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 is the final part of a four part series where I spill on my top email Marketing Secrets. These are the little shifts in thinking that make all the difference when it comes to email marketing and ultimately what makes everything simpler and less overwhelming. Today I'm sharing a bit more about the big picture and how email marketing isn't just about sending newsletters and thinking about everything as once off transactional like emails,

but instead thinking about it holistically and about creating different experiences for your subscribers, which makes it a whole lot more fun, right? And just more creative and more fulfilling for everybody. So in fact, I'll be sharing five different key experiences that you will want to create for your subscribers. But before I get stuck into all of that, you need to know that the doors are currently open to my 12 month email marketing coaching program called the Email Experience.

The doors are only open until this Wednesday, the 29th of June. So hopefully you're listening to this before then. And if you join though in the day this episode drops, if you happen to be listening to this on Monday, there is also a 20% early bird discount that expires tonight. So the email experience is the best place on the internet, I believe, anyway,

to learn how to create an email marketing ecosystem that generates leads, engagement, and sales all in a feelgood way. No spammy mcspam-bergs here! You will learn how to create the five different experiences I'm going to talk about in this episode, but also how to do it just one step at a time without it feeling overwhelming or just too much.

I've also got tips if you're starting from scratch, starting again. So ghosted your list or if you're ready to level up, there is an exact prescription of what you need to be focusing on next, and all the resources of course, you need to actually implement. This is intentionally a 12 month program so that you have enough space to create all of the email marketing things you want to get all that coaching to make it a habit,

to create that full system that includes lead magnets and welcome series, the newsletters and sales experiences and post-purchase experiences all in one place, all with a dash of automation running behind it. So as part of this, you'll also get two monthly group coaching calls with me, plus monthly opportunities for copy critiques and tech checks where I look at your tech setup for you.

So to find out more and to join today, head to yaelkeon.com/experience. Right on to today's episode where I'm sharing the five different email experiences you can create for your subscribers, which is actually the underlying framework that the email experience is built on. So this is a big sneak behind the scenes of what that's all about. Before I get stuck in though,

I do wanna encourage you to think more about your email marketing and setting up your systems as a way to create these experiences for your subscribers. Unlike social media, each post or email is not just a standalone call for attention, "Hey, I've got something to say." They should all be crafted strategically to help take your subscriber from point A to point B to point Z,

giving them what they need and what they want as well. Along the way, it's about creating that two-way conversation. It's about learning about them, it's about creating engagement and of course delivering that value. Some of this yes, is built on broadcast, so your regular newsletter style things and having a strategy behind all of that, of course, but others will be using automation and some of that amazing if this,

then, that, capability that email marketing has. If you're not familiar with email automation, I do have a previous episode called email automation explained, which will help you with all of that. But in a nutshell, all that means is if this happens, then that happens. So if they complete a sign up form, then we send them a welcome email,

simple as that. But you can have a lot of ifs and then you can create almost unlimited number of scenarios for your subscribers. So think about it as mapping out little journeys for your audience about what they do and what you know about them. Okay, so that's the underlying foundation, just thinking about it, okay, how can I make this amazing for them?

And really beginning to think about it being less transactional but more experiential. And really it comes down to five different experiences. If I was to boil it down, the first one is of course the signup experience. So this is all about making it exciting for them to sign up, but also easy, so exciting as in giving them something that they want in exchange for that email address,

and so they give it to you like willingly obviously, but also easy to sign up. We don't want people to go through too many hoops to be able to sign up. We just want to make it happen easily. They know what to click. They could type in a couple of words and it barely is like a few seconds of their time. So the signup experience includes a whole range of things.

It includes obviously your lead magnets, your lead pages, and your signup forms and where you share them, but also your promotional activities like your social media, if you run ads, if you have some

collaborations going, networking and how it all relates to things like content marketing and SEO and basically that whole front end that gets people into your world and that's your first impression,

right? This is the first thing that people see from you. So we want to make it feel good and we want to make them go, yes, make it irresistible to sign up to your list. Then from there, they move to the welcome experience, and the purpose of your welcome experience is to connect with your new member, audience member,

your new subscriber, and to educate them as well about what the most important things they need to know or feel about your business or your products or your services. So this can include initially just a single welcome email, but then it can expand to a full welcome series. It includes those first calls to action about what you want them to do, and then we can also even expand to like full content funnels,

which I spoke about in a previous episode as well, which is like an email a week for 10 weeks, 12 weeks, whatever you want. That's just these first must know things that normally your subscribers have in place, and you can even get even fancier with this by having a different experiences, different welcome experiences for different people based around what they sign up for or what information they tell you about themselves.

