Welcome to Easy Email Marketing. I'm your host, Yael Keon. Mum, FIFO wife, MBA, coffee lover, survivor super fan and creator of the email experience. In Easy Email Marketing, you'll benefit from my nearly 20 years experience where I'll be teaching you all the tips, tricks, and insider info on how to create feel good non-spammy experiences for your subscribers.

Let's get stuck in. Welcome back to the Easy Email marketing podcast. I'm your host, Yael Keon, and today I'm concluding a three part series where I'm doing a deeper dive into the different ways you can use email automation across your business. Today I'm sharing all the automation goodness for digital product businesses. So this is for you if you sell things like digital downloads or have a course membership or online program,

mastermind, whatever it is, anything that you are selling and delivering online. If you have an e-commerce business, make sure to check out episode 61 and for service-based businesses, make sure you check out episode 63. But for digital offers, you are in the right place. And really these offers and this type of business kind of sits between e-commerce and services in terms of what you can do with your email marketing and your automation.

So we're gonna be taking a bit from each of the other two business models, but we'll be adapting it for this digital environment. But there is one very clear difference that we need to keep in mind and that is that everything is delivered digitally. So that means we are purely relying on online communication for a fantastic customer experience. So yeah, sometimes maybe they'll see you on a coaching call or a Facebook Live,

et cetera, but the bulk of their experience and the communication, will be done via normally a mass medium like email marketing. So your emails and how you use them are crucial to creating a fantastic customer experience, a great customer service. So your time should be invested here. You can't just get away with, okay, well I've got a fantastic product that they're getting in the post or when we get on a call that they'll have,

you know, that interaction with me and get what they need. We need to make sure they get what they need via our emails. So with that said, let's get stuck in. I'm gonna be sharing nine different ways you can use automation to increase your sales and just make, you know, the whole experience for your customers better. So of course as always,

we're going to start with the welcome series. Again, this is very, very crucial for digital product businesses, especially since you kind of need to be using list growth a lot, you know, because we're generally in these businesses to scale up. So to scale up we need lots of subscribers, which means we'll be welcoming lots of people onto our list and we want to welcome them with open arms.

So we need a great welcome series to let them know what we're about,

but we need to meet them where they're at now. So this will probably have something to do with the lead magnet, talk them through some of these challenges and then lead them to where they need to be to make a decision about what to do next. So this decision can take a couple of forms.

So in this instance, firstly let's talk about, okay, the welcome series to joining a wait list. So if you have a program or an offer that they can only purchase, you know, when you open cart, then you would want to have at least in between those open cart periods, a wait list. So that means they have an option to say,

yes I'm interested, when you open the doors, please let me know. And we want to basically shortlist all our subscribers down to a smaller list of people so we know roughly how many people are interested in purchasing from you. Of course this leads us to our second automation, which is a wait list confirmation. So if someone joins the wait list,

we don't wanna just leave them with nothing, we obviously want to confirm their place. I love to send a bonus little gift at this stage just to say, Hey, welcome. Here's a taste of what you can expect. And you can also, if you want to go all out, create a mini kind of welcome again, but really focus your program.

So maybe give them a little bit of behind the scenes about what's inside. You can share some success stories. You can give them a little bit of a taste test about what they can expect so that when you do open doors later on, they are there eager, ready to go. Okay, so that's the first two automations. So a welcome series, which leads to a wait list and then the wait list confirmation.

The third one is similar to a welcome series, but for semantics, I'm going to call it an evergreen funnel. So this is where someone can purchase your course or your program all throughout the year. It's kind of like another term for like a sales funnel. So this is basically where they join your list via some sort of lead magnet and then we welcome them through a series of emails.

But at the end of that series we are making an offer or throughout the series we're making an offer saying, Hey, if you join now you can get this bonus, et cetera. So you can add all sorts of widgets to this. I use deadline funnel for my evergreen funnel so that I actually have legitimate urgency.

So if someone joins, they can only actually join my program for a short period of time. Or there's also some bonuses and offers associated with that. And that's only through certain funnels as well, certain entry points that people can reach that. So having this type of funnel can be that complicated or it can be simple.

