more popular with bloggers due to their intuitive interface. Nevertheless, I migrated away from them because I didn't feel that they innovated their product fast enough for my email marketing strategy needs.

Fast forward to more recently, where, as mentioned in the pricing for ActiveCampaign above, their rates were competitive until you hit 10,000 subscribers. After hitting that and realizing that ConvertKit has innovated a great deal recently, I have moved back to ConvertKit. I haven't looked back, even recommending it to some of my clients as an alternative to ActiveCampaign's email designer based on their needs.

Simply put, if you are looking for an email marketing software tool that includes tagging and marketing automation to email client marketing campaigns, ConvertKit might be the best choice for you.

CHECK OUT CONVERTKIT HERE

HOW TO COMMUNICATE

The Different Types Of Email Communication Available To You (And The Benefits)

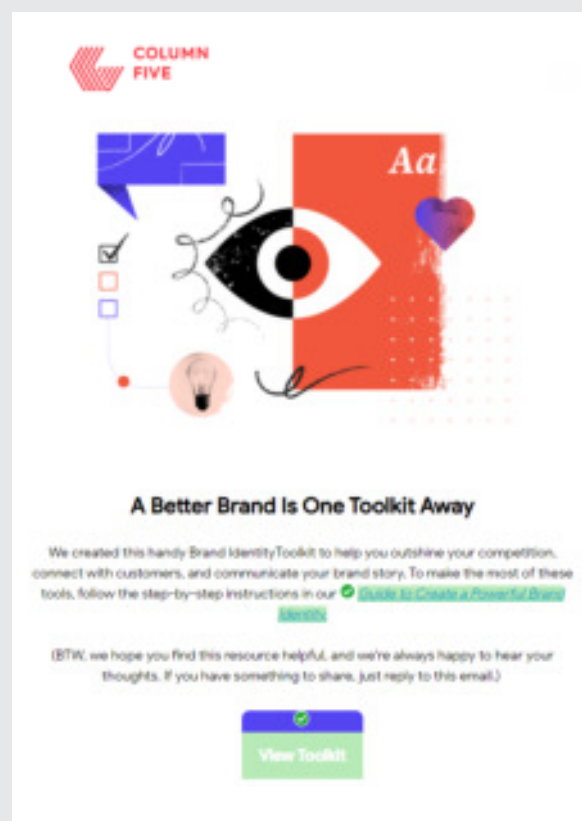
Far from being an obsolete way to sell goods and services, email marketing is stronger than ever. Many consumers love to get emails from their favorite brands. This is true, even if they are more interested in that brand professionally than as something they want to purchase. However, not every email marketing campaign is created equal. Instead, companies can use many types of email marketing depending on their needs.

The type of products, customer base, and whether or not a brand sells mainly to businesses play a role in determining which kinds of emails to send. Over time, the best way to optimize ROI is to know which types of email marketing are most appropriate for your company. Continual testing and optimization are the best ways of learning. Still, I'll cover what I've found to be the most successful campaigns.

AUTOMATED SEQUENCE EMAILS

Autoresponders are time-based emails set up at specific intervals, such as immediately after an opt-in or a specified length of time following a purchase or download. You create email sequences, which your email provider, plug-in, or program then sends out automatically. You can, of course, make changes to your sequences once they've been set up.

Companies who set up automated email sequences report improved conversions, increased revenue, and better acquisition of new consumers and retention of existing customers. That's because, when correctly set up, email sequences take care of a lot of the workload for you, allowing you to avoid losing consumers at critical stages while increasing conversion and sales chances.





PROMOTIONAL BROADCAST

Promotional emails are also one of the types of email marketing. With promotional emails, you can notify customers about the latest deal on your website. For instance, you might let people know about your plans for the next Black Friday sale.

Another type of promotional email is the product launch or update announcement. In this case, you can showcase the product and give some use cases. Alternatively, you can use promotional emails to enhance the results of other efforts. Suppose you're doing this at the same time as a [YouTube influencer campaign](#), for example. In that case, you could send out an email about the latest influencer tutorial.



REGULAR NEWSLETTERS

Similar to content announcements, newsletter emails keep people informed of what's happening at your company. Newsletters are one of the most popular types of email marketing with B2B brands and nonprofit organizations. Increasingly, it's also used by companies that hope to establish their social responsibility.