Then after that, we move into the nurture experience, and this is all about building the know, like, and trust factor. So this is what we probably traditionally think of when we think of email marketing. So your broadcast, your campaigns, your newsletters, whatever you wanna call them, it's about staying in consistent contact, connecting with them regularly. So here we are thinking about,

okay, what can we send, you know, or what does my audience want to know from me? How can I engage them? How can I get them clicking and replying and having a conversation versus just sending out news bulletins every single week? So really just being that consistent presence so that you are always top of mind when they are ready to take the next step.

Then of course, that next step is the sales experience, and we want to definitely do this in a feel good way. We want to have your subscribers being like, yes, I am ready because we've put in the investment, we welcome them, we've nurtured them, we've given them value, and now we need to offer them the opportunity for more value and more transformation through whatever it is that we sell.

So this can be done in a number of ways. We can have some simple sales strategies to start like ps's and just regularly mentioning products and services throughout without being really pushy. But then we can lead to having some more promotional campaigns scattered through your calendar or maybe expand your welcome series to be more of a sales funnel or then layering in launches and of course automations.

So abandon carts, browse abandonment, replenishment reminders, rebooking reminders, and also upsells and cross sells. There's so many different things that we can do as part of the sales experience. So many opportunities that you might be missing out on just because you don't have a simple automation set up there, but it's all about speaking to people when they're ready to buy.

So when they're already in that, that frame of mind to buy, then the final experience and one that people often forget about when it comes to email marketing is the post-purchase experience. Now, this is crucial because repeat purchases are obviously so much easier to get than getting new customers, and it's about building that loyalty and that advocacy and all of that amazing stuff,

and we can provide amazing customer service through our post-purchase experience. So this can include, you know, your basic transactional emails, but it can also include like the thank you emails after someone buys from you. Or it can be an onboarding experience. It can be an offboarding experience letting people know how they can continue to get support from you. It can be testimonial requests,

and it can also just be upselling to new opportunities that you work with. So, so many different things that you can do during that post-purchase stage. So you might be thinking, wow, that is a lot of stuff we've talked about - the sign up experience, the welcome experience, the nurture experience, the sales experience, and the post-purchase experience,

and hopefully through all of this you realize, okay, there's so much more to this email thing than just sending a weekly newsletter that I'm worried no one will read. Hopefully you can see that there's so many opportunities to connect with your audience. Now this does not mean you need every single thing of the things that I spoke about here today, but you would need something from each of those experiences to make sure you've got a full and complete email marketing system.

My recommendation though, of course, as always, is just one thing at a time and inside the email experience, I do break all of this down in my five email experiences framework, and I actually have like three levels within each experience and recommendations about what you would do at each level. So for example, at the starter level, we're not gonna be having fancy lead magnets and launches and fancy automations.

You would just be getting the basic setup, asking for those first sales and getting in the habit of sending those regular emails. You know, you don't need to have all of everything straight away. So we start at level one or start wherever you are at right now and level up until you have a full grown up system. So then to compliment this, of course,

we have a skills lab as well where you learn all the essential email marketing skills like copywriting, automation, mindset, and marketing foundations. Plus there's the tech zone where I teach you exactly how to do it in the email marketing software, and I support five different pieces of software currently. So I'm not gonna lock you in to anything in particular. So I really hope to see you as part of the email experience and would love to help support you as you implement all of your email marketing things.

But make sure to join by Wednesday. That is Wednesday the 29th before 11:59 PM Australian Western Standard Time, and I would love to see you as part of there. You can join at yaelkeon.com/experience. If you have any questions, I'm always happy to have a chat via email or over Instagram. Of course, I am @yaelkeon, thank you so much for joining me today.

I'll see you in the next episode and hopefully inside the email experience as well. Thank you for listening to Easy Email Marketing. It's an absolute honor 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. Finally,

make sure to subscribe so that you don't miss a thing. Until next time, have an awesome day and make sure to keep showing up and serving in those inboxes.