

No More E-Blasts: Reimagining Email for the Modern Subscriber

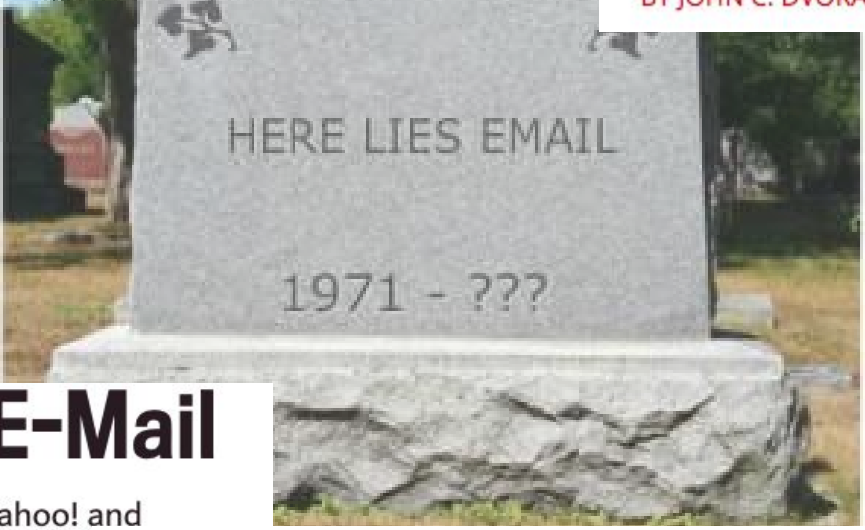
Presented by:
Monica Montesa
Content Marketing Specialist @ AWeber

Email Is Dead. What's Next?

er a year ago by BIG THINK EDITORS

Email Is Dead, Again

BY JOHN C. DVORAK JUNE 24, 2015 74 COMMENTS



The Death of E-Mail

Teenagers are abandoning their Yahoo! and Hotmail accounts. Do the rest of us have

By Chad Lorenz

Email is dead? The trouble with collaboration tech

Email isn't dead....

It simply evolved

Overview

- 3 email marketing myths
- Email evolved: Taking a H2H approach
- How to craft emails for the modern subscriber

3 Email marketing myths

1

Email is just another marketing channel

2

Email success is measured by how many
subscribers you have

3

Email is *all* about making the sale

The common thread
between all 3?

Email isn't focused on the subscribers receiving it...

It's time to bring a little *humanity* to your emails.

Personalized emails receive a

41%

higher unique click-through rates than emails that aren't

No more “e-blasts”

Email for the modern
subscriber

1. Focus on delivering value

Email is more than just an outlet for sharing company news. It can be used as a way to convey how important your business is to your audience.

74%

Of consumers prefer to receive brand communication via email

(Merkle Inc.)

Email content tactics: Broadcast Emails

One-time emails that are time sensitive

- Exclusive sales/discounts
 - Create a sense of urgency
 - Highlight benefits
- Upcoming promotions
- Newsletters
- Blog updates
- Announcements
- Customer/client spotlights
- User-generated content



*Here's this week's collection of **hand-picked** homestead tips, fresh from the barn, coop, garden, and kitchen of The Prairie Homestead.*

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Tip #1. Easy Pan-Fried Pork Chops

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Need ideas for supper tonight? This is my favorite way to make pork chops-- they are totally simple, perfectly seasoned and super tender. Yup, pretty much everything you could ever want from a pork chop----->

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[Easy Pan-Fried Pork Chop Recipe >>](#)

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Tip #2. DIY Pumpkin Pie Spice Recipe

I had a mini-heart attack the other day when I was smack-dab in the middle of making pumpkin bars and realized I was completely out of pumpkin pie spice... But thankfully, my DIY pumpkin pie spice trick saved the day. (And yes, I had to google my own blog to remember the recipe, ha!)

[DIY Pumpkin Pie Spice Recipe >>](#)

In action: The Prairie Homestead's Newsletter

Email content tactics: Autoresponders

Automated emails that provide evergreen content.

