Welcome back to easy email marketing. I'm your host Yael Keon, and today I'm talking email engagement, AKA getting your subscribers to interact with your emails. So this is not only important in terms of getting conversions and sales, but it also factors a lot into deliverability and whether or not your emails will hit inboxes versus spam or promotions, et cetera. So typically email engagement refers to opens clicks and replies.

So basically anything that your subscribers do in relation to your emails, however, back in episode 12, I shared five different ways you can increase your open rates. So I'm not going to focus on that here. So if you haven't given that one a listen yet, I recommend you go back to it, learn some tips and strategies about how to increase your open rates.

And also continue on to listen to this one where instead I am focusing on 10 different creative ways to increase your clicks and your replies specifically, keep these in mind for when you need that extra boost, or when you want your audience as engaged as possible before a promotion or a launch. It is fantastic to pull out a couple of these little strategies ahead of any promotional period,

because it just gets them interacting and opening and just loving what you were doing as well as improving that deliverability. But before I get stuck in to the 10 different ways, there is one key principle you need to have in place. And that is to always have an action your subscriber can take. So no matter what email you are writing, always have something for them to do.

Think about that ahead of time. And then secondly, you need to make it super obvious because people scan emails. They don't necessarily read every single word, so we will need these to stand out. So we need to have them right up there, front and center, but we also want to entice them to take that action and make it really obvious through,

you know, using bold text or italicized text or using a high contrast colour for buttons or links. So just make it really obvious. Let them know that you want to hear from them that you want them to reply or that you want them to click through and let them know why it's important as well. Sometimes it is just like, this is the reason why I want to know the answer to this question, so that I can help create more content for you.

Or perhaps I will get back to you or with some extra advice. So obvious is key. Have a call to action in every single one. And yep. Let's share now some 10 creative ways that you might want to layer in to your emails to increase those clicks and replies. So way number one is to create a round up email. So you can do a Roundup of the best content that you have.

So your top five blogs of the year or videos, you could also do top five tips, but the key here is that things link through to your website or your YouTube channel, or, you know, your podcast feed. So

adding links to all, if you don't have a lot of content, don't worry. You can still use this too through sharing your favourite resources.

So you don't even need to link to your own stuff. You can link to other people's content too. So you can even do a Roundup of other people's articles that you have found useful as well. So creating a Roundup email with five to 10 different links for them to click and tell them why each one is amazing is a great way to increase your click through rates.

In terms of asking questions way number two is to get specific with those questions and say you want a reply. So don't do more like, oh, so what do you think? Let me know. Because people will just think that's conversational. They don't necessarily know that that means you definitely want to reply. They just think you're kind of being polite instead.

Get specific with the question, say, you know, how about you and even bonus points add in their name. So how about you, Fiona? What's your favourite? So you can embed that code, but you're asking a specific question. Like, what's your favourite something? Or you can double this up with these Roundup emails with the Roundup tips. You say,

how about you, what's your favourite tip or your favourite quote from this email? Or you can ask a specific question, like what's one example of how you had this specific challenge or what's one weird thing your kids said, you know, to strangers in the supermarket. If you're sharing a story like that, just ask specific questions and say, you want to reply,

add a line in there that says, yes, I really want to hear from you. I read every email personally, and I will get back to you myself. It's really important for me to know. So say you want that reply. Way number three is a different variation on the question. And that is to ask a question, but just with two to three clickable answers.

So to do this, you would need to create a page on your website that corresponds to each answer. So yeah, yaelkeon.com/answerone, and then answer two, answer three. You'll create and publish a website for each answer. Sorry, a web page, for each answer not our whole site. And it would literally just say,

thanks so much, you answered this. It doesn't have to be anything fancy. Just create a page on your website. So you get that URL. And then within the email say, I want to know which of these do you prefer? Which software are you using? What type of business are you and give them the three answers and hyperlink each of them.

So it's kind of like a little, like one question survey in their inbox and it is so easy for them to answer. Literally they just have to do one click. And not only that, you get some great data and information about your audience as well. If you use activecampaign

or convertkit, you could even automatically add a tag when they do click the answer.

So you can start tagging. Who's got what software or is it what stage or what type of business they've got, which is really, really cool. So ask a question with two to three clickable answers and just make it really easy for them to answer. Another variation on this, way number four is 'this or that'. So if you're in the process of creating something,

this is a fantastic opportunity to get input from your audience about what they like better. So ask them if you're doing a new webinar, for example, you could ask them to choose between two topics or two titles. If you are thinking of introducing a new product or new service, you can ask, say, look, I'm trying to make this big decision.

I'm torn between these two answers. So I thought the best thing and easiest thing to do was just ask, what would you be interested in most. Reply and let me know, do you like this option A 'this' option B 'that' it can even be as simple as you know, what social media platform do you prefer? Because I want to focus my efforts on the most important ones.

So you can ask them, do you use Facebook or Instagram or something else? Let me know. So these can be clickable, but they can also be asking for replies, especially if it's just a straight this or that one line answer and it can provide a fantastic insight. And you'll always get those people who go above and beyond, or maybe add in an extra option or give their thoughts about why it's important.

