

# Basic Email Marketing: Writing Emails That Get Results

Presented By: Ryan Peterson - Product Manager  
Stephanie Fleming - Copywriter



## Compose your email

Email Info [\(Pick a Template\)](#)

From Name

From Email

To  This email will be sent to the Person's primary email address. [\(Change\)](#) [Add Cc](#) | [Add Bcc](#)

Email Type




Subject

Text Body   
[Merge Fields](#)

[Add Attachments...](#)

From Name Ryan Peterson

From Email rpeterson@mac.com

   Ryan Peterson

   Infusionsoft Team

   Infusionsoft Vault

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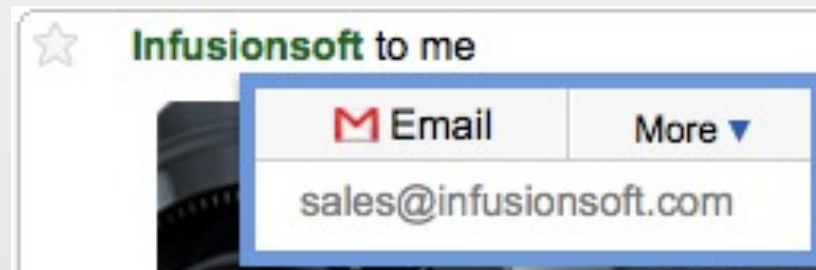
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No Wonder We ALL Write Subject Lines...  
Then Cross Our Fingers

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# Infusionsoft Subject Lines

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~Contact.FirstName~  
.....

~LoggedInUser.Signature~  
.....

[Add Attachments...](#)