- Welcome series
 - Deliver an incentive
 - Introduce yourself
 - Provide contact information and social channels
- Educational course
 - About your business
 - Areas where you help clients
- Lead nurturing

Welcome to Your First 500 Subscribers Email Course

Inbox x



AWeber <help@aweber.com> [Unsubscribe](#)

to me ▾

Sep 28 ☆



Hi Monica,

Give yourself a pat on the back – by signing up for this email course, you’ve taken a big step toward growing your email list!

If you think 500 sounds like a lot of subscribers, you’re right. Growing your list to 500 engaged subscribers isn’t easy. It doesn’t happen overnight. But that’s OK.

Follow the steps in this course and you’ll grow your list organically. You’ll gain the right kind of subscribers: those who interact with your emails and become loyal customers. People who really want to hear from you.

In action: AWeber’s List Building Course

2. Aim for quality subscribers

Attract individuals who are more likely to be interested in your brand. Or, bring together the fans you already have.

Focus on the needs and interests of your subscribers. Think of the people behind the email address.

List building tactics: Set expectations

- Communicate the value of your emails and frequency in your sign up form
 - Highlight the benefits
- Include an engaging CTA
 - Avoid overused words and phrases like “Submit” or “Sign up”
- Offer an incentive to motivate them to subscribe, such as:
 - Checklist
 - eBook
 - Free consultation

List building tactics: Meet your audience

- Add a sign up form to highly visited pages on your website, such as:
 - Homepage
 - Blog pages
- Promote your email list or incentive on social channels
 - Tweet about your eBook or recent email send
- Invest in ads to drive traffic to your email list or incentives
 - Paid ads can be used to drive traffic to incentive landing pages
- Leverage offline opportunities, such as:
 - Conferences
 - Networking events

In action: NerdFitness

The image shows a screenshot of the NerdFitness website. At the top left is the NerdFitness logo, a red 'NF' inside a circle, with the text 'NERDFitness' and 'LEVEL UP YOUR LIFE' below it. At the top right is the text 'CREATE YOUR FREE CHARACTER' with a red 'NF' logo and a yellow arrow pointing right, followed by a row of eight colorful icons representing different fitness or lifestyle themes. Below the header is a dark grey navigation bar with the links 'BLOG', 'WELCOME HOME.', 'RESOURCES', and 'COURSES'. The main content area has a dark red background with a grid of small images. The central text reads: 'GET YOUR REBEL STARTER KIT AND JOIN A GROWING COMMUNITY OF OVER 299,000'. Below this is the text 'ENTER YOUR EMAIL AND UNLOCK:' followed by a bulleted list of benefits: '15 mistakes beginners make when trying to get healthy', 'Easy to follow guide to the most effective diet & why it works', and 'Help on how to complete your first workout today (no gym required!)'. At the bottom of the banner is a white input field labeled 'Enter Your Email' and a blue button with the text 'I'M IN!'. On the right side of the banner is a photo of a man in a white jacket pulling open a grey t-shirt with the NerdFitness logo on it.

NERDFitness
LEVEL UP YOUR LIFE

CREATE YOUR FREE
CHARACTER

BLOG WELCOME HOME. RESOURCES COURSES

**GET YOUR REBEL STARTER KIT AND
JOIN A GROWING COMMUNITY OF OVER
299,000**

ENTER YOUR EMAIL AND UNLOCK:

- 15 mistakes beginners make when trying to get healthy
- Easy to follow guide to the most effective diet & why it works
- Help on how to complete your first workout today (no gym required!)

Enter Your Email **I'M IN!**

The key to building trust and nurturing an engaged email list...

Communicate value and
deliver on your promise!

