



**How to
Get More
Sales With**

Email
MARKETING



How to Get More Sales With Email Marketing

To build a high-quality email list, you need to nurture and build relationships with your subscribers. This will ensure that your ideal audience stays on your list, tells others about you, and buys from you. Some people will eventually unsubscribe. And that's ok. Nurture your mailing list and build relationships to keep a steady stream of new subscribers and your loyal subscribers happy with these tips and strategies.

Welcome Email Series

The first message delivered to new subscribers sets the tone. It shows you appreciate and value them. It also sets readers' expectations and you begin building a relationship. Begin by creating a welcome email with your audience's needs in mind. Explain how being a member benefits them. Since 90 percent of your subscribers will open your welcome email, it's the best chance you have to strengthen trust in the new relationship.

- **Deliver Incentive/Freebie** – Deliver the link to the download, code...etc that you promised in the first email. Provide the link towards the top of the page before the rest of your email text.
- **Set Expectations** – Your first email in the series is a good place to mention the benefits of signing up. Tell them about who you are, what you'll be emailing them in general and how often. Add a Call to Action link like
 - Check out my recent blog posts
 - Browse my shop
 - Learn more about me here
- **Be Authentic** – Let your personality shine in your emails. If you have a quirky sense of humor, let it show, while still being professional. That's the key to building relationships. When readers are attracted to your work and join your list, it's because they've seen something they like in the content and/or your tone/style. When you "hide" personality traits, you may unknowingly hide something that would attract even more people to you.



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- **Provide Clear Directions** – Tell members how to accomplish the things you want them to do. For example, if you want them to take a survey, to get to know them better... If you promised a freebie, explain where to go and how to get it. If you want them to join your online group, tell them where to go and how to join.
- **Promote Social Networks** – Tell your new subscribers about the social networks you use. It's a good way to educate them and invite them to share a more personal connection with you. The social environment seems more informal. Provide the social links and explain the steps they need to take to like the page and/or join the group.

Make Email Contact Simple – Don't hide your contact information in your emails. You want people to be able to hit reply and respond to you. Make it easy for them to ask questions, as well as use the content forms on your website.

While your first email in the Welcome series is very important, so are the rest of the automated emails in the series. Take the time to craft a welcome email that covers the most important info that is needed immediately. In your follow-up series, continue to use these tips and ideas to help you build your relationship and trust.



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Choose an Email Service Provider (ESP)

Use an email service provider which allows you to create automated emails that you can schedule ahead of time. Automation is an excellent way to ensure that you achieve more. Email automation can be the determining factor between making a steady stream of income and not making an income at all. There are a variety of free and paid ESP's to choose from including [Mailerlite](#) (which I use and is free up to 1,000 subscribers). Some platforms have more features than others so it's good to do your research to find what will work best for your business. See below the reasons why you need a good ESP.

- **Email Marketing** – Being able to send personalized email messages to new sign-ups is a must-have. If you don't use a reputable autoresponder software, you could get into trouble for spam, due to the anti-spam laws. With the right ESP, you can set up an autoresponder series and automatically share the content of your blogs, share information on new sales, and much more.
- **Data Capture & Analytics** – a good ESP will also capture data that can be used to study analytics. You'll know who reads and clicks through your email links, and who buys what. This information can help guide your future decisions and is very important to have on hand.
- **Landing Pages** – Many ESP's offer the ability to create landing pages which is another way to collect email addresses or promote a specific event.



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Send Emails Regularly

Sending regular emails is essential to nurturing your list and building relationships. Many people build an email list and then hardly send any because they fear people will unsubscribe. But sending your subscriber's value-filled emails on a regular basis allows them to get to know you and what you offer. You're building that Like, Know, and Trust factor which will lead to more sales.

- **Emails Establish Reputation** – When your audience gets regular emails it helps you establish a trusting relationship. They grow to expect and look forward to your emails when you send messages on a regular basis. The more types of emails you send to them the better. You can use a combination of autoresponder series emails, trending email blasts, educational posts, reminders to read blog posts, and more.

Make More Sales – The more regularly you email your list with relevant offers the more sales you'll make. However, to get the sale, you have to build a relationship with your audience. Keep emails going out regularly so you are connecting with them.