It can just be a few emails and say, Hey, would you like to join? And here's the way to do it. Of course if you have an entry level digital product like a paid masterclass or a digital download or

like a tripwire type thing, you could offer these first level products in this funnel and then we'll talk about what you can do afterwards a little bit further down the track.

So that's number three, your evergreen or sales funnel. Number four is then the content funnel. And I talked about this a bit in the services episode. And I've also got a whole separate episode around content funnels if you want more context. But briefly, it's basically a series of emails that come after the welcome series, but before someone comes onto your main list.

And this is basically a best of tour of your content. So if you've got a back catalog or blog content or podcast content or just fantastic emails you sent before that you want your new subscribers to see, you can set this up in like a weekly email for four weeks, eight weeks, 12 weeks, 52 weeks if you want. It takes many forms and basically it's just a way of your new subscribers getting a best of tour.

Now throughout this funnel you can obviously invite people to join the wait list in every email or in every occasional email. Have something dedicated to that or you can make offers throughout at different points strategically throughout this content funnel as well. Okay, so they are four types that are really right at the beginning of that experience with you. And the next, we are kind of moving into the sales processes.

So if you have an open cart launch based model and you want to run like webinars or bootcamps or challenges, et cetera, then you would need to have some automation to confirm people's place when they sign up. So it's kind of like a lead magnet delivery, but instead it's like, Hey, yes you are registered for this masterclass. Here are the details,

here's the link, how to access and sending that confirmation. Now a big mistake I see a lot of people make is that they try to put the reminders in the automation as well and that is incorrect. You should be putting any reminders as once off campaigns or broadcast because they are sent to a specific audience at a specific time. Whereas confirmations could be sent anytime depending on when someone signs up.

So you would also need an automation there for any launch event confirmation. So anything else that you're doing or any other campaign you're doing, if you do like a giveaway or some sort of, you know, scholarship entry, anything that you have, you would have some sort of confirmation there in place. Then onto the actual sales period when you are in launch or throughout the sales funnel or the content funnel,

you can actually leverage a couple of fantastic sales tools. The first one is browse abandonment. So you can set up so that if someone views your sales page for your program but they do not buy, you can get set up an email automation that sends out to them

something like, Hey, I saw you check this out, did you have any questions?

I'd love to help you. Or it could be coincidental in that it sends them a specific offer out as well. Or if you don't like that idea of necessarily sending out another email to them, you could perhaps send a notification to yourself so you can outreach to them via DM or some other channel. Also, another type of abandonment that you might not think about when you think of digital offers is abandoned carts.

Yes, you can absolutely set up an abandoned cart email that people use in e-commerce businesses for digital products 'cause people are still using a cart based software to purchase. Obviously it depends what cart you're using, but if you're using WooCommerce as your checkout, you can absolutely do this. I know I use Thrive Cart, you can do that as well with Thrive Cart and I'm sure you could do it with Sam cart as well.

So just check out if your cart software, wherever people are checking out from, that you can set up abandoned cart emails. And so if someone gets to the point of entering the email address but they don't finish the transaction, you can send them out reminders or you could set it up so you again get notified so you can outreach to them personally.

So these are a couple of strategies you can use just to get those extra people, those extra sales across the line during your cart, open periods or you know, from your sales funnels. Okay, so that is the welcome and the sale sort of process. But there are also after the sale and this is extra, extra, extra important, I can't emphasize that enough for digital offers because the buyer's remorse is huge.

We also have people wondering, you know, am I in the right place, and their only access point is often through your email or it might be through additional places and initially it's just through email. So we want to make sure we have a fantastic onboarding experience for any digital programs, whether they are live or whether they are evergreen or if it's an ongoing membership,

you still need to make sure you have a great onboarding series of emails. So this is set up simply when someone purchases, that they get a series of emails. The first one and the most important one is all about where to get access. Even if they get a transactional email somewhere else, we still need to make sure they know where to get things.

So how to access the program content, if there's a Facebook group, how to join that. If there's anything that they need to do, like take a quiz or if you want to have some onboarding questions, like a form or something you want them to complete, share all of that in that one email and remind them multiple times about these links and give them to them multiple times in your following emails as well,

because people could miss it.