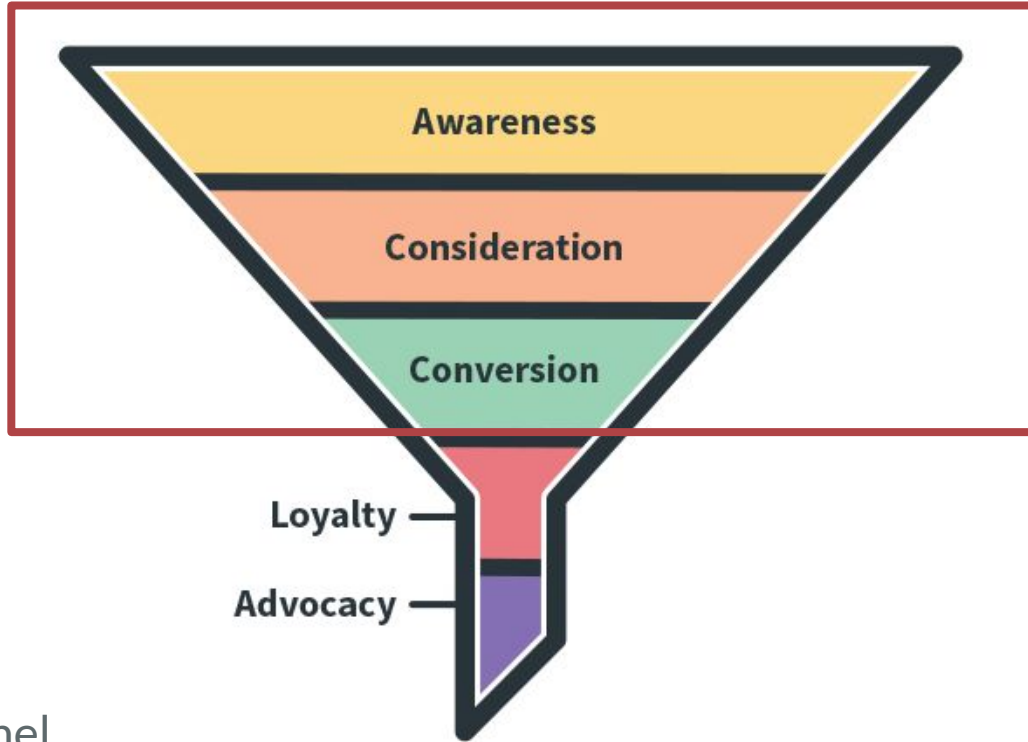
3. Balance value with self-promotion

The ROI of email is

4,300%

(Direct Marketing Association)

Before asking subscribers to commit,
give them time and resources to get to
know you.



The marketing funnel

Awareness

Goal: Acknowledge your audience's challenges

Achieve by: Providing helpful, educational content that is “solution-agnostic”



Sing Without Tension – 3 Easy Warmups

BY: FELICIA RICCI, OCTOBER 13, 2016

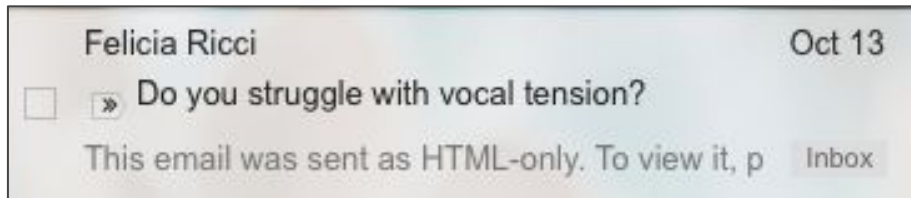
Vocal tension is the #1 culprit of strained singing, vocal fatigue, burnout, and vocal



Vocal Warmup to Open Your Voice (and Give Yourself Love!)

BY: FELICIA RICCI, SEPTEMBER 20, 2016

Singer's bud! Many of you have talked to me



BE MY EMAIL FRIEND

Get free singing tips & singer goodies, direct to your inbox.



In action: Felicia Ricci, Vocal Coach

Consideration

Goal: Introduce your product/service as a solution

Achieve by: Sharing specific information about your business. Bonus points for sending personalized content!

WANT TO LEARN HOW TO BELT SING, FOR FREE?

Discover the crazy simple, 3-step formula that will teach you how to belt like a pro. It's 100% free!

