

E-mail Marketing

The Small Business Beginner's Edition

by Jessie Spielvogel, Split Aces Media

Hi!

Jessie, here, from Split Aces Media! Congratulations on taking step one toward reaching your customers and clients on a whoooooole new level! Once you get the ball rolling with your new email campaigns, your customers are going to appreciate you even more than they already do - especially because this guide is going to teach you how to do it the RIGHT way... without scaring folks off right from the beginning.

One of the most important assets to your online presence is your email list. Utilizing email marketing can help you in multiple ways... most of which are obvious, but others may not be as transparent. This guide will uncover some of the most important benefits of utilizing an email marketing plan, and will be a step-by-step resource for setting up your first email marketing strategy!

If you have any questions along the way, you can always contact me through my website at www.splitacesmedia.com/contact, and I'm happy to assist in any way that I can. Let's get you started, shall we?

How can collecting emails help your business?

If someone willingly opts in to receive emails from your company, that's a HUGE deal. Think about how many times you want to throw something at your computer when you receive an unsolicited email from some random company. It is enough to scare anyone away from EVER giving out their email address again. So, if someone is willingly giving it up, that's a big deal. This person is obviously open to being a loyal customer, and that alone is pretty powerful!

Keeping a constant flow of communication between your company and the customer is important. It shows that you not only care about and believe in your own company, but that you care about your customer and keeping them in the loop with updates. More importantly, you're keeping them in the loop with updates that are important to THEM. When used correctly, your email marketing campaigns will be highly anticipated, not just another piece of salesy fluff flowing through the inbox.

How can collecting emails help your business?

Sales, sales, sales! Email marketing gives you the chance to offer special discounts and offers to your email list only. "Exclusive" content like this is brilliant. I am STOKED when I get an "exclusive" email offer from companies or bloggers that I subscribe to. Sure, they are mass mailings, but still... it makes me feel like a VIP. When you offer your customers discounts, this increases your chances for sales. Also, these emails get forwarded along to friends and family, thus increasing your exposure even further into the online community.

However, don't ooonnllly send them discounts and offers! Make sure to send them some general conversational pieces as well, so they know you really care about their needs, and that you aren't just in it to make another buck.

You can utilize your email list to find out what your customers want more of. Ask them questions! Find out, from the source, how you can better serve your customers' needs... after all, your business continues to exist because of them, right? So keep 'em smiling!



Getting Started

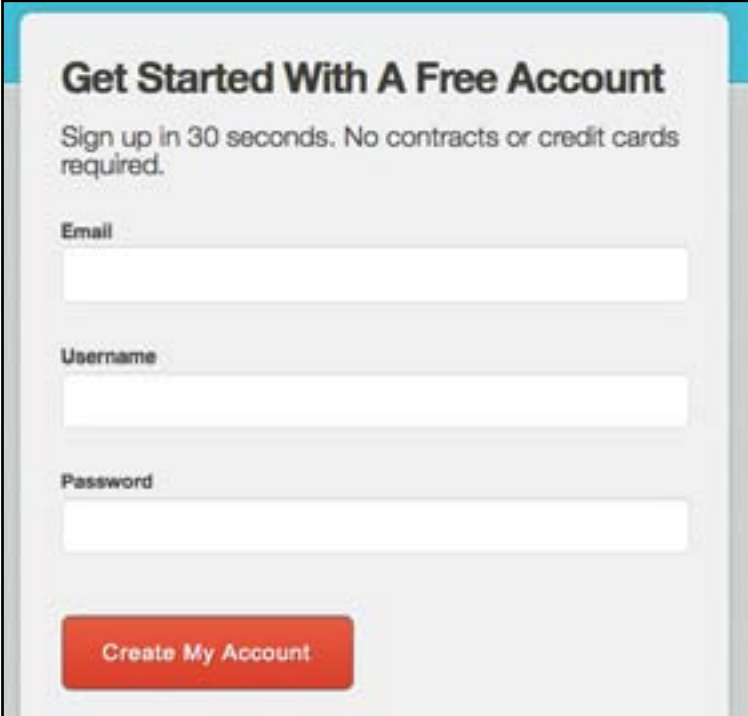
Now, let's get you set up with your new email marketing host, MailChimp, and then I'll explain the best practices for getting the most out of your mailing list!