With that in mind, what should you share in newsletter emails? Most commonly, a combination of news and developments within their industry for most companies is shared in a newsletter. Blog content can be included, too, as well as anything you've curated that your audience might find helpful. Thought leadership material or the latest discussions within your industry are great examples. No matter what you put in your newsletters, though, the object is always to build some brand affinity.



One of the most important aspects of good email marketing and communications is segmentation. You may reach your target audience and aim for optimum marketing for your brand by sending the correct message to the right set of people at the right moment.

Segmentation allows you to manage your contacts more meaningfully, offering them the messages they want to hear and encouraging them to take the activities you enjoy. Make their experience unique, and they'll want to come back for more.

Do not be intimidated by the various ways to segment. It's easier than you think to implement an efficient segmentation strategy that incorporates a unique tags database.

Tags represent transient data that is easy to apply and remove. In contrast, custom fields represent permanent data that is more difficult to update. Consider tags to be like your clothes: you put them on and take them off daily. They indicate the most recent statuses and actions of contacts. Here are some handy types of tags to get you started if you're not sure where to begin.



PRODUCT/SERVICE TAGS

You can tag contacts depending on their purchasing habits, such as the most recent product they bought. Product tags are very important when selling many things because they allow you to send targeted emails to each product!



STATUS TAGS

Adding status tags is a terrific way to send tailored emails to contacts based on their engagement with your business. The state of a contact in terms of engagement, activity, and other behavior can be indicated via status tags. Using these tags, you may personalize your emails to contacts with varying levels of engagement and brand loyalty. Here are some status tag samples to get you started:

- ? Engaged
- ? Inactive for 30 days
- ? No purchase in 60 days
- ? Loyal customers



SIGN-UP SOURCE TAGS

Another technique to categorize your contacts is by using the form they used to subscribe to your email list. Source tags can help you visualize the whole journey of your contacts, including the kind of information they're interested in and the platforms they use to communicate with your company. Here are some typical subscribe / sign-up sources that you might want to consider for your company:

- ? Subscription Form
- ? Checkout on the website
- ? Shopping on Facebook
- ? eBook download



INTEREST TAGS

Using your contacts' likes and dislikes is one of the simplest methods to categorize them. Everyone likes to see stuff they enjoy, and tagging contacts based on their interests allows you to do so! Depending on the nature of your firm, you may have a variety of interests. Simply asking your subscribers what they're interested in is a clever method to find out!



ACTION TAGS

You can also categorize contacts based on what they do on your website or in your emails! Refund requests, new purchases, support tickets, clicks on CTAs, cart abandonment, and so on are examples of actions. In addition, contacts can be tagged based on their behaviors, which is a great way to learn more about them and send them emails they'll enjoy!

HOW TO BUILD YOUR LIST THROUGH LEAD MAGNETS

Lead magnets are a type of marketing tactic in which you provide an incentive in exchange for a website visitor's contact information. Lead magnets are long-form content pieces—e-books, white papers, templates, and so on—that provide value to the reader. By employing this strategy, you may acquire organic leads who are then moved to the second stage of your conversion journey.

Look no further if you're having trouble coming up with unique lead magnets to use on your website. Take a look at the following notable lead magnet examples that you may use right now. To impress your website visitors and develop your email list, use these in your own marketing.



Free Preview Sample

STATIC LEAD MAGNETS

Like e-books and guides, Static lead magnets are usually single-use pieces of content that answer a particular question. They are the most common and popular type of lead magnet and traditionally come in a PDF file. Try some of the static lead magnets below!

INFOGRAPHICS

Infographics are a simple and effective way to display and discuss data, statistics, and other information. They can be more engaging (and shareable) than written information, especially with attractive designs. As a result, in exchange for your prospects' contact information, provide them with a helpful infographic (one they can download and keep).



EBOOKS, WHITE PAPERS, OR RESEARCH REPORTS

Create downloadable PDFs containing more detailed or technical resources. These can range from the sector's current state to future trend predictions. You may even use your website, social media, or email blasts to entice prospects to move through your sales funnel to obtain these materials.

CASE STUDIES

Conduct research and summarize the findings (including obstacles and solutions) in a report, white paper, or even visual material (like a video or infographic). Case studies, when done correctly, may disclose a lot about your company and sector, revealing vital information that your prospects will want to learn more about.