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- **Stay on Their Minds** – As you participate in activities, events, and create new products, email your list about what you are doing and how it can benefit them. If you participate in an exhibit, notify them of the date and time. If you sponsor a local event, let them know and invite them to meet you there. The more active you are, the more you'll stay on their minds.
- **They Want to Hear from You** – Send emails consistently. Include valuable emails that educate, inform, engage, and compel them to take action.
- **Connect with Your Audience** – When you send an email to a list segment, picture a friend that you're writing to. Mention something that you have in common or ask what they think about something. This helps you connect on a more personal, level.

Sending emails regularly is important. However, regularly sending information that resonates with them is more important. Ensure each email has a purpose and goal that meets your needs, as well as those of your audience.



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Encourage Conversation

As you email your list, build relationships by encouraging 2-way conversations. The key is to communicate effectively by giving them something interesting to think and talk about. These strategies and tips can help you start very informative and beneficial conversations.

- **Use a Good Reply Email Address** – A good “reply to” email address encourages engagement and interaction, as well as identifies you (your business) as the sender. For example, “yourname@YourDomainName.com” and “hello@ YourDomainName.com” are both friendly and encourage them to reply. All of these things add up to building more trust.
- **Be Open and Sociable** – In the emails, you want to come across as open and sociable. Talk as if you’re speaking to a good friend and only one person is reading the message. This means you need to use singular pronouns, “you” and “I.” Personalize emails and make them friendly. Ask open-ended, topic-related questions. Invite them to respond, or visit your Facebook Group for more lengthy replies.
- **Share Behind-the-Scenes Info** – Make them feel like special friends by sharing exclusive “insider” information about what you’re considering, planning and doing.



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Educate, Inform, and Sell

Don't be afraid to sell. You have a business in order to make money. A good way to do this is to send a promotion-based email every 3rd email.

- **Spice Up Transactional Emails** – One quick way to boost your income is to use transactional emails such as thank you, welcome, shipping confirmations, invoices, and more. To do this, add a cross-sell or upsell at the bottom. As an example, you could add, “Thank You for your business, here’s a gift for you.” Offer a coupon, buy one get one or some other incentive.
- **Repurpose Content for Your List** – The great thing about content is that it can all be repurposed, reformatted, and reorganized for other uses. Updating an older blog post can become the reason to send an email. Just link back to the blog post, which now has updated content.
- **Show Enthusiasm** – When you are promoting your products show your excitement. Whether it's through words, photos, or videos. When you are excited, your subscribers will be too.



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Make it Mobile Friendly

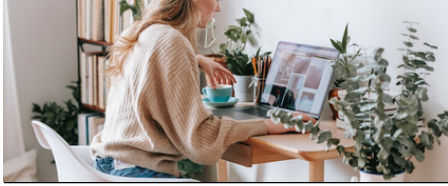
Good communication is crucial to nurturing your list, building relationships, and providing solutions. Any time someone can't access your content; there is a breakdown in communication. To make communication better and more reliable, your emails, shopping cart, and website must be responsive to a variety of devices. If you're not sure what needs to change, begin by putting yourself in your reader's shoes and look at each area of your email message on a variety of devices. Here are a few things you'll want to check.

- **Address and Subject** – Think about how your email subscribers see your messages on their various devices. Can they see your name for the return address? How much of your subject line do they see?
- **Snippet Text** – This is also called the pre-header. On some devices, this text often shows up before the email is even opened. Put something interesting here that makes them want to click through.
- **Obvious Call to Action (CTA)** – People sometimes need a little extra push to make a purchase, click through, or take any action. Your CTA should be very clear, obvious, and in some cases big enough to draw attention. Each email should have some type of CTA... Browse Your Shop, Read Your Blog post, Give You Feedback, etc. Buttons work very well to entice your reader to click through.



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Get Started

Now that you know how to nurture your list and build relationships, go ahead and get started. If you have a list, but neglected to email members, you can start over right now by sending a new welcome message. Let them know what you plan to do with the list going forward.

Put everything in place to nurture your list the moment someone signs up. Use technology to its full advantage and set up an autoresponder series for each freebie, product, and service you offer. Add in plenty of conversational messages that ask for a response either by reply or by going to a Facebook Group to discuss things. Before you know it, your email subscribers will be your biggest fans.



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Hi, I'm Nina!

I hope you enjoyed this resource.

I help women fine artists, photographers, and makers attract customers and increase sales with effective branding and marketing strategies.

How would it feel to attract ideal customers and get sales on repeat?

[Click Here to Schedule a Free Discovery Call](#)



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