

**Thought Leaders**  
BUSINESS LAB

**EPISODE 273**

# Effective Email Marketing

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## The importance of having an email list

An email list is one of the most valuable parts of your business, and is important as it helps you to build a relationship with your potential clients.

Email marketing plays a huge role in many successful businesses. This is because an email list is a great way to contact your customers, nurture potential leads, and turn them into buying customers. Additionally, an email list is something that you own.

## Earned media vs owned media

Social media is earned media, meaning it's not your traffic, you're just borrowing it. On the other hand, owned media is something that is yours, one example of this is your email list. Having the control of being able to reach your prospects will help grow and scale your business in the long run.

## Email list and conversions

An email list has great results regarding conversions. Most people's email lists will be able to convert a lot higher than their Facebook ads. Additionally, our email list should be treated as a contact list that we can email and also converse with in different ways.

## CRM

The conversation around email lists and email marketing will not be complete without CRM - customer relationship management system. But another way to look at CRM is as a contact relationship management system. Meaning, it's not just your customers but all contacts.

It's absolutely essential to record the details of every contact that your business has in your CRM. This is because all relationships that we want to manage matter.

## Difference between a CRM and an Email Service Provider

Most people think that all email service providers are CRM's, however this is far from the truth. So what is the difference between a CRM and an email service provider?

Your email service provider delivers EDMs or electronic direct mail. Software like MailChimp is an example of an email service provider.



This type of system saves the first name, last name, and email addresses of your business contacts, but it doesn't allow you to record other information such as the date of their last purchase, the item that was last purchased, the value of that purchase, or the start date of their relationship with you. This is the type of information that we can put into our CRM - customer relationship management.

A CRM doesn't necessarily do email marketing. But what it does do is record information of our customers that we may use down the line in business. At a certain point in the market, we will see a convergence of these two technologies - this is called marketing automation.

Marketing automation does things where there are certain triggers or events that occur. For example, a potential client fills out a contact form on your website which will then trigger an internal process. This process may be communicating to those customers appropriately.

Combining email marketing and CRM are very powerful when both used effectively.

## Mistakes people make in email marketing

### 1. Setting expectations

— This is a mistake that a lot of people make - not setting expectations by which we will be communicating with people.

— One example is having a message on your website asking your potential clients to subscribe to your newsletter without setting expectations. This is not an effective way to grow your email list. However, by setting expectations about the content of the emails and how often they are going to get emails from you is a much better strategy.

— By setting these expectations, you are more likely to have less unsubscribes.

### 2. Applying segments and tags to your list

— Tags help identify different stages of prospects in their buyers journey. Additionally, tags help compartmentalize the things each customer is interested in or not interested in. Too often, we get unsubscribes from our email list because we treat everyone exactly the same and at the same stage of the buyer's journey.

— Segmented lists send more targeted emails which optimises your results.

### 3. It's all in the subject line

— Your subject line is the beginning of what people see and gets them to read the rest of your content. There are a lot of tips and tricks to develop a subject line that gets more customers to open your email.



#### 4. How often should you email your list

— So many people are afraid to email their list and “bother them.” The truth is, we don’t talk to our people enough. Building an email list and warming them up is like building a relationship. You have to own the relationship if you want the relationship to work for you. So, sending consistent emails is essential.

— It’s far better to think about sending emails to your list as a rhythm. Like a good piece of music you want to dance with, think of your emails as a rhythm your audience wants to hear. If you decide to email them once a week and to have that rhythm, make sure you stick with it. Make sure it’s consistent, regular, and reliable because people love consistency.

### Warming up a cold email list

A great way to warm up a cold email list is to segment it so you’re only sending out to 50 people at a time. This could be just a quick 9-word email which is very direct. It’s something that is very specific that some people will respond to.

Additionally, another great way to warm up a cold email list is by getting some form of action or offering some form of training. Remind the person why they came on your list in the first place. Getting that action improves the open rate.

Remember, cold email lists can affect your email marketing because it affects your ability to get your email to the people who do want to hear from you.

### In conclusion

Email is something that we shouldn’t keep pushing to the side, especially if you want to grow your business and get more leads. It is integral to the growth and sustainability of your business.

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