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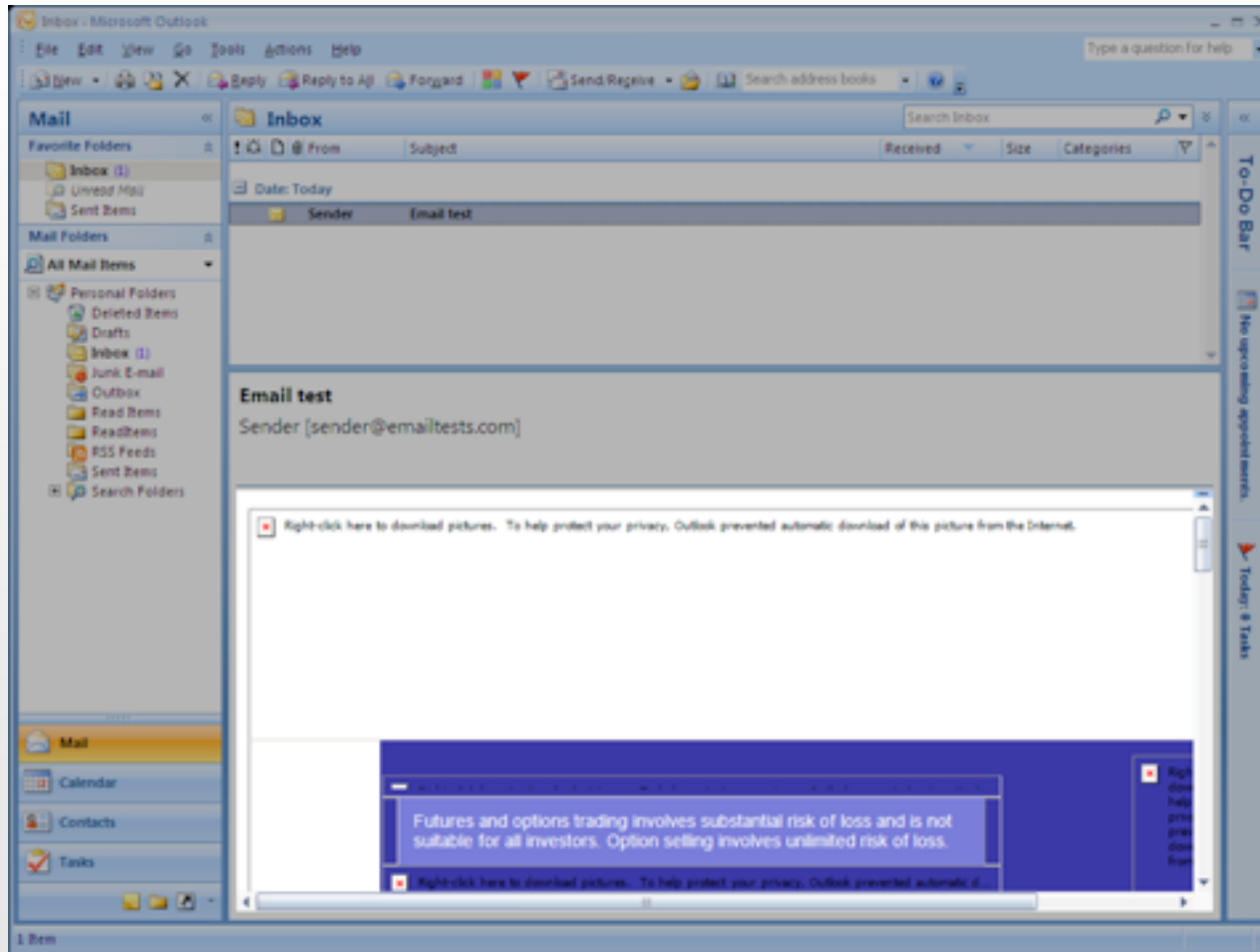
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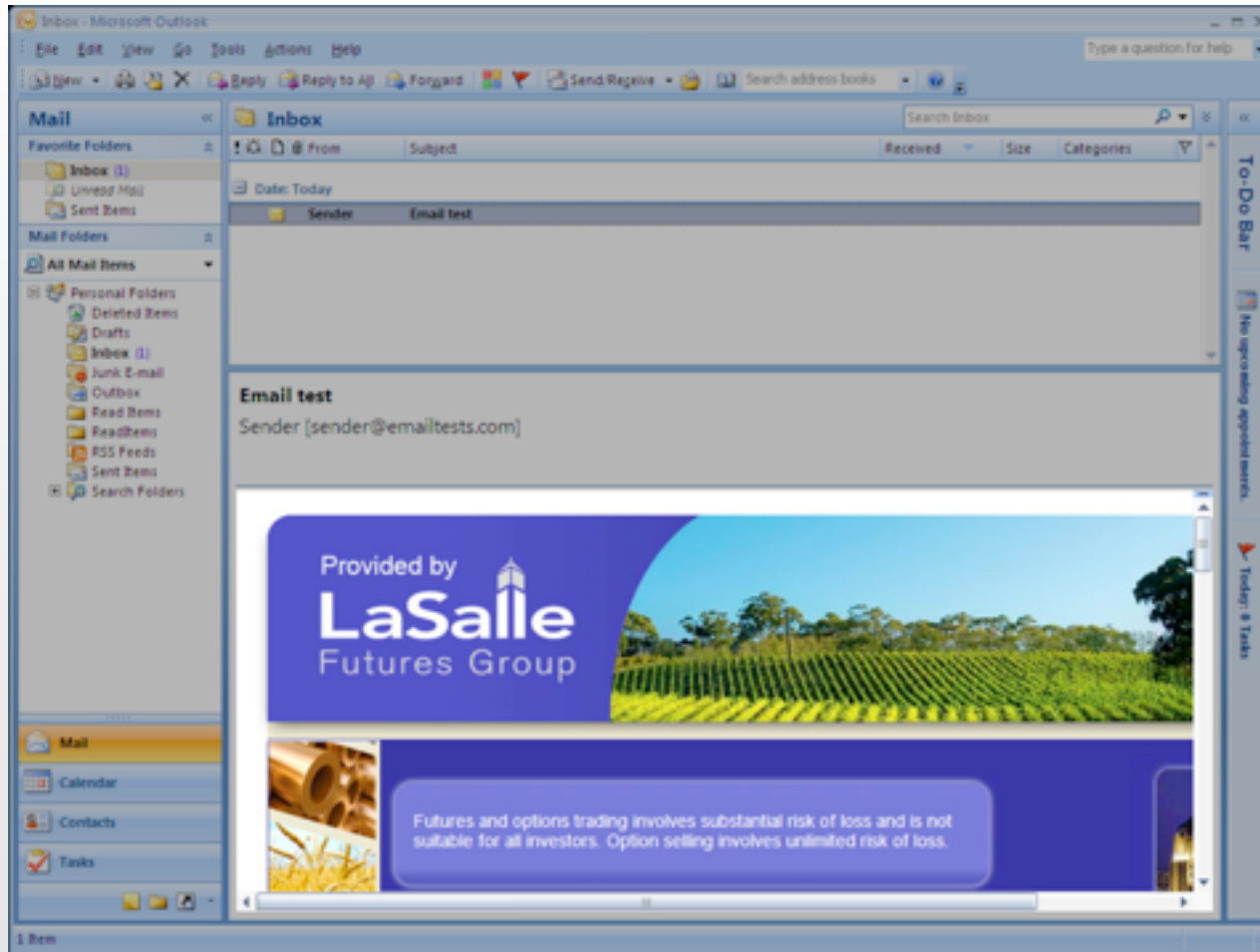
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- Be creative with personalization
- It is a way to stand out.