DYNAMIC LEAD MAGNETS

Dynamic lead magnets are types of content that users can re-use or actively engage with, such as courses, worksheets, calendars, swipe files, and more. Steal some of the ideas below for yourself!

TOOL KITS

Tool kits are a little more difficult to create, but they make good lead magnets due to their abundance of use. With a toolkit, you might not need to start from scratch. You can incorporate current materials, blog pieces, and other information to round out your toolkit. One or two e-books and a worksheet, a video, or a checklist are great additions to tool kits.

EMAIL COURSE

Using email marketing in conjunction with your lead magnet is a terrific method to expand your subscriber base and get people to engage with your business. To deliver value over time, break down an e-learning course into smaller bits and send them out to your distribution list one by one for continued engagement.

FREE TEMPLATES

Free digital templates are trendy and generate a large number of leads. Make sure your template complements rather than replaces what you're offering. A free Facebook ad template or image generator for a Facebook profile page, for example, might be a good lead magnet if you offer social media consulting services.

HOW TO CREATE EFFECTIVE COMMUNICATION PATHWAYS



Any successful inbound marketing strategy must include good communication between you and the customer. In the email world, this is known as email

These email campaigns convert potential leads into sales. You can accomplish this through an educational, awareness, and relationship-building process. Nurture campaigns are all about creating relationships to secure a devoted audience. These emails are useful because they take users on a personalized journey. They'll get another email highlighting what they've done and offering guidance and support throughout their user journey, depending on how and when they connect with a brand.

TRANSACTIONAL SEQUENCES

If you sell anything directly to the end-user through your website, sending transactional emails is among the more effective types of email marketing. For example, sending order confirmations after a consumer checks out lets them know that you have the order and are processing it. These emails serve as both the invoice and receipt. Many people will print these out and add them to their credit card reconciliation file or place them in a special email box for the same purpose.

WELCOME SEQUENCES

One of the most effective types of email marketing is the welcome email. One of the reasons for this is their average open rate of 82%. This is 86% higher than what other email campaigns achieve and result in a 33% higher engagement rate with future emails. In a nutshell, we can see that gratitude is essential. People don't like forking over their email addresses and then being sent a bunch of emails without a "thank you."

Remember that welcome emails can be more than just "thanks for signing up." In many cases, welcome emails will include a discount code for company products. If that isn't appropriate for your company, a welcome email might include a different kind of sign-up incentives, such as a free report. Another reason for the popularity of welcome emails is that people sign up because they're interested in your brand. Capitalizing on this interest is a smart business move.

LEAD MAGNET SEQUENCES

These emails are sent to people after they've opted into a lead magnet offer to keep them engaged and guide them further through the buyer's journey. You're going to provide the magnet that initially pulled them in with your first email. They will receive an email with a link to the webinar or downloading their new PDF. Thank them for signing up with you and provide them with some further information on how to get the most out of their new prize.

Next, you'll want to follow up to gauge their experience with your lead magnet and to build a rapport. Consider what things you may offer to make your lead feel like a VIP. Do you have a Facebook support group they may join? Is there a separate PDF for morning mindset exercises?

Following these first initial follow-up emails, you can begin to share more about your business, build a community, and offer something new as a reward for sticking with you. Offerings can be a special discounted cost to join your high-end course, a trial of your flagship product, or an invitation to your next webinar. Whatever your offer, it should be a limited-time promotion offered just to your VIP list.



SOCIAL SCORING & ADVANCED AUTOMATIONS

Businesses may use social media scores to **assess their social media accounts' influence across different platforms**. The score is determined by various variables, including the number of friends you have and the quantity of material you have shared on your profiles.

The quantitative effect your social media accounts have over the accounts of other social media users is known as the social media score. Measuring your social media score using the following factors:

- ▶ **Number of followers or friends**
- ▶ **Amount of content published per day, week, month, or year.**
- ▶ **Number of comments made on your posts by other social media users**
- ▶ **Amount of contact between your social media account and the accounts of others.**
- ▶ **Number of comments you leave on other people's social posts**

You can improve the way your team nurtures and scores leads and ensure that all sales-ready leads are identified in a timely manner by tracking how people (both new visitors and existing leads) engage with your social media content.