1. Go to [MailChimp.com](https://mailchimp.com), say hello to the giant Mailman Monkey, and click the button that says, "Sign up for free."
2. Enter your email, username, and password. Remember what you choose, because having to go through that whole "I forgot my password" process is potentially the most obnoxious task on the planet. Click "Get started."
3. It's going to ask you to activate your account. Within a few seconds, you should receive an email from the kind chimps over at MailChimp requesting that you verify your account. Click the link in the email, and it will redirect you back to your account.
4. Now it wants you to confirm that you're a human! Do as the monkey says, and confirm your sign up.

Getting Started

5. Log in!
6. Now it will ask you to set up your personal settings. Here you will fill out your name, address, company information, time zone, etc. *All of this is mandatory on mass emails due to “international spam law.” If you want more information on that, it’s on this page. But, just know that you can’t send out emails like this without it. So again, do as the monkey says.*
7. There’s a checkbox at the bottom where you can opt in to receive tips and tricks to get the most out of your email marketing campaigns, and I surprisingly got a lot out of these emails. You can choose to accept them or not, it’s completely up to you. If you choose to accept them and then don’t find them helpful, you can always unsubscribe.



Get Started With A Free Account

Sign up in 30 seconds. No contracts or credit cards required.

Email

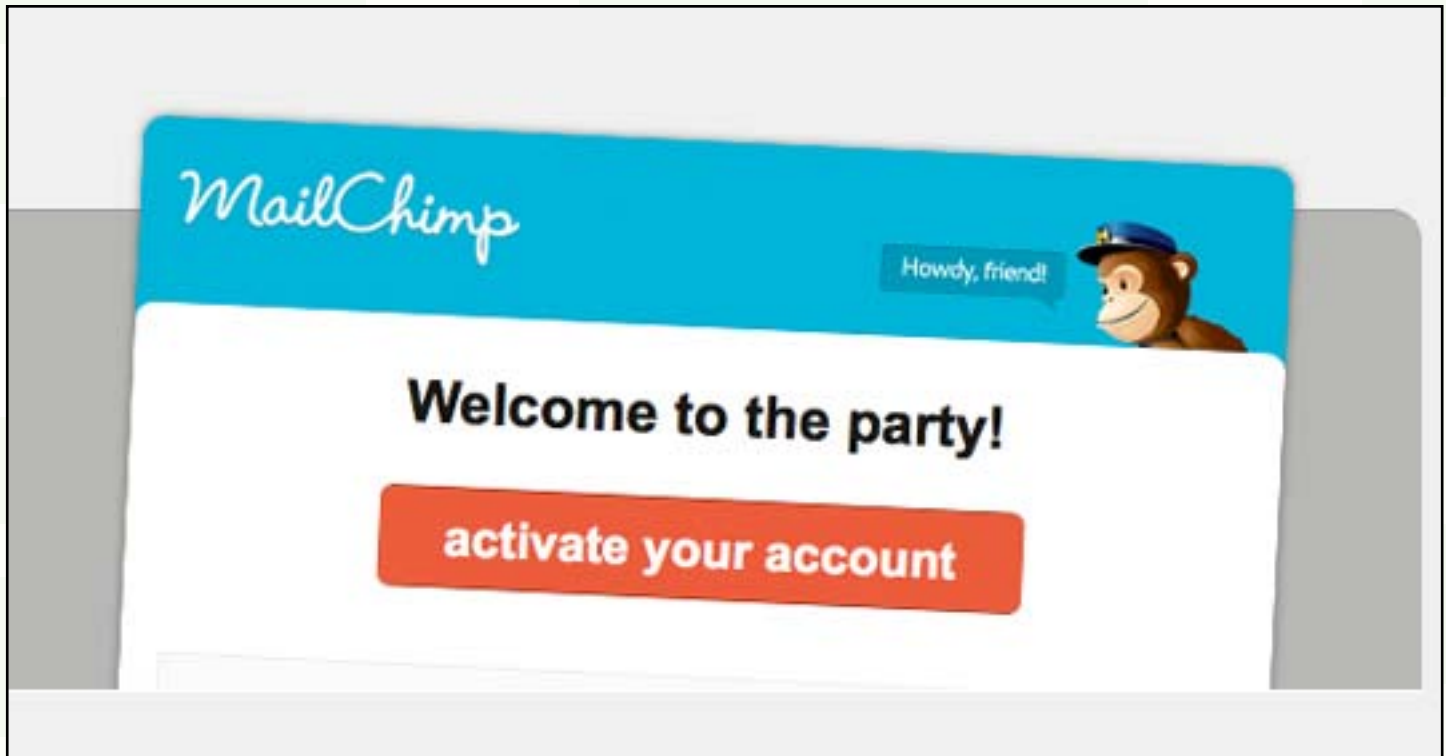
Username

Password

[Create My Account](#)