# The Fold



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# Now It's Time To Write the Content!





## Before You Start Writing, Remember:



**Your prospect is not thinking about you...  
You better make this worth their time!**

# Gather Data on ALL of Your Prospects and Customers

Before you even start marketing, you should get to know your prospects and customers.

- Health-Conscious Female
- Enjoys Fitness
- Over 50 Years Old





# What Do We Know About You?

## Tags

- Bill Glazer Referral Affiliates
- Sent Perry Marshall Email Biz Dev
- Sent Strategic Profits Email Biz Dev
- Bill Glazer Client Clients
- InfusionCon 09 Registration Clients
- Sent BTR Promo - March 0..Clients
- The Vault Email Subscriptions
- FT Form Submitted Free Trial
- 4 City Tour - TMIFGE Res... Prospects - Biz Dev
- Dan Kennedy Book Promo LP.prospects - Biz Dev
- DYS Tour - Gerber Regsit... Prospects - Biz Dev
- DYS Tour - Orlando Prospects - Biz Dev

- March Madness 09 Invited Prospects - Mktg
- March Madness09 Registra.Prospects - Mktg
- MOTM Downloader Prospects - Mktg
- OnDemand Demo Signup Prospects - Mktg
- Perfect Storm 11am Demo Prospects - Mktg
- Perfect Storm 2pm Demo Prospects - Mktg
- Sales Webinar 5/7 regist... Prospects - Mktg
- sales webinar attendee 5... Prospects - Mktg
- sales webinar registered... Prospects - Mktg
- The Edge Downloaded Prospects - Mktg
- VISITED: Buy Now Prospects - Mktg
- VISITED: Case Studies Prospects - Mktg
- VISITED: Demo Reg Prospects - Mktg

Pulled From an Infusionsoft Prospect Record

# **“Knowing” Your Prospects and Customers Is The Key to Building Profitable Relationships With Them**

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- It helps you know what to send
- It keeps them wanting to receive “stuff” from you



## What If...

- Female 20-35
- Stay-at-Home Mom
- Household Income 45k
- Her Insurance has a co-pay



Why Hasn't She Scheduled Her 6-Month Check-up?



Can't break away from the kids for your 6 month checkup?

We will watch them for you!

Right now, you can schedule YOUR check-up and receive 50% off each of your children's check-ups.

We'll even have someone in the office to watch the kids for FREE while we exam YOUR teeth."

