Leverage the Power of Email Marketing for Your Business

Why Email Marketing?

Email marketing is one of the most effective way of converting your leads and retaining your current members. If done correctly, email marketing can help increase the revenue of your business by up to 20%.

Here's why you should invest your time and effort in email marketing:

Email marketing is cost effective

You can automate the process

You can measure results easily

It is easy to personalize your content

It reaches all devices, including mobile

It builds credibility and relationships

Learn how to leverage the power of email marketing in this ebook, designed specifically for member-based businesses and organizations.

Chapter I

Let's take a look at the types of emails you should be sending out

1.   Welcome Email

Send a welcome email within 24 hours to people who have subscribed to your email list. This can be as simple as a thank you. If these are leads, you could consider including a limited time free trial offer to encourage them to convert.

2.   Offer Email

An offer email contains a discount, deal or special coupon you send out to a select group of subscribers. It's a good idea to send one out every now and then to show appreciation and drive sales.

3.   Renewal Email

This email is especially important if you sell memberships or classes. Sending a simple renewal email to remind them that their membership is ending soon, is a good way to encourage repeat business.

4.   Announcement Email

Send an announcement email when you have a special event coming up or offering a new class. It's an easy way to inject some excitement and make your subscribers feel as if they are a part of your community.

5.   Milestone Email

Celebrate important milestones with your email list. An anniversary email to thank them for their loyalty to your business, or sending them birthday wishes is a good retention strategy for keeping your current customers.

6.   Request Email

Whether you run a martial arts school or a yoga studio, online testimonials are essential for most businesses nowadays. Sending a request email is one way to ask your customers to leave a review on a particular site or social channel.

7. Newsletter Email

Your newsletter can contain the latest articles from your blog or any important updates from your business. It's a good way to keep your current customer based engaged - provided that your content is important or helpful to them.

In the next chapter, we'll look at:

Now that you know the kinds of emails you should be sending, let's turn our attention to your email lists. According to Hubspot, an email list degrades by about 22.5% every year. This is because contacts change their addresses or opt-out of emails.

For a successful email marketing program, you need to constantly keep adding fresh leads to your list. In chapter 2, let's take a look at some tips and tactics on how you can quickly grow your email list.

Chapter 2

Some creative and simple ways to grow your email list

1. Run a Contest or Giveaway

Offering an incentive is a quick way to grow your list. Use your social media account to host a free giveaway or contest in exchange for contact information. The prize should be something relevant to your potential customers. For instance, a martial arts business could give away a free class or gear, such as MMA gloves.

2. Create a Blog Subscription

If you don't blog, you should start! Not only is it a great way to increase your ranking on search engines, but you can create lead capture forms to collect blog subscribers. End your blog posts with a call-to-action to sign up for your email updates.

3. Add a Scroll Box On Your Website

Add a scroll-box or pop-up on your website and trigger it to show up after new visitors on your website have scrolled down a certain length of the page. The box should have a call-to-action encouraging them to sign up for your email list. You can use services such as Hubspot or OptinMonster to generate these pop-ups yourself.

4. Experiment with Facebook Ads

Facebook ads are a good way to reach new audiences by targeting people who are similar to your existing customers. You can upload your existing email list to generate a look-alike audience on Facebook and create an ad for them that encourages them to sign up for your list. You could also try Facebook lead generation ads.

6.   Use QR Codes for Print Material

Add a QR code to any print signage in your school and printed marketing materials. The QR code should allow people to opt-in to your email list by simply scanning it with their phones. There are a number of QR code generators online that will help you with this.

In the next chapter, we'll look at:

The next step is to know how to optimize your email marketing campaigns and improve ROI (return on investment). If you're ready to get more out of your email marketing campaigns, check out the tips in Chapter 3 that could drastically improve your email results.

Chapter 3

Ready to get more out of your email campaigns?

1. Segment Your List

Dividing your email list into segments lets you send more targeted emails, which will improve your email marketing results. According to a study by Campaign Monitor, segmented email campaigns can drive a 760% increase in revenue. You can segment your list in a number of ways: demographics, purchase history, email behavior and their status (current student, lead, former student). Collect this information from your email list by asking for preferences in your welcome email or have subscribers complete a user profile.

2. Engaging Subject Lines

Your email subject line determines whether people open or email or not. They should aim to evoke emotion - curiosity, wonder or a fear of missing out. The best subject lines are concise (between 3-5 words), use strong verbs and give an idea of what is inside the email. You can also try using emojis in your subject lines to make them stand out.

3. Personalize Your Emails

According to research by Campaign Monitor, personalization can increase open increase clicks in an email by 14%, open rates by 26% and conversions by 10%. Personalization can be as simple as including the first name in your email and subject line. Or take it to the next level by setting up automated emails, based on people's behavior.

4. Avoid Spam Filters

To improve your email campaigns, you should also ensure that your emails are actually reaching people's inboxes and not being trapped by junk or spam filters. Try to avoid using phrases like these in your subject lines:

Great Offer. Special Promotion. Time Limited. Take Action Now. Get Started Now. Call Now. Act Now! For You. Free Membership. Free Gift. Discount. Guarantee. Deal. Sign Up Free.
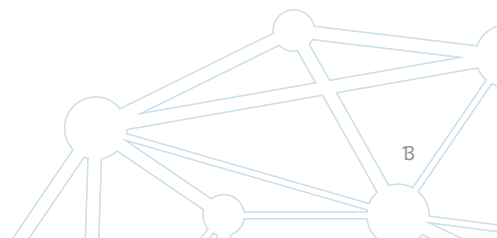
5. Test Send Times

Research shows that there are optimal times to send your emails to ensure they get opened and clicked. Generally speaking, the best time to send an email is said to be between 10 am and 11 am. Tuesday is the best day for high open rates and clicks. Monday and Sunday are the best for high transactions. There is no one-size-fits all answer, as it is different for every industry so take this as a starting point and track your email performance until you find the optimal time.

