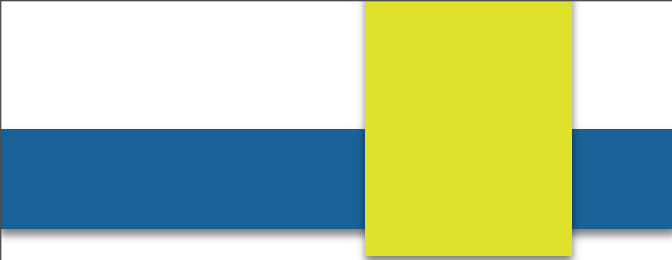




MODULE 2

SEGMENT 2



Email: Balancing Content with Promotions



In This Class

- 'Rule Of Thumb' Ratio of Content vs. Promotional Email
- The Importance Of The "First Contact" Subscriber Email
- Autoresponder Email vs. Broadcast Email
- Best Time and Frequency To Send Email
- Ideas For Creating Content Email
- Best Practices For Promotional Email
- 1 Simple Way To Increase Sales From Affiliate Promotions
- Pros And Cons of Using Ready-Made Promotional Email

The “Welcome” Email

Your “first contact” email is very important. It’s purpose is to...

- ✓ Deliver What You Promised.
- ✓ Get The Subscriber To Identify and Recognize Your Name
- ✓ Tell Them What To Expect As A Subscriber
- ✓ Provide Instructions For “White Listing/Approving” Your Email Address
- ✓ Give Them Other Ways To Connect With You (such as Facebook, Twitter, or Your Blog)
- ✓ You Have Their Undivided Attention. Use It Wisely!

Balancing Content vs. Promotional Email

In the beginning, if you want to offset advertising costs, don't be afraid to promote a quality product following the opt-in (this includes a few follow up emails).

- ✓ However, **as a rule**, over the lifetime of the subscriber, you want to “give” more than you take. The quantity of content should out-number the quantity of promotional emails by a ratio of 4 to 1. This is a guideline and not a hard rule.

Hot Tip for Selling Passively



Use a “Soft Sell” Approach by Combining Content with Passive Promotion.

Examples:

- ✓ Do a Product Review
- ✓ A Product Demonstration
- ✓ Give 1 or 2 Specific Ways To Benefit From The Product That The Sales Page Doesn't Offer.
- ✓ An Article That Provides Actionable Info, Then Point Them To The Affiliate Product To Get More Awesome Info Like That.

Platforms For Delivering Content while Boosting Interaction and Trust...



Autoresponder vs. Broadcast: What's The Difference?

An Autoresponder Email

- ❑ An “Autoresponder” Email Is An Email That’s Scheduled To Be Sent On Autopilot. This Type of Email is Scheduled To Go Out On a Specific Sequence / Day / Time That You Choose.
- ❑ Every Subscriber Who Enters Your Database Will See This Email In The Exact Sequence You’ve Scheduled It.
- ❑ This Is Great For Instantly Delivering (Or Giving Access To) A Digital Product After Purchase, or Sending Email Courses, or Scheduling Automated Follow Up Emails For An Affiliate Promotion.

Autoresponder vs. Broadcast: What's The Difference?

A Broadcast Email

- ❑ A "Broadcast" Email Is Sent On-Demand, At Any Given Minute or Time Of Day, To The Entire Database or To A Segment Of Your List.
- ❑ Many Marketers Use Broadcasts As Their Preferred Method Of Communicating With Their List, Leaving Autoresponder Emails For Opt-in Content and Product/Bonus Delivery.
- ❑ The Key Is To Plan Your Email Schedule In Advance.

How Often To Send Email?

Minimum of 2 Times Per Week. More Often When You're Promoting A Product Launch or An Event That Requires More Frequent Communication (Free or Paid).

- ❑ **The Key:** You Want To Mail Often Enough That Your Subscribers Remember You, But NOT Too Often Which Can Result In Your List Ignoring You, and Therefore Not Opening Your Email, Due To Overwhelm!

Best Time To Send?



Who better to provide tested and researched data than an autoresponder service.

- ❑ [GetResponse.com](https://www.getresponse.com) has created a very interesting Infographic with detailed information on this subject. Let's review...