Getting Started

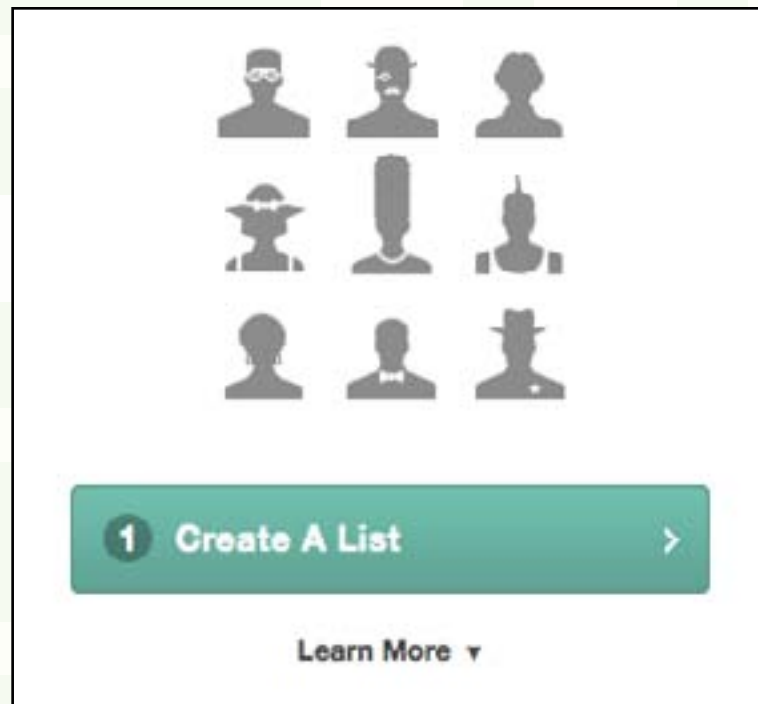
8. One more screen to look at once you submit your info, and then you can click "Let's go" at the bottom of the next page!



Setting up your lists

Now that your account is set up, we've got to set up your lists! This is where you can create an easy and convenient way for your customers/clients to subscribe to your email updates. Muuyyyy importante (Spanish for "super important")!

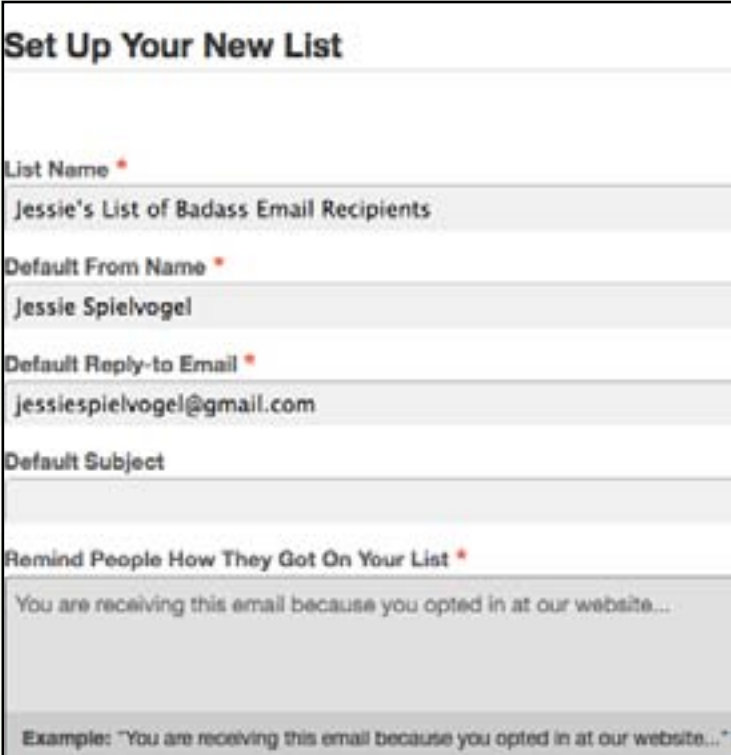
1. Click "Create a list"
2. Give your list a name! Make sure it makes sense – your customers are going to see this name when they opt in. So make it something like "Jessie's List of Badass Email Recipients".... Or, you know, something more professional than that. Just don't let it say "List 1" or "List 2." Make it semi-descriptive in case you ever decide to go back and make multiple lists for different purposes. (ie you can let customers subscribe to your discounts list, or to your blog posts lists, or whatever you choose! OR you could just have one giant list. Up to you)!
3. Insert your Default From Name... this is the name that will show up in the recipient's inbox. Try to include an actual name here,



Setting up your lists

not just the name of your company. It feels more personal this way!

4. Insert the email address you want to receive replies from. If someone receives your email, and they hit reply, where will that email land?
5. You may not need a default subject. All of your emails could have unique subject lines, anyways. So you can leave this one blank if you'd like, depending on the types of emails you plan on sending.
6. Remind people of how they got on your list. Short and sweet is fine. Mailchimp provides a perfect example. You can even use it word for word (I do)!
7. Verify your contact information, and hit save.



The screenshot shows a form titled "Set Up Your New List" with several input fields. The "List Name" field contains "Jessie's List of Badass Email Recipients". The "Default From Name" field contains "Jessie Spielvogel". The "Default Reply-to Email" field contains "jessiespielvogel@gmail.com". The "Default Subject" field is empty. Below these fields is a section titled "Remind People How They Got On Your List" with a text area containing the message "You are receiving this email because you opted in at our website...". At the bottom, there is an example text: "Example: 'You are receiving this email because you opted in at our website...'"

Set Up Your New List

List Name *
Jessie's List of Badass Email Recipients

Default From Name *
Jessie Spielvogel

Default Reply-to Email *
jessiespielvogel@gmail.com

Default Subject

Remind People How They Got On Your List *

You are receiving this email because you opted in at our website...

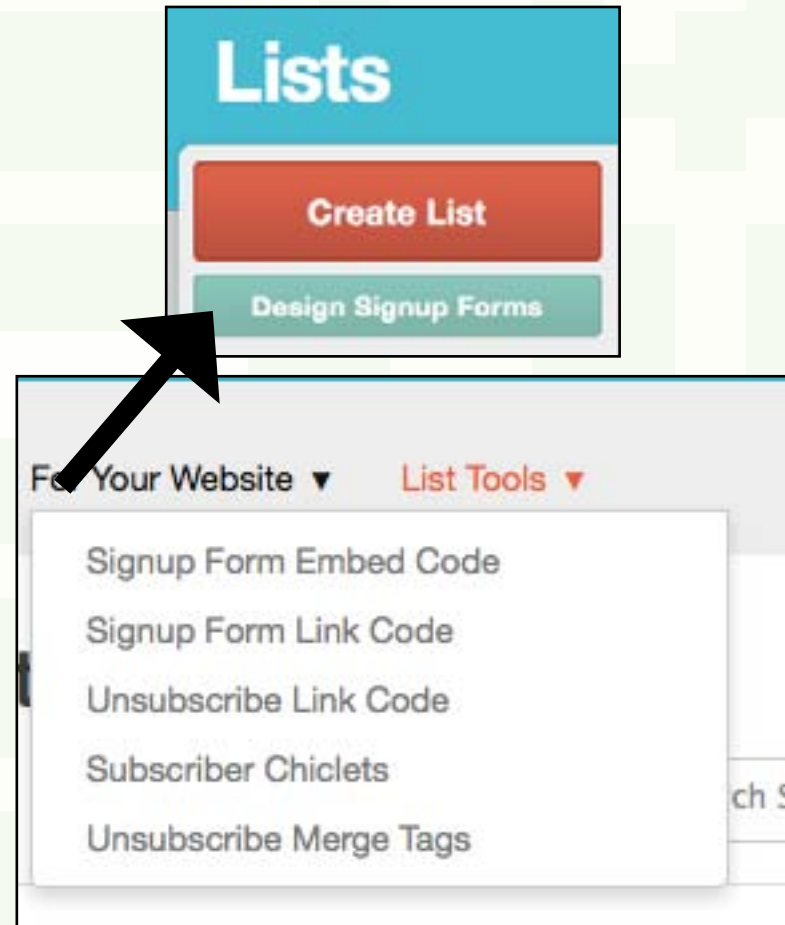
Example: "You are receiving this email because you opted in at our website..."

Publicize your lists

Congrats! You've got your first email list set up! Before we move forward with designing your sign up form and making it pretty, I will walk you through the steps to making it easy for people to opt in!

For your website

1. Find the "Lists" tab at the top of your screen. Click that!
2. On the left side, you'll see a button that says "Design form setups." Click.
3. Across the top, you'll see some orange buttons. Find the one that says "For your website," and then click "Sign up form embed code"
4. Copy and paste this link into your HTML code in your website. I just lost you, didn't I? If you're not sure how to do this step, don't worry! I'm happy to help you do it. Or, if you know someone with a few HTML skillz, see if they can help walk you through it. But, don't hesitate to send me an email when you get to this step if you need to!



Publicize your lists

For your Facebook brand page

1. At the top of the screen, find the tab that says "Account," and click that sucker.
2. In the "Extras" section, click "Integrations"
3. The first option you should see is...wait for it... FACEBOOOOOOOKK! Click.
4. Click "Install application" and follow the next step-by-step instructions that it gives you.
5. Once it's installed, you can go into your Facebook brand page's admin settings to upload a different photo than the one it auto-generates for your tab. For an example, take a look at [this brand page's](#) Facebook app photo for their email marketing list.

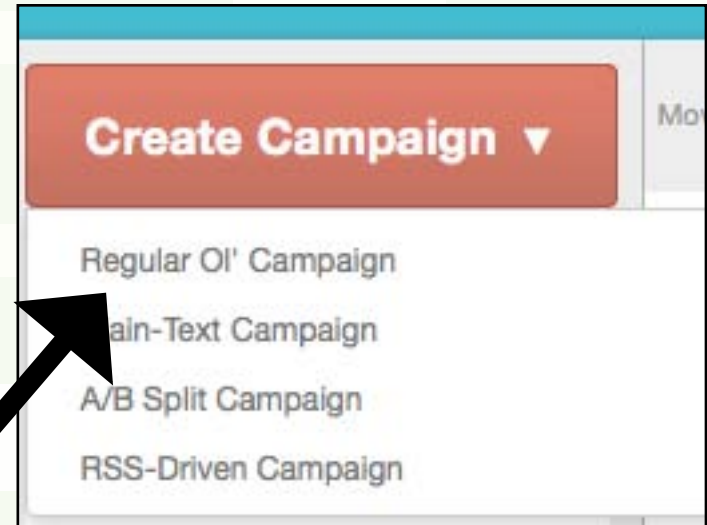
For Twitter and all other purposes

1. Find the "Lists" tab at the top of your screen. Click that!
2. On the left side, you'll see a button that says "Design form setups." Click!
3. Across the top, you'll see some orange buttons. Find the one that says "For your website," and then click "Sign up form link code." This will give you your basic URL to direct people to your mailing list sign up form. You can tweet this link, you can individually email it to your friends, colleagues, whomever you'd like, and just let them know that it's a link to sign up to receive your email updates, and that you'd love to have them opt in if they are interested!

Setting up your first campaign


You're ready to start sending emails! Here's how:

1. After you log in, you'll see a tab at the top of the page that says "Campaigns." Click that! This is where you'll usually see all of your previously sent campaigns and their statistics for how often people open your emails, how often they click through them, how often they unsubscribe, what they actually click, who clicks them, etc. It's your email marketing "big brother." It sees everything.
2. On the left, you'll see a big red button that says "Create Campaign." Click it.
3. You'll see a dropdown menu that gives you a few options for the type of campaign you'd like to send. If you want to send a text-only message, this means that your email will not be designed and pretty. So if you want to make it fancy, click "regular ol' campaign."



Setting up your first campaign

4. You will come to a screen that asks you which list you would like to send this email blast to. Select your list, and click "next."
5. Enter the name of your campaign, and the subject line you would like people to see when they receive your email in their inbox. AVOID TYPICAL SPAM WORDS!!! Or else your email will never see a single inbox... but will be sent directly to the spam filter of death. No one wants to go there, so be careful. If you have **any of these words** in your subject line, please reword it!
6. Design time! Now, let's make this sucker presentable!



Campaign Info

* indicates required

Name Your Campaign
Test post number 1

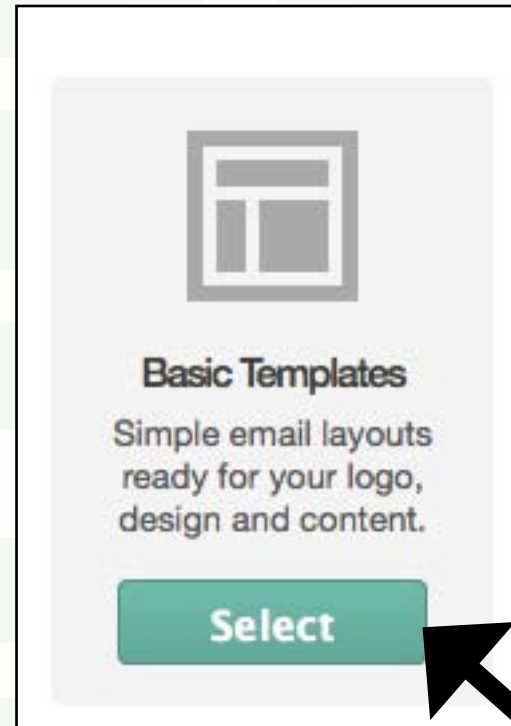
Message Subject *
New: Test post number 1

From Name *
Jessie Spielvogel

Reply-to Email *
jessiespielvogel@gmail.com

How to design your first campaign

1. If you're a designer or HTML guru, then you may want to code your own. However, I imagine if you are either of those things, then you wouldn't need this how-to guide for creating an email marketing list. So let's click on "basic templates" to get started.
2. Choose a layout that you like! It can be simple with room for minimal content, or it could be complex with room for tons and tons of information. Your customers' needs will decide which template you should select.
3. Your next screen will look like a mess. DON'T PANIC. It's easily fixable!
4. All of the sections that are currently filled in for you with fake content can be changed. If you roll your mouse over each part of the email template, you can click "edit," "design," "remove," or "use image." If you hit "Edit," you will only be given the option to change the text. If you click



How to design your first campaign

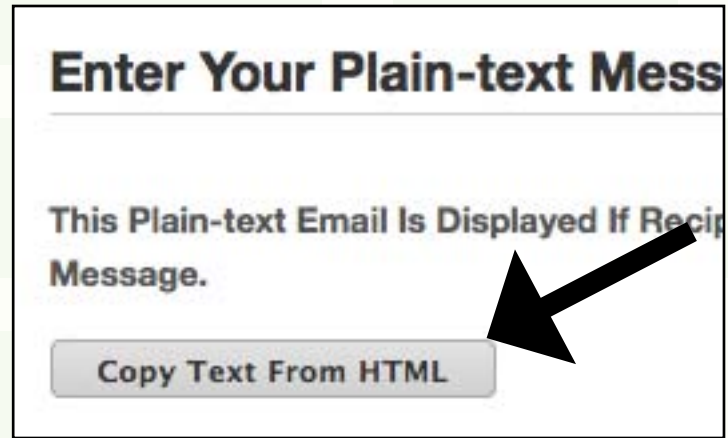
- "Design" you can use premade designs, or you can click "use image" to upload your own logo or whatever you've got. Play around with some different looks until you find one that you like!
5. Edit every part of that campaign page to make it personalized to your company and your brand. If you don't need a particular section, click "remove" when you scroll over that area.
 6. You can change the background colors and the fonts, etc. on this page as well. This may take you a while to get the perfect design! But it will be well worth it, amigo.
 7. Click "next"



Schedule and send your campaign!

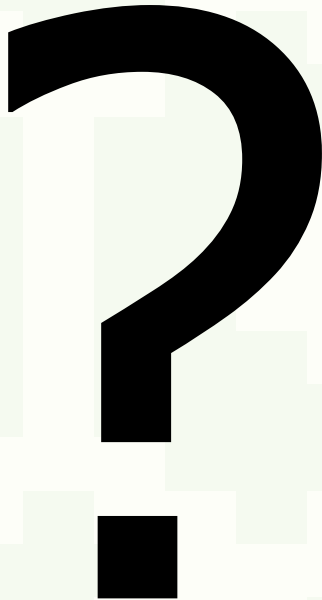
It's designed, now what???

1. It's going to ask you to enter your plain-text campaign. This just means that people can still read your email even if their systems cannot process all the fancy-pants design elements you just created. Click the button that says "copy text from HTML."
2. Look through the final page, give everything one final glance, and at the bottom of the page, you're given the option to send a test email to yourself. Do this. It's a good opportunity for you to see what your campaign will look like on the other side when it lands in your customers' inboxes.
3. Once you've seen your email and it looks good to go, you can choose to schedule your email for a specific date and time, or you can choose to send it immediately.



Answers before the questions

Now that you've got everything you need to get set up with your email marketing account, you probably have some questions about how to actually use it! Hopefully I can answer some of them before you have to ask. Challenge accepted.



What types of emails do I send?

If your customers and clients have opted in to receive your updates, they want to know what you have to say. That's the hardest part: getting people to care about what you have to say. Once you've got that, the second hardest part is keeping them interested! So what are you going to do for them? How can your emails help your customers? How can your messaging improve their lives?

These are the questions you need to ask yourself before you send out any type of messaging. Each email you send out should always have a call to action. Whatever else you want to throw in there is up to you. Keep in mind that the purpose of this email is to help your customer, and if you're not helping them in some way, then they will leave.

Answers before the questions

What is a call to action, and how can I use it?

If you're sending out an email filled with giant blocks of text rambling on and on about your company with no real purpose or intention relevant to the consumer, you've just wasted a valuable opportunity.

Each time you send a campaign is a chance for you to ask your customers to do something. It's a chance for you to give them the opportunity to use your service or product to better their lives. Give them an action, and they'll thank you for it later!

For example, I recently started helping a small business launch its email marketing strategy, and every single time we send out an email, we either host a giveaway of some sort (using a great platform called **Rafflecopter**! Yes, it's really called that), or we offer a discount on their next purchase as a thank you for being loyal customers. We offer this exclusive content to only email subscribers, and we provide specific discounts only to those who opt in receive these emails!

Give your customers something to do! Let them enter into your free giveaway, give them a discount code to use on their next purchase, let them know that they can find you and connect with you on Facebook, Twitter, Pinterest, or any other social platforms that you're on.

Give them a to do list, ask them to comment or reply, ask them to do SOMETHING.

Answers before the questions

How often should I send emails?

Depending on the type of service you provide, it could be daily, weekly, monthly, yearly, bi-centennially... you get the point. If you have a blog that you run on the daily, your subscribers may want to receive every single post you write. Send em! If you are in the legal industry and want your clients/colleagues to keep up with the latest in the world of law, maybe send out a bi-weekly or monthly newsletter.

If you run a retail business, try sending out two discount coupons and one giveaway per month! It really all depends on your particular niche. Try different things.

If you start sending too frequently, you'll know. Your readers will ditch you, or they'll

just come out and tell you it's too frequent and that you're annoying them. If you're not doing it often enough, you'll know...because people will start to forget why they even subscribed to your updates in the first place, and they'll leave.

Find that happy medium it takes to keep your customers happy and coming back for more!

Answers before the questions

Is there a right way and a wrong way to grow my email list?

YES, YES, and YES! I cannot stress enough how important this one is. Have you ever handed someone one of your business cards, just to come home to to check your email and find out that they've taken the liberty of subscribing you to their email list? Big no no. HUGE. Don't do that. First of all, it's illegal. You cannot subscribe people to an email marketing list without their consent - ie without them clearly and intentionally opting in to receive your updates at their own free will. Whenever someone does this to me, their emails go immediately to the spam filter.

Be careful of the law, and be careful of annoying and spamming people. Not a good way to make friends! The best way to get started is to simply provide quality content and to give people a solid reason to subscribe. Give them an incentive. It will take time. Rome wasn't built in a day, right? Your email list won't be, either.



Etiquette, Tips, and Tidbits

There are certainly some practices that can make you or break you when it comes to your email marketing strategy. I asked a few of the bloggers and online marketers whom I admire most to give me some insights to share with you on how to make the most out of your campaigns for both you AND your customers. Here ya go!



Create a compelling reason for people to sign up for your list: free E-book, free email series, exclusive content, exclusive videos, etc. Give people a reason to sign up.

Treat your list like gold. An email list is a blogger/marketer's most important asset - that's a list of people who have trusted you enough with their attention and privacy to let you into their email inbox. This is where your sales and customers will come from. Take care of them!

-Steve Kamb, **NERD FITNESS**



Create an auto-responder course to start. Set it up and have a mini-course or some valuable information to start out to give to people. You want to give people an incentive to not only sign up for your list, but also begin to trust you. A killer auto-responder sequence is a great way to do both at once.

– Joel Runyon, **IMPOSSIBLE HQ**

Etiquette, Tips, and Tidbits



Analyze your audience and the way you communicate with it to determine the format of your emails. While a big company like Newegg might do well to send up big,

formatted emails that look like web pages, you might do better to just write yours in plain text as if you were addressing a friend. It depends.

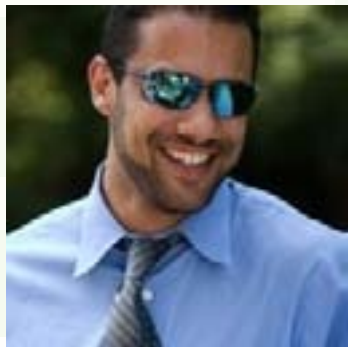
Once your list gets big enough, you can do A/B testing for your headlines and formats to find out what your audience responds best do.

Send one version of a campaign to 10% of the list and another to another 10%, and then analyze the open and click-through rates. Then pick the best one and send to the other 80%. In time you'll start to learn what works best.

Be sure to avoid spammy words in your titles. When writing your subject lines, take your marketing cap off for a second and think, "If this landed in my inbox, would I actually want to read it?"

– Thomas Frank, **COLLEGE INFO GEEK**

Etiquette, Tips, and Tidbits



Be over-active in your list scrubbing and building techniques, and under-active in your marketing approach. The best way these days to get the most from e-mail marketing under one

million contacts is to under sell and provide information or news.

If you attempt to simply send a direct marketing message to the 200 generous souls who signed up for your contact list, you will no doubt receive at least 5 spam complaints in less than an hour and be unceremoniously deleted from your e-mail service and effectively made dozens of potential or current clients angry with you.

If, however, you use your list carefully and respectfully by sending your subscribers updates in your industry or news and simply have your website, phone number, and address in your signature, you will reap the benefits of getting more and more subscribers and bringing attention to your brand or website in a positive and unobtrusive manner.

If you think of your e-mail list like children, with a little love and education, they will grow, multiply and eventually take care of you. Your first step to cultivating them is an effective software solution that will make the whole process more manageable.

- Nathaniel A. Kingsley, **AURORA
MARKETING, INC**

Etiquette, Tips, and Tidbits



Set a schedule for ongoing newsletters and stick to it. Whether you're sending them out yourself or assigning it to a member of your team - treat it like any other scheduled marketing activity, and don't skip a beat.

Readers and subscribers are responsible to consistency - knowing what they're going to get and when they're going to get it.

Don't be afraid to test your frequency and scheduling. If you're sending out a monthly newsletter, give weekly a try and see what the response is. If you've been sending newsletters at 5am and notice a small percentage of open rates, try sending the next one at 2pm and

measuring the difference (yes, people get bored at work mid-afternoon, which means they may pay more attention to your email). MailChimp makes it super simple to measure and monitor your campaign's analytics.

When designing your email template - don't go overboard. Keep it simple. Stick to no more than three calls to action. If you give people too many things to do and too many options to consider, they'll end up doing nothing. Have a clear purpose to each campaign you send out - and remember that attention spans aren't quite what they used to be, especially when it comes to folks desperately in pursuit of the almighty #inboxzero.

-Matt Cheuvront, **PROOF BRANDING**

Etiquette, Tips, and Tidbits



“What are you struggling with?”

That’s the question I sent out to my newsletter list last weekend. Rather than guessing at what my readers wanted help with, I thought I’d take a different approach and just ask them straight up. I, uh, wasn’t exactly prepared for the hundred-ish emails that flooded my inbox less than an hour later.

It took work, but I responded to each in full — engaging each reader on a level more direct (and personal!) than I could on any blog or Facebook page. The difference has been astounding.

When I send out a new post, now, those same readers get in touch to let me know what they think of it, directly connecting with me

again and often referring back to whatever we discussed in our original exchange. There’s an emphasis, sure, on building a big list, but it pays to remember that your list—no matter the size—is your absolute best way to get to know your audience.

Talk to them. Interact with them. Ask them questions. They’ll tell you everything you want to know — and in the process, you’ll get to know the valuable people your business needs to thrive.

-Matt Madeiro, **MAKE EVERY DAY COUNT**

Work With Me

If you found this guide helpful, here are a few other services I can help you with:

Social media: Facebook, Twitter, YouTube, LinkedIn, Tumblr and more

Email marketing advice, tips, and set up

WordPress installs and website launches

E-book design (kinda like this one)!



Jessie Spielvogel

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