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 nons-spammy experiences for your subscribers.

Let's get stuck in. Welcome back to Easy Email Marketing. I'm your host, Yael Keon, and today's episode is a small, small taste of the type of content you'll see inside the email experience. This month I shared a brand new lesson all about how to increase your email conversion rate. So I thought I would share a few of the key factors and the highlights right here in this episode.

For the purposes of this episode, I'll be talking about a conversion as your subscriber making a purchase from you, because of course that is what we are all after. However, you can take the advice in this episode to tailor it to anything you want your subscriber to do or anything you want your audience to do anywhere in your world. But with emails that could be,

you know, clicking a link to read something, to download something, to answer a question, whatever the action is that you want your subscriber to do, then you can apply these philosophies throughout. So as I was researching the lesson for the email experience, I came across a really handy framework for conversions called the Lift Model. It was developed by Chris Goward from conversion.com

and it just really highlighted the key elements. And so what I have done is I have taken those and I have applied them to email marketing because the lift model, it stands for landing page influence function for tests. So obviously it's designed for like lead pages and website pages and stuff online, but we can of course apply it to email. Now, what Chris shares is six key conversion factors that will help obviously you increase your conversions on those landing pages,

but of course we can take these same factors and apply them to email as well. So let's dive into them, shall we? Now the first one is your value proposition. So of course this is your offer. Are you presenting a compelling offer or are you just being generic and asking someone to book a strategy call? We need to make sure the value of what you are offering is super,

super obvious that you are distinguishing yourself from the competition, that you aren't being generic and that basically your value, your proposition is must have - that they just, it's irresistible, they want it and they want it now. So of course your offer plays a key factor into how well it'll convert. The second conversion factor is relevance. So we want to increase the relevance of your offer to your audience or increase the relevance of the email you are sending to your audience.

And we can do this in email marketing in two ways. The first way is

understanding where they came from and I talk about this time and time again. So the key question, the biggest question we want to answer here is what did they sign up for? Where did they sign up? So if they signed up for a coupon code, obviously you can go in straight away sending them a coupon code and sending them those sales emails.

If they made a purchase, maybe your focus is more on sending customer service type emails or if they signed up for a lead magnet, some sort of download, then perhaps they are looking for help and you might need to focus more of your efforts on nurturing and advice and giving them solutions to a problem. So where did they come from? That's how we make it more relevant to them.

The second way we can increase relevance is understanding if it is for them. So your customer, your subscriber, will look at this email and go, is this for me? And to make sure it really is for them. We want to utilize segmenting, and I've talked about this at length in a number of episodes, but you want to think about segmenting your audience by different categories,

different interests, different stages, but even at a basic level, understanding who's a customer or not a customer who's a cold lead versus a warm lead who's engaged versus not engaged and speaking to those people in different ways. So we also increase relevance by having these segments or groups of subscribers and sending them special content or targeting them at different times. So increasing relevance by understanding where they came from as well as really focusing on is this for me?

Because if you start talking to a certain category of person or a certain interest, your language obviously can be more and more specific that it's clear, oh yeah, this is for me Again, this is all about right emails to the right people at the right time. What I go on about all of the time, this is all about creating that relevance.

The third conversion factor is clarity. So we want to increase clarity and we do this again in two ways. The first way is through clear succinct messaging. So really saying is this for me again, by saying this is for you if you know you're really focusing on the benefits and the tangible outcomes of your offer. The second thing, a second way we can increase clarity is just making the emails really simple,

really scannable, really easy to read so they get that impression straight away. So lots of white space, just making it really, really nice to read. So increasing clarity. The fourth conversion factor is what propels the offer. This is what gets it really going, and that is urgency. So this is all about asking that question, why now? Why should I take action on this right now?