**OR**

Feel good about your smile again. Come in for your 6 month check-up and we'll whiten your teeth for FREE. Plus, when you come in, your name will be entered into a drawing for a \$50 gift card

## One Size Does NOT Fit All

Non-relevant, non-targeted emails could set you up for SPAM, opt-outs, complaints, and a poor reputation...

This email was sent to Tyler Garns...a MAN:

**STRESS**  
**Management**  
*for Women*



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# Time To Determine Your Content

Note: If You Have Not Launched Your First Campaign and/or Fixed Your Follow-up...Start There!





# What if you wanted to write a newsletter?

## Do This

- Talk about the latest industry news
- Share updates that are relevant to your contacts
- Include personal stories and anecdotes
- Be personal
- Make it short or consider linking out the articles
- Have a theme

## Not This

- Make it all about you
- Make it too long
- Write something just to fill up space

A promotional banner for InfusionCon 2X. The top left features a close-up of a vault door handle. The top right has the Infusionsoft logo with the tagline 'DOUBLE YOUR SALES'. The main text reads 'THE VAULT' in large white letters, followed by 'CRACKING THE CODE OF SMALL BUSINESS SUCCESS' in smaller white letters. Below this, a dark red banner contains the text 'Think last year's event **CAN'T** be topped?' in white. The main event title 'InfusionCon 2X' is prominently displayed in white and red, with 'START SEEING DOUBLE' underneath. A red button with white text says 'REGISTER NOW!'. At the bottom, a dark blue bar shows 'SCOTTSDALE, AZ' on the left and 'MARCH 10 - 12, 2010' on the right.

**THE VAULT**  
CRACKING THE CODE OF SMALL BUSINESS SUCCESS

Think last year's event **CAN'T** be topped?

**InfusionCon** 2X  
START SEEING DOUBLE

**REGISTER NOW!**

SCOTTSDALE, AZ MARCH 10 - 12, 2010

### Time to Re-energize?

#### *Message From The President:*

Clate Mask, CEO of Infusionsoft, gives his opinion on whether or not you should wait til the New Year to start on new goals and strategy. [read more...](#)

Example: Infusionsoft's Newsletter  
(Also doubled for SEO content.)



# What if you just want to keep in touch?

## Do This

- Send something relevant
- Include personal stories and anecdotes
- Share your knowledge
- Give them a way to connect with you
- Give them a reason to open your emails

## Not This

- Make it seem like a temperature check
- Keep asking them to buy
- Give up (that's what everyone else does)

**INFUSION INSIGHT**  
YOUR WEEKLY MARKETING RESOURCE

[www.infusionsoft.com](http://www.infusionsoft.com)

## Measure Your Marketing: What You Can Track.

Several months ago, you were sent an email about the difference between marketing and advertising. Hopefully you took that message to heart. After all, **one of the greatest benefits of marketing is the ability to measure your efforts.** And, for a business owner, this is a valuable ability.

You see, when you measure your marketing efforts... and then take the time to make the appropriate changes, you are going to see the results in the increased number of sales.



Example: Infusionsoft's 52 Week Campaign  
(Easily the most responded to campaign we've ever had.)



[www.trakware1.com](http://www.trakware1.com)



We all like to think we do a great job for our customers. We have pride in our work and often go the extra mile to keep our customers satisfied.

But when if you just pick up your check and shake hands at the end of the job, you are leaving valuable information behind.

Example: from Infusionsoft Customer Gregg LaPorre  
(A good example of continually providing value.)

