

Using Automated Email Marketing Sequences

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Description

Looking for a way to engage and nurture your audience?

Consider email marketing automation. Creating workflows that automatically send emails to your subscribers at specific points is not only easy but extremely effective.

In this presentation, we'll discuss three types of email automations that your business can use today as well as the specifics of implementing each.

Before we begin...

You're collecting email addresses

People want to sign up for your list

You are emailing people

What's an email automation?

A sequence of emails

Sent based on a trigger

- Joining a list or group (subscribing)
- Time passing
- Tagged or segmented
- Others

Once you create an automation, it runs automatically 🔄

Why use email automation?

Setting up an automation saves you time

Almost everyone uses email

Automated emails get MUCH higher click rates than broadcast emails

Why? Because you're catching people at the right time

Stats from Emma on [email marketing](#) and [automation](#)

Three types of email automations

Welcome email

Automated sequence to educate (ends with a call to action)

A date-based follow up

Email marketing platforms

[MailerLite](#)

[ActiveCampaign](#)

14 day free trial, starting at \$9/month

[ConvertKit](#)

14 day free trial, starting at \$29/month

Considerations

Write the emails

Write your emails first — body and subject

Google Docs, Dropbox Paper, etc.

Then create your automation

Tips for subject lines from [HubSpot](#), [OptInMonster](#), [Campaign Monitor](#) and the [Online Marketing Made Easy](#) podcast

Forms

Need a way for people to get on the list

Sign-up form on website

Landing page

Joins the list/group

Email specifics

Design — text vs. designed

Personalize

Time between email sends

Welcome email

What's a welcome email?

An email that's sent as soon as someone joins your list

Levels of engagement are highest (opens and click throughs)

People want to hear from you right away

Super easy + biggest bang for your buck

Stats from [Campaign Monitor](#)

What should your welcome email say?

Thanks!

The offer if you've promised something (discount code, freebie)

When they'll hear from you next

What they should do in the meantime (follow on social, read more)

Engage further with a question

Automated sequences

What's an automated sequence?

A series of emails that drip content over time

Designed to nurture your audience

Goal is to get to know, like and trust you

What value can you offer?

All the pieces

Landing page with opt-in form — describe what you'll give and entice them to sign up

Thank you page

Series of emails

Automated sequence specifics

Less structured than the welcome email

Number of emails

Time between emails

What are you giving the reader?

What do you want the reader to do?

Consider an upsell

Examples

[Grow your business with a lead generation system](#)

[Kick start your email list with a free course](#)

[Free audio course on marketing with clarity and confidence](#)

Find others and subscribe for ideas

Follow up email

What's a follow up email?

After a certain amount of time

After someone makes a purchase

After signing on as a client

Triggered emails have higher click-through rates than routine newsletters

Stats from [Moosend](#)

What should your follow up email say?

Checking in

What should they have done, if anything?

What do you want them to do now?

Implementations

Process

Create a list/group

Create a new automation

Define the trigger

Build an email

Layout, from/to, subject, body

Add time

Add additional emails

Turn the automation on

MailerLite

[Automation overview](#)

[Creating an automated sequence](#)

Welcome

Automation

Follow up

ActiveCampaign

[Create a welcome email automation](#)

[3 steps to building your first automation](#)

Welcome

Automation

Follow up

ConvertKit

[How to set up a welcome series](#)

ConvertKit uses the term Sequences

Automation is another feature for an entire marketing workflow

Welcome

Automation

Follow up

Additional information

Conditional actions

Take your automation further

Send different emails if

- An email was opened

- A link was clicked

- A reply was received

Integration with Zapier

From Eventbrite, PayPal, Stripe, Teachable, Shopify, etc.

To your email marketing platform

[MailerLite integrations](#)

[ActiveCampaign integrations](#)

[ConvertKit integrations](#)

Let's talk

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Find the slides and recording at renemzw.com/prodsummit