Track which individual social media postings are generating engagement and conversions and how leads interact with your social media material throughout their purchase journey. A good email marketing sequence can use this information to construct workflow triggers and categorize leads into specific thematic buckets for lead nurturing.

Tracking engagement will give you a better understanding of how social media affects your pipeline. For example, studies have found that socially engaged leads convert at a rate 73% higher than leads who solely connect with emails. Furthermore, compared to non-socially involved leads, socially engaged leads earned greater revenue.

Creating a successful social media plan doesn't have to be complicated. Begin by identifying your most essential objectives and determining the best techniques for achieving them. You're already on your way to increasing your social media ROI by using social insights to understand more about your target audience and using performance data to enhance your techniques over time.

Creating a successful
social media plan
doesn't have to be
complicated.

OPTIMIZING YOUR EMAIL MARKETING THROUGH EMAIL MARKETING KPIs

One thing about marketing that will likely never change is its focus on numbers. In particular, the return on investment will always be at the top of our minds.

1

EMAIL METRICS: This category measures whether people are getting your brand message and how well they respond to it. You can also use these numbers to tweak your strategy.

- ▶ **Total Subscribers:** How many people are subscribed to your promotional emails or newsletter.
- ▶ **Subscriber Growth:** How rapidly are you adding subscribers to your list?
- ▶ **Unsubscribe Rate:** How often do people unsubscribe in terms of a percentage of subscribers? If it's running high, you'll need to know why.
- ▶ **Total Emails Sent:** Simply put, how many emails are you putting out per time period? This is each time you send an email to one address.
- ▶ **Open Rate:** What percentage of your emails are opened?
- ▶ **Clickthrough Rate:** How often do recipients click through your emails to a landing page?
- ▶ **Bounce Rate:** Percentage of emails that are "returned" or "rejected" by the receiving server. Bouncing is typically the result of an email address getting disconnected.
- ▶ **Reported as Spam Rate:** How often do users say that an email is spam. This is really bad for your ability to get an email into people's inboxes.
- ▶ **Deliverability:** The opposite of your bounce rate. In other words, the percentage of emails received by the target server.

2

CONTENT METRICS: This category looks at how well your content is doing overall. It's one thing to get an email delivered or even

- ▶ **Best/worst-performing campaigns/messages in terms of open rate and/or click-through rate:** In other words, what is your best pitch or your worst pitch?
- ▶ **Best/worst-performing sequences:** Here, you're looking at how well a series of emails works, especially in comparison with others in your library.
- ▶ **Best/worst-performing automation:** Which triggered emails are the outliers on performance. Is there room for improvement?

3

SUBSCRIBER METRICS: Here, there might be some opportunities to increase engagement. Likewise, a highly engaged subscriber might be a brand advocate or influencer that you can leverage for influencer marketing purposes.

- ▶ **Subscribers with top-scoring/activity:** These guys love your products and represent a relationship that needs to be nurtured. Be sure to analyze their demographics and market segments as much as possible.
- ▶ **Subscribers who have gone cold and need to be re-engaged:** People often forget about a brand when the latest thing comes along. Besides this, consumers find they need or want something less. Even if you sell things that many customers stop needing, you need to keep track of your subscriber engagement.

4

WEB ANALYTICS METRICS: Email marketing, when done right, has a significant effect on your website traffic. This includes people who click through and buy things and those who follow up in other ways.

- ▶ **Website Traffic Generated:** How many people visit your website in response to email campaigns, or what percentage of subscribers?
- ▶ **Leads Generated:** How effective is your email marketing at generating leads? Again, this is typically expressed as a raw number or percentage.
- ▶ **Conversions Generated:** How often do people buy something due to your email campaigns?

TOP TOOLS FOR EMAIL MARKETING

ConvertKit

ConvertKit is my current email marketing tool which I recommend to all of my clients. It has a very simple easy to use user interface, is quick in performance, and it includes most of the marketing automation and other advanced features that come with more expensive email marketing solutions. ConvertKit also includes solutions for landing pages, web popups, and accepting payments.

