EVERGREEN EMAIL MARKETING

BUILD PROFITABLE LIST WITH THESE MODERN E-MAIL MARKETING AND SEGMENTATION TECHNIQUES

Cheat Sheet

Step 1: Finding WHO to market to

Find niches:

(FILTER your niche ideas using process below – start with long list, end up with very short list)

* You are personally passionate about

* Existing demand (load keywords/topics into **Google Keyword Planner Tool** to determine volume)

* Determine advertiser/commercial value of related keywords using **Google Keyword Planner Tool**

* Find competition level by entering niche keywords into **Google Search**

* Determine if niche is GROWING, SHRINKING, or STABILIZED by entering kws into **Google Trends**

Find where your audience is CURRENTLY hanging out online

* forums?

* facebook groups?

* Twitter hashtags?

* Instagram hashtags?

* Google + communities?

* Subreddits?

Visit these places and explore how your audience members

* talk about their niche problems

* current solutions being offered

Find existing competitors and reverse engineer them

Run search of all your niche keywords and find

* information sites with mailing lists

* any other competitor urrently reaching this audience

Visit their sites

Sign up to their lists

Read their updates

Make a giant list of competitors

Compile the following information after doing the above:

* The 'industry standard':

1) squeeze page layout

2) sales funnel layout

3) list recruitment method

4) updates

5) product upsells

Step 2: Find the Right Email Marketing Platform

- Common Features

* automated signup/unsubscribe

* list backup (downloadable database of emails)

* pre-scheduled email submissions

* open tracking

* link click tracking

* individualized tracking

* list stat summaries

- Key providers

* Aweber / Getresponse / Constant Contact – charge based on list size

* MailChimp – charge based on email sends

- Just How Useful are Platforms' ready-made Email
Templates? * Aweber: Not very
* Getresponse: Quite good
* The bottom line: It depends on your needs
* There ARE alternatives: leadpages

SHORTCUT: Just use the same provider as your competitors

Step 3: Decide on your list INCENTIVE

- Incentive: freebie / value-add that gets people to join your list / digital 'bribe'

- Start with your INDUSTRY STANDARD INCENTIVE: but try to OUTDO it : come up with something better or has perception of greater value

- Avoid this problem: People joining for the FREEBIE not your list's content
* Nip this in the bud by SELLING the VALUE Of your list as well – in addition to the FREEBIE in your squeeze page
* Prevents people from being 'surprised' by your email updates after they have downloaded your INCENTIVE

SHORTCUT: Use the most common incentive used by your competitors

Step 4: Create and Feature Topnotch List incentives

- Reverse engineer your competitors' incentives
* Pick the industry standard incentive type BUT...
* Create something better

- How to produce a better incentive?

* Complete

* Longer

* More engaging

* Better production values

- Reverse engineer your competitors' squeeze pages

- Blow them out of the water with:

* better design

* better focus on your incentive

* clearer value proposition

- Make sure to do this:

* Emphasize the value of the updates of your list

- Create a TWO STEP list recruitment setup

* instead of just 'enter your email here' - the visitor is asked to CLICK a button to get to the form

* this FILTERS out curiosity seekers: more motivated people because 1) they read an ad or text that spells out the Opportunity and benefit 2) they click to get the squeeze page form – which then talks about the benefits in more detail

* MODERN EMAIL MARKETING: 2 step email recruitment means PEOPLE ASK to opt in after becoming AWARE of incentives - instead of going to a page filled with forms – less intimidating, they feel they call the shots.

* KEY: 2 step emails also allow you to offer different INCENTIVES at different parts of your BLOG page to get people to DIFFERENT LISTS (see segmentation)

SHORTCUT: Improve the SAME INCENTIVE used by most of your competitors / Improve on their squeeze page

Step 5: Decide between updates versus pre-scheduled emails

Step 6: Optimize your list by Targeting your Traffic Source

SHORTCUT 1: Finetune your squeeze page using FREE traffic

SHORTCUT 2: Use different squeeze page designs to fit your traffic sources

SHORTCUT 3: Apply tweaks that produced IMPROVEMENTS to other lists or updates

Step 7: Optimize your squeeze page sign up rate

- Ask your list members for improvement

ideas * Do direct outreach

* Ask for suggestions

* Offer incentives for feedback but be careful.... (warning: some people might give

you sloppy or even fake info just to get incentives)

* What should you ask feedback for? : squeeze page / updates

- Actions speak louder than words

* Change elements one at a time and check actual statistics (make variations / test with

traffic / pick winner / make variations / test until no further improvement possible > move

to next element)

* Statistical actions speak louder than words

SHORTCUT: Finetune your squeeze page ELEMENT by ELEMENT

Step 8: Identify your list segmentation strategy

What is segmentation?

- Separating your email subscribers into different sub-lists based on their

interests / preferences

How to segment

- You CAN Segment your list members' emails using the following criteria

* location (send only updates related to a specific region to people who LIVE in that region)

* activity level (frequent openers vs less frequent openers) – ask them to sign up for another list in exchange for a reward

* lack of activity (people signed for AR series but haven't opened after X emails) – system sends a 'reminder' email

* Send different updates based on INCENTIVE downloaded by list member

* Separate INFO list members from BUYERS by sending $1 info product offers – send different updates to the 2 lists – Info = get them to buy $1 products / buyers' list = more in depth solutions = get them to buy higher priced products / services

* Segment your list based on MOBILE versus DESKTOP – different appearances/size - Make your SQUEEZE PAGE mobile-ready – OPTIMIZE for both environments.

Step 9: Optimize your segmentation strategy

- Pay attention to your results
- Run small experiments
- Identify and scale up segmentation alternatives that produce better results