at 5:00 p.m. people are stuck in traffic



at 6:00 p.m. people are ordering pizza



at 7:00 p.m. people are bathing children

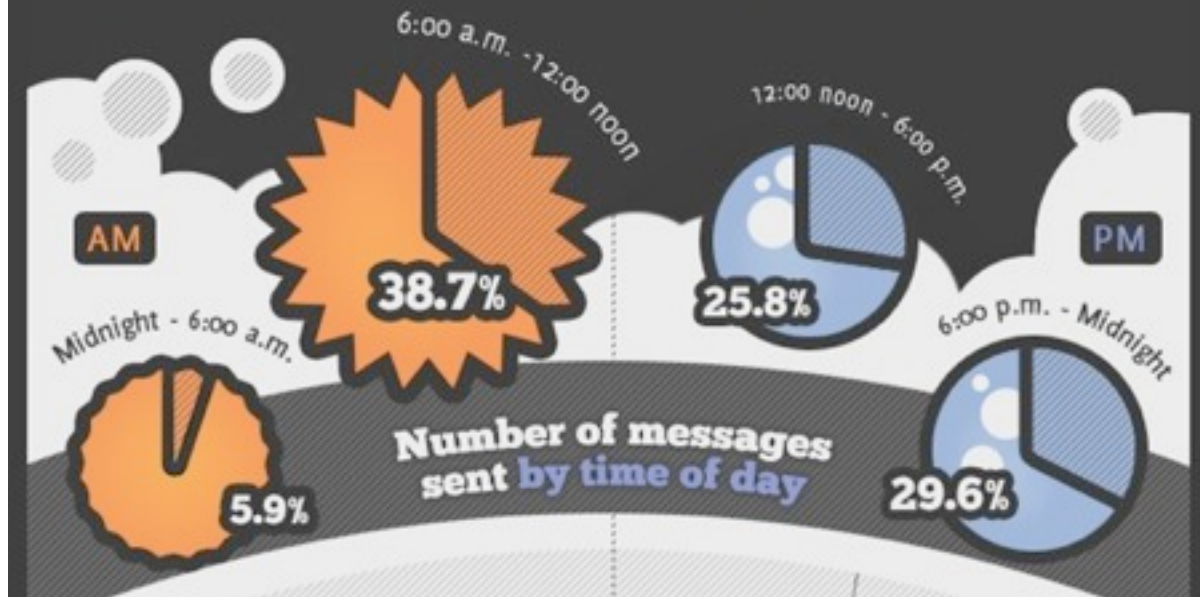
after **8:00 p.m.** people are
checking emails again



But now, **4 hours after delivery**, the chance
of your newsletter being opened is less than 5%.

Email results by time of day

Most messages land in inboxes **in the morning**. That's why those sent **in the afternoon** have more chances of being **noticed, opened and clicked**.



Engagement during the day

Top click hours

8 00

9 00

3 00

8 00

AM

Top open hours

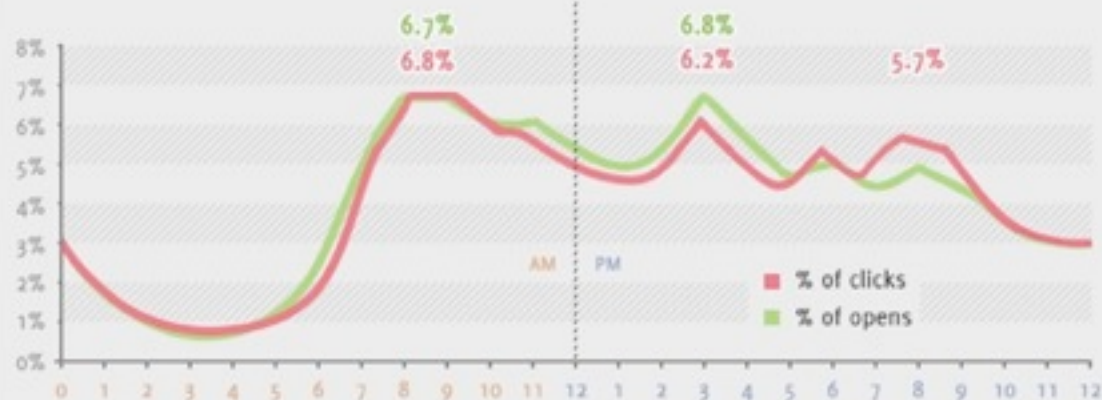
PM

8 00

9 00

3 00

4 00



The best time to send emails is when customers are reviewing their inboxes. For maximum open and click rates choose **morning and early afternoon**.

Remember:

Don't let your message lose impact by waiting too long in the inbox. Schedule emails to land in the inbox no later than **1 hour before top open times**, so they get maximum attention and results.

Message timing by time zones

9:00 a.m. seems like the perfect time to send out a newsletter.
But to match local times and routines all over the world you need
awareness of time zone differences.





TAKEAWAY

Saturday and Sunday are considered family and leisure time, so **weekend results are still lower**. Tuesday is a busy day for senders with top % of sent and favorable open rates.

The top CTR is produced by messages sent on Fridays, probably because these messages get some engagement on the weekend days as well.



Highlights (Source: GetResponse)

“Subscribers’ top engagement times are 8 a.m. – 10 a.m. and 3 p.m.- 4 p.m. with up to 6.8% average open rates and CTR.”

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- “Emails reach the best results within 1 hour after landing in the inbox. after 24 hours an email’s chance of being opened drops below 1%.”
- “To optimize the engagement rates for your message, you should schedule it to hit the inbox no later than 1 hour before the top open times, when its chances of getting noticed are the highest.”

