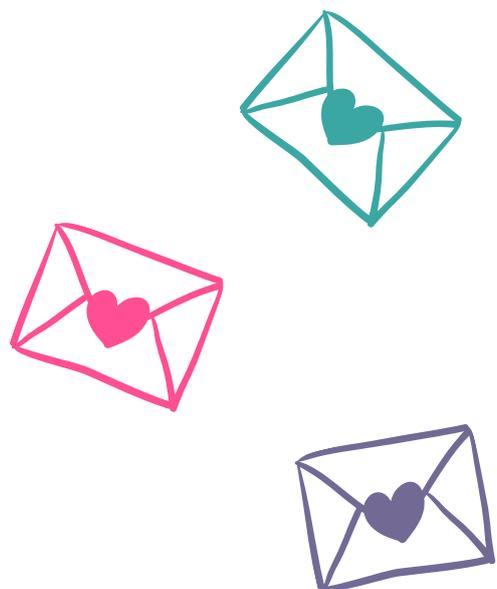


THE EMAIL EXPERIENCE

STEP BY STEP EMAIL MARKETING IMPLEMENTATION PLAN



STEP 1: EMAIL EXPLORATION

1. You have chosen a niche and know your ideal customer inside and out
2. You have crafted a benefits-focused offer that your audience wants to buy
3. You have a clear picture of your brand voice
4. You have a list of email ideas that you can send your list
5. You know your customer journey and have identified where email marketing can support
6. You understand the legal requirements for collecting email addresses and sending emails

STEP 2: EMAIL ESSENTIALS

1. You have a sign up form setup on your website and connected to your email marketing software
2. You are welcoming new subscribers with an automated email
3. You have 1 or 2 email templates setup to easily write your emails
4. You are emailing your list consistently (at least once a month)
5. You are regularly asking for the sale in your emails

STEP 3: EMAIL EXCITEMENT

1. You have a converting opt in incentive and are consistently growing your email list with more subscribers organically
2. You have a full welcome series or sales funnel that new subscribers receive when they sign up
3. Your offer is converting well
4. You have added some simple re-targeting automations
5. You are emailing your list at least fortnightly

STEP 4: EMAIL EXPANSION

1. You are using content marketing as part of your overall marketing strategy and are emailing your list regularly with that content
2. You have a clear plan and pathway for new subscribers to go through from initially discovering you through to sale
3. You are promoting your opt in incentive and content through more organic channels
4. You have a promotions or launch calendar and are sending regular sales campaigns
5. You are emailing your list weekly

STEP 5: EMAIL EXCELLENCE

1. You have planned your email content ahead of time
2. Your marketing channels are all working together harmoniously and you are repurposing and reusing content
3. You are using segments, tags and/or custom fields to learn more about your audience and to create more customised email journeys
4. You are monitoring your campaign and automation performance on at least a quarterly basis and cleaning your list or adjusting your strategies as required
5. You are starting to use Facebook ads to promote your freebies

STEP 6: EMAIL EXPERT

1. You have created a content funnel to create an even better experience for your subscribers
2. You are using email marketing maths to set goals and predict future list performance
3. You are layering in more advanced list building strategies
4. You have connected your email marketing software to other tools to create more seamless experiences for your customers
5. You are using some more advanced automations