Again, research gold. Way number five to boost your engagement is to click or reply to get a bonus gift. So sometimes it's really nice just to surprise and delight your subscribers going above and beyond. So anytime you create a new freebie or like a checklist or like a guide or whatever it is, definitely be sending that to your list with the link to download it straight away.

And they can just click through. Obviously there'll be a lot of people interested. You could even add a limited time on this, say, you know what, this is going to be a paid product in a few weeks, but for now I just wanted to give it to you for free. So make sure you click this link like today. Similarly,

you could also ask for a reply, you can give them some sort of tip or some sort of instructions about something they should do and say, if you want more help with this reply and let me know, and I will send you like a bonus script or a bonus checklist or something to help them and ask them to reply. So clicking or replying to get a bonus gift more love from you.

Way number six is to send a mini challenge and ask for a reply to say that they're in. So I did this recently with my email list and it gets a great response. So I literally just send an email out

saying, look, it's been awhile. If it's been awhile, since you've sent an email, my challenge to you is to send an email this week and I will come here next week and follow up on anyone who

replies and lets me know I'm in. So I got a number of people say, replying saying I'm in. And then a week later I followed up and I said, did you send that email? So you can set a range of little mini challenges like that. And all you have to do is ask them to reply and say, I'm in,

you can mix this with the bonus gift. You can say, okay, if you let me know that you're in with this mini challenge, I will send you an extra resource to help you out. So you can have this double thing, but sometimes people just really want that accountability. Way number seven is to share a personal story and ask if they have experienced that too.

So sometimes people want to see the person behind the business behind the brand and really connect on that deeper level. So sharing a personal story can really, really do that. And you can also ask and just say, you know what, I just want you to know that I'm there for you if you're going through a similar thing, or you can just ask if they've experienced that challenge or frustration too.

And often when we start to share these more personal things, we will also get those replies as well, because you'd be surprised at how many people actually going through a similar thing and just want to feel heard. Way number eight is to add in video. So this is especially for you, if you produce video content, but if you have every now and then just want to record a video of what you're going to send in your email,

instead, that can be a great way to get engagement. Now, the video itself isn't going to be embedded in the email that can cause all sorts of deliverability issues. Instead, you can upload it to YouTube as an unlisted video or upload it to Vimeo or wherever you host your videos, or it can even just be a Facebook live or something on your Facebook page.

And then just take a screenshot and create a little thumbnail of the video itself and do a little play button over the top of it. And people cannot resist a little play button. And what you do is you embed that image of the thumbnail with the play button on it, in your email, and then you add a hyperlink.

So if they click it, it takes them straight to the video, wherever it is on YouTube or Facebook, et cetera. So people love a play button. It has this extra psychological thing about clicking through. So especially if you're a video creator, always adding that in is a great idea. Way number nine is to write a juicy blog or other content.

So record a really juicy video or a really juicy podcast episode about the biggest questions that you get answered or something where

you have a little bit of a rant or something that is opinion based so that people can really, you know, they want to open it because this is something they ask about all the time, or they love to see that someone thinks like them.

So make something really juicy, have a little bit of a tease in the subject line and in the introductory content. And then just have a link to click through, to listen to it. And finally, way number 10 is to use the PS. So quite often people actually scan through an email and then just go to the bottom and see whatever it says in the PS.

So a lot of creative email experts actually use this PS space as a summary of the action that they want someone to take. So if you've mentioned something in the email, if there's something that you want them to read or do, you can say PS or too long, didn't read, here's what I want you to do. Or you can use this PS space for something totally different.

So you could offer some tips or something useful or helpful, or a story, or have a promotion throughout the email. But then the PS could be on a totally different topic, could be as simple as PS, if you loved this, then you will love this "other reference" or this "other article" for you. So using that space to give yourself a second shot at getting that engagement.

So there you have it, there are the 10 different creative ways that you can boost your engagement in your emails. So quick recap, way one, create a Roundup email, way two, ask specific questions and say you want a reply, way three, ask a question with two to three clickable answers, way four, use this or that, and ask for a reply, way five, click or reply to get a bonus gift, way

six, set a mini challenge and ask for a reply to say that they add in so that you can follow up, way seven, share a personal story and ask if they have experienced that to, way eight, add in a video with an irresistible thumbnail, 'click to play' button, way nine, write a juicy blog or other content that your audience can't resist but check out, and way 10 is to use the PS.

So if you want guidance with any of this, I cover these points in great depth with lessons, tech tutorials, and even engagement email scripts you can use inside the email experience, my online email marketing membership that helps you serve your subscribers with open worthy email, surprisingly simple automation and offers that sell, all just one step at a time.

So if you want that guidance to make a start and to get your email subscribers engaged, you can join me anytime at yaelkeon.com/experience. Thank you for joining me today. I'd love to hear from you about what you have enjoyed from this episode, perhaps what tip you are going to use and what result you got, if you've got those extra clicks or replies,

I would love to know. So please catch up with me on Instagram, I'm @yaelkeon, all one word, and I will see you in the next episode.