# What if you wanted to write a promotion?

## Do This

- Make the offer very clear
- Make it easy for the person to buy
- Give them a reason to buy
- Follow-up quickly with the purchase
- Learn those copywriting basics
- Ask for the sale

## Not This

- Keep sending the same email over and over
- Seem desperate (ex. end of the month sales)
- Train your contacts to wait for a sale



**EXPRESS** FOR HER FOR HIM **SALE** WHAT'S NEW FORWARD TO A FRIEND

**5 DAYS TO SAVE**  
*4 Days left!*  
**TODAY-MONDAY**

**\$15 OFF\***  
EVERY \$60 YOU SPEND  
ONLINE PROMO CODE: 4159  
[SHOP NOW](#)

[PRINT COUPON](#) [FIND YOUR STORE](#)

TEXT† **MOBILE** TO **EXPRES** (397737) TO GET THIS OFFER SENT TO YOUR PHONE

SHARE THIS OFFER ON FACEBOOK

Standard messaging & data rates may apply. By texting MOBILE to EXPRES you are automatically opting to receive ongoing EXPTXT mobile alerts.

Example: Promotional Email for a Retail Company  
(It works, because this is what the prospect expects to receive.)



# Keep the Secrets

of marketing and small business experts

## Right At Your Fingertips!

**Pay Only \$899**  
limited time offer

Hi Stephanie,

You've almost certainly heard the saying, "Experience is the best teacher." Well, as much as we believe in old sayings—entrepreneurs don't have the luxury of "learning" how to make their marketing powerful. You need solutions that work, and work now!

Example: Infusionsoft Promotional Email  
(Needs more content than most promotional emails.)



# What if you wanted to host a webinar?

## Do This

- Make the details as clear as possible
- Let them know upfront whether there will be a pitch
- Consider offering a free gift for attending
- Give them some idea what will be discussed
- Follow-up immediately with a reminder sequence
- Stick to the content you say you'll use

## Not This

- Send out the email too far in advance
- Make the email too long
- Start your webinar without first testing everything

**Discover the New Infusionsoft Success Path**  
**Thursday, February 11, 2010**  
**4:00 PM ET / 1:00 PM PT**

[Yes, I want to attend the webinar!](#)

During this webinar, Jeff Mask and David Bonney (from our sales team) will reveal:

- The detailed path for doubling your sales using Infusionsoft
- How to minimize the time you spend in Infusionsoft but maximize the results
- Our fool-proof process for helping you double, even triple your growth in 2010
- The unbelievable results Customers have seen (just by using some simple techniques)

This webinar will be short and to the point. We simply want to provide you with the success strategies our newest customers have had the advantage of using.