And there are two types of urgency, right? There's internal urgency, which is like things that come from your subscriber themselves. So things that have like a date associated with it. Like you know, my

due date, I'm about, you know, to give birth on such and such a date, so I had to have a certain thing sorted out. Or my coffee machine is broken,

I need to get a new one instantly. So this is internal urgency, but we can actually help increase internal urgency over time through our messaging by helping people see why what you offer or you know, the outcome, the solution, the benefit, why it should be a priority for them. So this could be through educational content, this could be through,

you know, seeing stories, it could be inspirational stuff, it could be appealing to their emotions, but we can increase the urgency and the importance, this internal urgency through great emails of course. Then we've got external urgency and so this is external to your subscriber. And so these are things like giving deadlines around offers, different discounts, different free shipping,

or also having like limited availability, limited spots, et cetera. So obviously they are really easy to kind of do within your campaigns. Like you run a sales promotion, you say for 48 hours we've got 20% off, or I'm now opening spots, but I've only got 10 available. Where people get stuck is understanding how they can add urgency in automations.

And this is really somewhere that I think people are really missing out on a ton of opportunities. So if you are using Klaviyo and Shopify for example, you can actually create expiring coupons that you put in your automations. So you can create legitimate urgency within your automations. For other things you could do: use countdown timers using things like deadline funnel,

but if you can't even afford those tools, you can look at other ways of adding urgency to your automations, doing things like, you know, tagging at different stages to identify if they qualify for a bonus. So you can tag them to say, okay, they qualify for this bonus and then after that would expire, you remove the tag so you know,

they don't get it anymore. It could be as simple as offering limited number of spots each month as well. So there are ways we can add this urgency factor to our automations. Okay, now number five is anxiety. And of course this is one of the factors we want to reduce. We want to reduce the anxiety about the purchase, we want to provide peace of mind.

So this comes through answering frequently asked questions without them having to go and look for answers. You know, make it really obvious and clarifying again things for them, but also offering peace of mind through things like risk reversal stuff. So sharing what your refund policies are or also offering social proof. So testimonials, reviews, all of those things can help reduce anxiety around a purchase.

And we can just add these layers to our emails really, really simply

by adding some like little icons or graphics that talk about these policies or just include your reviews at the bottom of your emails and testimonials. And it's just this extra layer of information. And the final, and maybe one that I see a lot of people fall out on the final conversion factor is distraction.

So we want to reduce our distraction again. So this comes back to those scannable emails, but we also wanna make sure we make our call to action whatever it is we want our subscribers to do, making it really obvious. So using those buttons, using coloured text and underlines and focusing on one action per email. Don't distract with having three articles,

three blog posts, you know, a quote, something else. You know, focus on one thing per email. But we also, and please, and this is something that I see, you know, a challenge again, is we also want to make reduced distraction after the click as well. So when someone clicks through, where are they clicking through to?

We want to get them to purchase as soon as possible. If they have to fill out a form with a ton of different things, or if they have to click through multiple pages or they have to apply to work with you and wait for a manual invoice, there's so many opportunities for your customer to drop off. So while that's not strictly email,

we still need to think about, okay, why are my emails converting? Maybe people are clicking and they're not actually finishing the transactions because there's just too many hurdles, too many steps in the way. So we want to make sure they can pay you the money as soon as possible. So there you go. As you create each email or an automation or you're layering in a strategy to email marketing,

I want you to take yourself through these six items and see if you need to increase or decrease any given factor. So recapping, you know, the first one is your value proposition, also known as your offer. We want to increase the relevance of that offer by talking about where they came from. Is this for me? We want to increase clarity,

we also want to increase urgency, and we want to reduce anxiety and reduce distraction. Hopefully you have identified maybe one or two of the places that you think, oh, I could improve and we'll just see how you can increase your email conversions based on these. If you want more practical tips and advice like this, and I go into this into a lot more detail within that lesson I alluded to,

you know, with a lot more examples, then I would invite you to join the wait list for the email experience. Inside you get all the training on strategy and tech that you need to implement impactful and converting email marketing. Plus you get support from me through coaching calls, tech checks, copy critiques, and so much more, so you can apply what you learn to your unique business because obviously this is more generic advice,

but we can provide really practical tips for you. So you can learn more and get on the wait list at yaelkeon.com/experience. 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. Please let me know over on Instagram. I'm @yaelkeon and I'll see you in the next episode.

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have an awesome day and make sure to keep showing up and serving in those inboxes.