And the last thing we want is people feeling disgruntled because they didn't see how to get access to something. Another key one is how to get support. And obviously your degrees of support will differ, but communicating that from the beginning is essential. So if you prefer people to only ask questions through a Facebook group or through a dedicated form, you make sure to do that.

Obviously you can say technical support as well where, you know, if they're having trouble with their account or they can't access, where can they ask about that? Also, you know, coaching call times, answering frequently asked questions like is there recordings? When can they expect replays? And all that kind of stuff. And finally, there's also how to get the most out of the experience.

So you might have some recommendations about you know, where to go first, what type of content they might want to look at, et cetera. And then there's always just a little bit of motivation 'cause people always feel that they're behind or they worry that they're not doing enough and just reminding them that you know what, you're in the right place and it's common what you're feeling and you can talk to some of the beliefs or some of the challenges you know,

your newest customers have. So this whole onboarding automation is essential and I think it's just an opportunity to provide so much value. Now, similar to this, if you have like a single product, like so you sell like a once off masterclass or some sort of digital download, but you have other products, absolutely just send something out that says, you know,

here's how to access, if you have any technical trouble, you know, here's how you can get support. We'd love to have you. And then you can also have a little bit of an upsell sequence in between if you have another offer you want to lead them to. So it could be again, leading them to a wait list for your signature program or it could be to the next level,

whatever it is. So don't see just having a single product think, okay, we just need to deliver it. That's it. This is an opportunity for you to try to bridge the gap or build a bridge to the next offer. And that can be over a period of time. It doesn't have to be that same day. And then finally the final sequence automation that I would love to see everyone have is an offboarding automation.

So obviously this depends on your offer, but these can be triggered by if someone cancels like their membership or just a program comes to its natural end. And this off-boarding sequence can first just ask questions. So you might have a survey, were we ask questions about you know, what they got out of the program, if there's any feedback, you can of course ask for the testimonial.

Very, very crucial, especially for online programs. And finally you can upsell to something else as well. So you can say, well if you've

loved this, if you'd love this program, you can join this membership that's exclusive to only to people who have gone through this program or I've got my mastermind. Or if you need ongoing support, or we'll be running this again and if you wanna join a live,

there'll be option for you to do so. Or if you want a top-up call or a one-on-one strategy call or something with me, you can do it via this means - whatever it is. Just drawing the boundary about how to get future support and showing them where they can do it. Or you can just remind them about where they can watch any replays, how long they'll have access to anything important that they need to know.

Okay, so this is quite a lot. So I'll quickly recap the nine different automations. First is the welcome series leading to like a wait list. Then there's your wait list confirmation, your evergreen or sales funnel, your content funnel, any launch event confirmations, abandoned cart, and browse abandonments, onboarding automations, so whether it's an ongoing product or for like single products with an an upsell or offboarding.

So that is nine huge automations and you can see there's actually quite a lot to this, but pretty much, I don't want you to implement all of this straightaway. Instead take what I've shared here today and kind of map out your own sequence, whether it's through a spreadsheet, a list, or just pulling out some post-its. Think about just what's a natural flow for your subscribers to go through and thinking about,

okay, which steps based on what Yael shared here today, maybe you need to re-listen again, what can I add in? What can I layer in just to make this experience much more better for my customers? If you want my support and guidance with this, then I do, of course, highly recommend joining the email experience. That is the place to get all of that.

It's my online email marketing program that will help you serve your subscribers with open worthy emails, surprisingly simple automation and offers that sell. Now doors will be opening again in October. So make sure to get on the wait list at yaelkeon.com/experience for some vip access and some added bonuses. Thank you so much for joining me today. I would love to hear from you about what you've enjoyed from this episode,

or what you want to know more about or what you want me to cover next. So please let me know over on Instagram, I am @yaelkeon. Otherwise, I will see you in the next episode. Thank you for listening to Easy Email Marketing. It's an absolute honour that you chose to listen. If you love this episode, then it would mean the world to me if you could leave a review so that others can find this podcast and make their email marketing easy too.

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