- Sing along with 40 minutes of video + 15 minutes of audio
- Learn the simple & foolproof science behind belting
- Eliminate your vocal break in the very first lesson

Your Name...

Your Email...

GET INSTANT ACCESS

In action: Felicia Ricci, Vocal Coach

video 1: let's get belting baby

Inbox x



Felicia Ricci fel@feliciaricci.com via aweber.o

12/15/15 ☆



🔒 to me ▾

Thanks so much for joining my Belting Crash Course! I'm doing a happy dance, which includes the worm, popping and locking, and several leaps.

These videos are fast, easy-to-follow, and cut to the chase. My goal is to help you break through walls, understand belting, and stop wasting time with teachers who don't know how to teach this method.

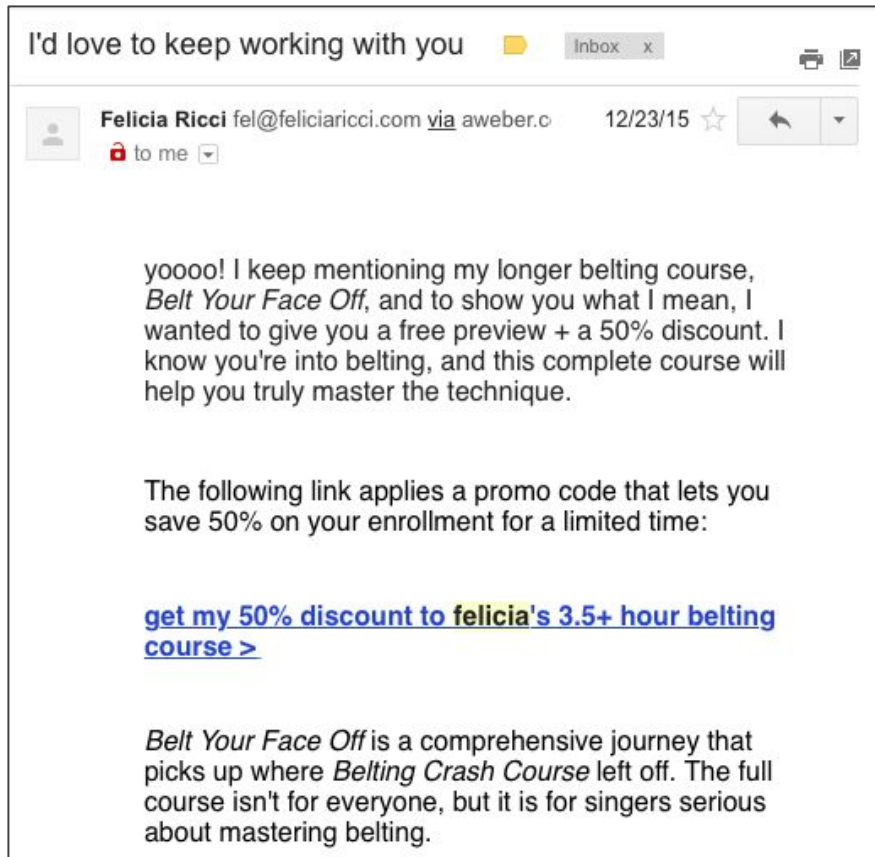
[get started with Lesson 1 on vocal mix >](#)

Keep an eye out for more emails from me this week, as Lessons 2 and 3 of the Belting Crash Course will be delivered directly to your inbox.

Conversion

Goal: Convince your audience to purchase or sign up for your service.

Achieve by: Sharing client testimonials, offer discounts/free consultation. Go for the sale!



In action: Felicia Ricci, Vocal Coach

When you do all of these
things...



Takeaways

1. Focus on delivering valuable content
 2. Aim for quality email subscribers
 3. Nurture subscriber relationships
-

Resources

What to Write in Your Emails Course

<http://bit.ly/2evXS1j>

Growing Your First 500 Subscribers Course

<http://bit.ly/2fLMqAI>

Q&A