- ▶ [Visit ConvertKit](#)

MailerLite

For those of you who prefer a “no-frills” email provider, MailerLite is a great option with a limited-feature free plan for smaller lists. It also limits how many monthly emails you can send, which makes it great for freelancers. The paid version, while inexpensive, still supports a lot of robust features such as tagging, popups, and landing pages. I would recommend MailerLite to those that are considering MailChimp for its more advanced functionality, even for its free version.

- ▶ [Visit MailerLite](#)

ACTIVECAMPAIGN

For businesses that need an all-in-one marketing solution, ActiveCampaign is a great choice. That’s because they automate the entire email marketing cycle. ActiveCampaign’s strength is the inclusion of a robust CRM integrated with their solution, complete with social scoring. If you need a robust CRM with your email marketing – or want to integrate with Salesforce – ActiveCampaign is for you.

- ▶ [Visit ActiveCampaign](#)

HeySummit

If you’ve ever thought about doing a webinar, why not take it one step further and host your own virtual summit where you can invite speakers from your customers, partners, employees, or influencers to participate and help spread the word? Think it’s impossible to do it yourself? Think again: HeySummit is the leader in providing a technology platform that gives you all you need to host your own virtual summit, a powerful way to beef up your email list.

- ▶ [Visit HeySummit](#)

OptinMonster

For those who can afford to pay the monthly subscription, OptinMonster is the most advanced email marketing pop up opt-in tool. Not only do they help you build your email list legally (with opt-in help), but they also help with campaign design and collecting consumer information providing a variety of interactive ways to convert your website visitors into email subscribers.

- ▶ [Visit OptinMonster](#)

Demio

Demio is the easy way for marketing and customer-education teams to effectively scale their efforts through live video in less time than ever before. Demio is a smart webinar platform designed to enable users to engage, communicate, and build relationships with their prospects and customers. In terms of email marketing, webinars are a great way to build your list.

- ▶ [Visit Demio](#)

Lead Pages

If you'd like to lead readers to a dedicated landing page where they can focus on your offer, LeadPages is the tool you should be using. They have a comprehensive yet easy-to-use Website building feature that includes pages where potential customers can give you their email and opt-in to get marketing materials such as your lead magnets.

- ▶ [Visit LeadPages](#)

PhantomBuster

Need to get those sales leads...now? Phantom Buster is a content scraper that works with various online platforms, including LinkedIn. Yet, it does a lot more than scraping information. You can use it to engage with social media posts automatically, respond to messages, and accept connection requests, for instance.

- ▶ [Visit PhantomBuster](#)

MiloTree

These are GDPR compliant popups that collect customer information or direct them to our social media profiles, including Pinterest. Use them to get more social followers of all types. You can also use MiloTree to grow your email list by integrating with email clients. Check it out in action at my website <https://nealschaffer.com>.

- ▶ [Visit MiloTree](#)



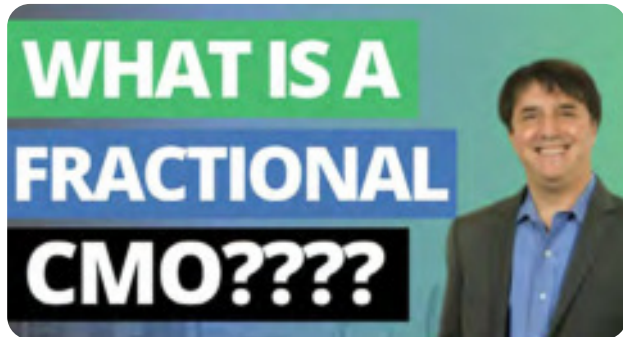
HI, I'M NEAL SCHAFFER

I spark business growth through my uniquely innovative, data-driven, and Digital First approach to marketing through providing Clarity, Strategy, and Results. I help businesses and professionals in a variety of ways, from

paid services such as my signature Fractional CMO service, Digital First mastermind, speaking, teaching (Rutgers Business School and the Irish Management Institute), and best-selling books (like *The Age of Influence* and *Maximize Your Social*) to free content such as my extensive blog, growing YouTube channel, as well as my *Your Digital Marketing Coach* podcast. Tap into my experience as a thought leader in the digital marketing industry to apply to your brand's specific situation to maximize your digital ROI.



Hire Me as a Fractional CMO



Tap into my experience as a thought leader in the digital marketing industry to apply to your brand's specific situation to maximize your ROI.

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