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- “Almost 40% of all messages are sent between 6 a.m. and noon. This can result in inbox clutter, and significantly decrease results for these emails.”
- “Messages sent in the early afternoon have a better chance of being noticed and consequently achieve better results: up to 10.61% open ratio and up to 2.38% CTR.”

Content Email

Purpose Of Sending Content

- Builds Trust. Use Content To Teach; or Refer To Other Resources That Provide Useful Info They Can Use ASAP To Help Them Reach Their Goals.



TIP - Send People To Your Blog or Facebook Page To Digest Content. This Encourages Social Interaction and Sharing (and Free Search Engine Traffic).

Content Ideas

Types Of Content To Send

- ✓ Article
- ✓ Video
- ✓ Podcast
- ✓ Report (PDF)
- ✓ Something Newsworthy
- ✓ Quick Tip

Content Ideas

Audio Interview

- ✓ Webinar
- ✓ Checklist
- ✓ Infographic
- ✓ FAQ's On A Specific Topic of Interest
- ✓ A How-To Tutorial (Screenshot or Video)
- ✓ A Product Review
- ✓ Share A "Success" Story

Promotional “Sales” Emails

Affiliate Promotions

- Two Types of Promotional Email:
 - ✓ Hard Sell; Pure Promotion
 - ✓ Soft Sell; Passive Marketing

Promotional “Sales” Emails

Which Sells Best?

- A Combination Of Both
 - ✓ Start With Passive Marketing. Product Demonstration or Personal Results Works Very Well. Another Option Is To Presell Them On The Primary Benefits of Product Before Sending Them To The Offer Sales Page...

Promotional “Sales” Emails

Example:

- ✓ Teach People How To Use An Autoresponder; Ways To Use It That Either Make Them Money or Save Them Time & Money, Then Give Them Your Affiliate Link To An Autoresponder Service After The Lesson.

Promotional “Sales” Emails



This Creates a “Warm” Prospect as
Opposed To A “Cold” Prospect.

Warm Prospects Have Already Been
Primed To Buy Before Hitting The Sales
Page and That Means More Sales 😊

Promotional “Sales” Emails

Hard Sell Emails:

This Are Benefit-Driven, “Act Now” Emails Designed To Get People Emotionally Engaged.

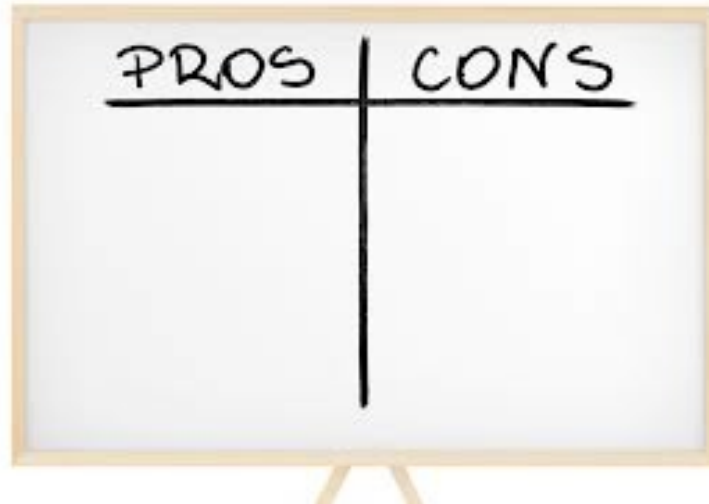
- ✓ Use These After Soft-Sell Emails (When Necessary) To Get Those Who May Be ‘On The Fence’ or Procrastinating To Take Action.
- ✓ These Emails Work Best When Scarcity Is Involved, Such As Limited Offers, Time-Sensitive Discounts, etc.

Simple Way To BOOST Affiliate Sales!

Bribe Them With An Incentive

- Offer Them An Exclusive Bonus Gift If They Purchase Through You. Refer To The 'Content Ideas' In This Presentation To Create Something Unique...
 - ✓ Offer A Report/Checklist/Spreadsheet
 - ✓ Offer An Exclusive Interview/Webinar With The Product's Creator
 - ✓ Arrange A Special Discount Just For Your Subscribers

Pros and Cons of Using Ready-Made Affiliate Emails



Pros and Cons of Using Ready-Made Affiliate Emails

PROs



- ✓ Provides 'done for you' copy.
- ✓ Saves time compared to writing from scratch.

Pros and Cons of Using Ready-Made Affiliate Emails

CONS



- ✓ The sales pitch will most likely not match your “voice” or personality.
- ✓ May contain too much hype with an over use of exclamation marks, CAPS, etc.

In The Next Class...

- ❑ Tips & Tricks For Writing Emails, Creating “Open Rate Boosting” Subject Lines, What To Avoid, Do’s & Don’ts, and More...