6. Clear Call-to-Action

To get the desired action from your emails, whether that's visiting your website or signing up for a class, you need to state it clearly. Include call-to-actions in your email, whether that's a button or a text link in a prominent spot above the fold. Use action verbs such as *Contact Us, Subscribe Now, Enter Now, Register Now* to get the message across clearly.

7. Optimize For Mobile

More than half the emails sent are open on mobile phones nowadays. This means your emails need to look good on mobile devices and tablets as well as desktop screens. Go for a single-column email template design that will work well with vertical scrolling on a mobile device. Use big images and bold headlines and ensure there is plenty of white space. You should also make sure that your CTA buttons are large enough to be tapped on mobile.

In the next chapter, we'll look at:

Now it's time to dive into email automation. You probably are aware of the benefits of email automation - it saves time, allows for targeted emails and can reduce your marketing overhead. But did you also know that over 75% of email revenue is generated by triggered, personalized campaigns rather than one-size-fits-all campaigns according to DMA. It is also an effective way to reduce churn and keep your current students happy!
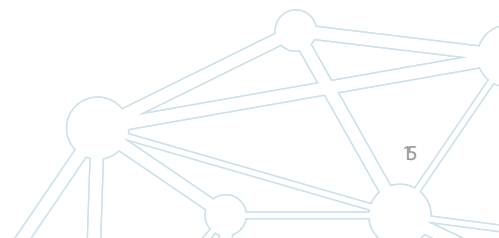
Chapter 4

How to get started with email automation
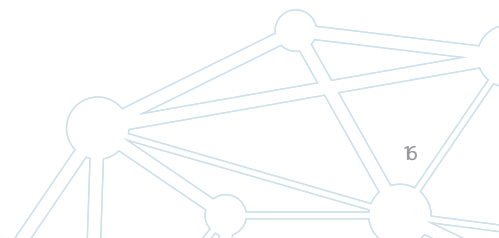
1. Segment Your List

Here's how you should segment your list, according to best practices.

Create a new subscriber list - where you'll send a series of welcome emails

Segment your customers based on levels of engagement (email opens, clicks, and conversion) - highly engaged customers can be sent more promotional emails, while disengaged customers can be added to re-engagement campaigns.

Note the interests and preferences of your customers based on their website activity, online behavior and purchase history and use this information when creating promotions for them

You can also create a segment for former customers, who you can add to a win-back email campaign

2. Decide Your Triggers

Triggers are the conditions that will kick off an automated email to send. These are a set of rules that will be defined by you and follow if-then logic. Here are some you could set up:

When someone subscribes to receive email notifications on your blog or website - send them a welcome email

Each time a customer books a class online or signs up - send a confirmation message

When your customers' membership purchase is expiring - trigger a membership renewal reminder

When contacts visit a certain page often - consider emailing them an offer as frequent visits could indicate greater intent to sign up

3.   Create Email Workflows

Automated workflows are a series of emails that go out once they are triggered. Workflows can contain anywhere between 2 to 7 emails. Here are some workflows you could set up with your email software:

Welcome workflow - welcome your new subscribers and leads

Lead nurture workflows - encourage leads to sign up for classes by offering free trials

Post-purchase workflow - ask for feedback, referrals, and reviews after their first few classes

Loyalty program workflow - if you have a loyalty or VIP program, create a workflow that offers rewards and privileges

Cart abandonment workflow - this only works if you either have an online store or sell memberships online. Send a series of reminder emails when people abandon their shopping cart items

4.   Track Your Results

Once you have the first 3 steps all setup and running, it's time to track your results. This allows you to test and improve your email workflows until you start getting the results you want. Keep track of the following metrics:

Open rates - percentage of the total number of subscribers who opened an email

Click through rates - the percentage of people who clicked one link in your email

Lead conversion rate - percentage of leads acquired in relationship to total website visitors

Cost per lead - how well is your marketing automation performing? Divide your total marketing spend by your total new leads

Customer retention rate - the percentage of customers who renew their memberships or sign up for more classes

Ready to Leverage the Power of Email?

There are countless benefits of email marketing for businesses - especially since it is incredibly cost-effective. You can grow your business and solidify your brand without breaking the bank.

If you're not leveraging the power of email marketing, but would like to start, sign up for our Mr. Marketer service - which gives you access to ready-to-launch email campaigns for lead nuturing and retention.   The comprehensive digital marketing toolkit does the heavy lifting for you so you can spend more time connecting with your members.

About PerfectMind:

Originally designed by a martial artist for martial arts schools, PerfectMind is a leading [member management and marketing automation](#) solution. Our all-in-one software helps you manage all aspects of your business, from billing and payments, attendance tracking, staff and membership management, marketing automation, reporting and much more. By streamlining your business operations and automating reoccurring tasks, you can spend less time behind a desk and more time on what matters: your students.

PerfectMind®

To learn more about how PerfectMind can help you visit www.perfectmind.com or simply give us a call 1-877-737-8030.

Connect with us: