



# Email Marketing: Doing It Right

Some say email marketing is effective, some say it isn't. Truth is, it IS effective if it's done right. Email marketing can be the most affordable, and beneficial method of marketing, if it's done right. Here, we are going to teach you how to be successful at email marketing!



FEMME BOSS

# HOW TO COLLECT MORE EMAILS:

The way that you get emails is through a landing page. A landing page is a website where people "land" on that requests information from them, in this case, emails. Check out our landing pages available for free with your membership! These people who come to your landing page and give you their information are not going to convert immediately, this is a way to build up your database and market to them with your emails so that when they are ready, you will receive their business and not someone else. These emails being sent out periodically is called a "Drip Campaign". You slowly "drip" emails and marketing material to them and eventually, that cup overflows and BAM! you have their business.

Now, how do you get someone to come to your page? Easy! You offer them value, something that they would want so that they give you their information.

1. You can create a local newsletter or a local list of interesting events/restaurants/etc. that someone would find valuable. This will give them value, and you will put all of your branding on it.
2. Create a landing page for a giveaway. You can partner with other local businesses in the area and either get giveaways from them or sponsor the giveaway yourself. In the landing page, I encouraged members to sign-up so they enter into the giveaway but also so they will receive coupons from businesses. Be sure to ask local businesses if you can offer coupons for your "clients". You'll then be able to market to them each month, by sending them the coupons. This will market the local businesses as well, win-win! Be sure to put your personal branding all over the emails that are sent out with the coupons.
3. Recipe Cards - Use the Recipe Cards for each holiday that are provided for free with your Girl Boss membership or create your own! You can also create a local newsletter or magazine if you will, featuring businesses that have something to do with your profession. For example, if you sell hair care products, you can highlight salons that are top-rated in the area. If you are a graphics designer, you can highlight businesses who are providing STEM activities for kids in the area, and so on. People like saving money and saving time, come up with a item of value that saves them either one.

## WHAT NOT TO SEND:

1. Long Emails - People don't have time to read lengthy emails and won't. Not only will they not read it, they will more than likely unsubscribe because they do not see any value in your emails even though it may bring value (they don't read it!).
2. Something other than what they originally subscribed to. If they signed up to receive an event calendar, don't send them deals marketing your products or services. You may put a link below "As always, I am never too busy for your referrals" or something very subtle at the end of the email regarding your business. There are other ways in which you can "market" to your email list without being so straight forward. "As a Realtor, I am constantly driving around Austin, Texas. I happened to drive by Casa Blanca Salon off of 5th Street and I'm so glad I did!" Something along those lines. Put your personal branding all over it and voila!

## WHAT TO SEND IN YOUR EMAILS:

You can send things like we mentioned above, local calendar of events, coupons, giveaways, business highlights, tips & tricks, etc. This is a great way, not only to stay in people's inboxes and get your brand out there, this is the type of content people will actually refer others to sign up for. "Hey Mary, where did you get that coupon?" "I got it from the newsletter on (your website.)" You want organic growth on your emails as well, and no one really ever talks about this. Give people reason to want to hand their emails over to you, the bigger you grow your sphere through email, the less you have to worry about spending money on so many other things. Because you can focus on converting them right from the comfort of your home, and on your laptop (or phone.)