**Example: Infusionsoft's Standard Webinar Copy Layout**  
**(We always include critical details and bullet points.)**

## Is my content Spam?



**Spam - It's not just avoiding the word free.**

# The Email Deliverability Flow



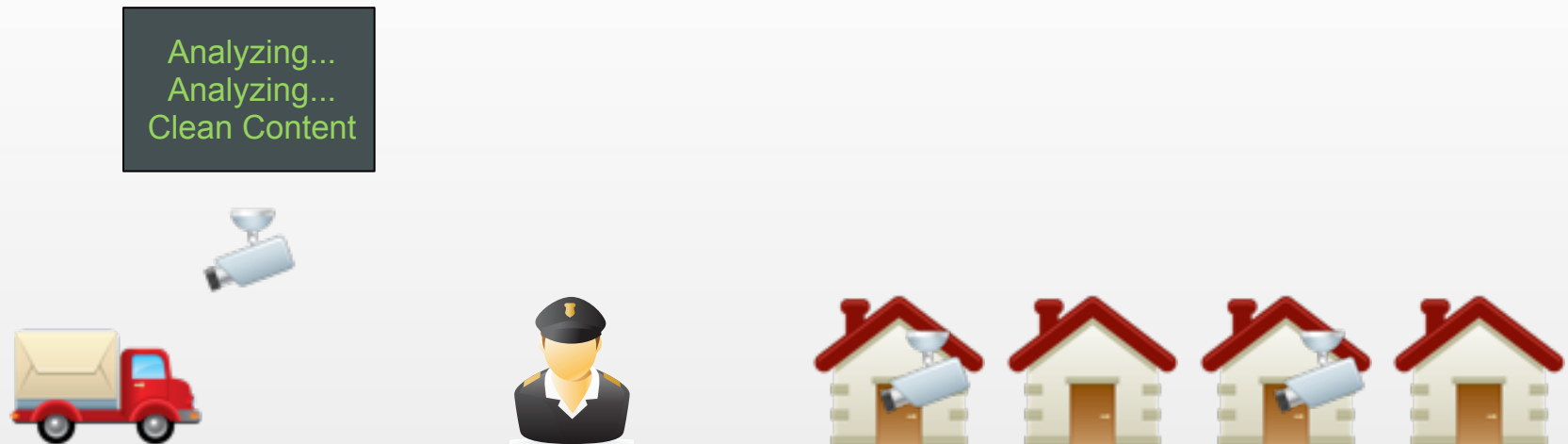


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Analyzing...  
Analyzing...  
Clean Content  
Inbox!





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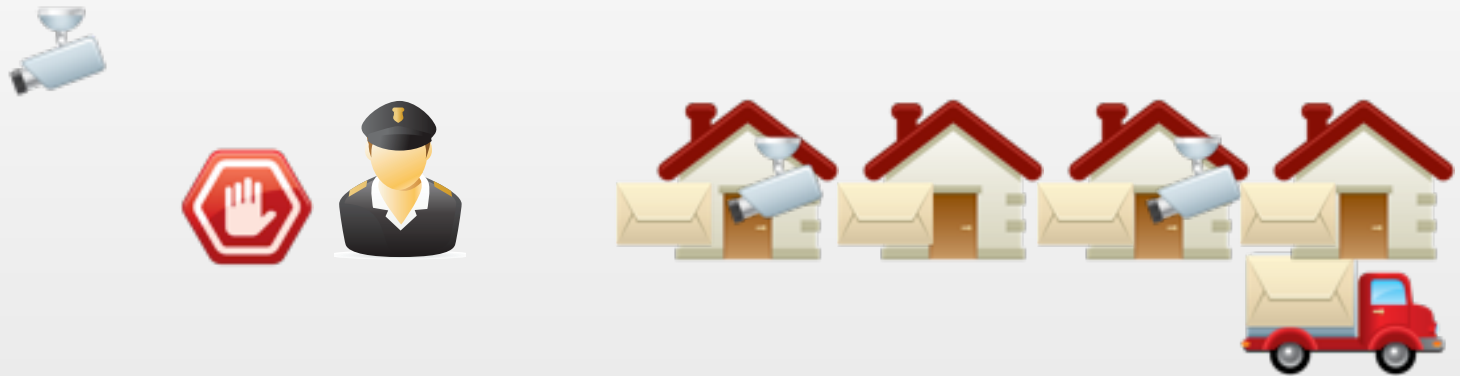


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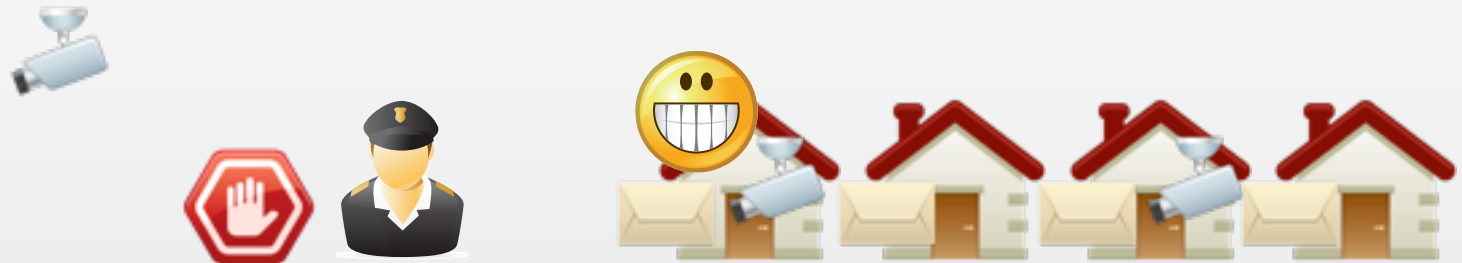
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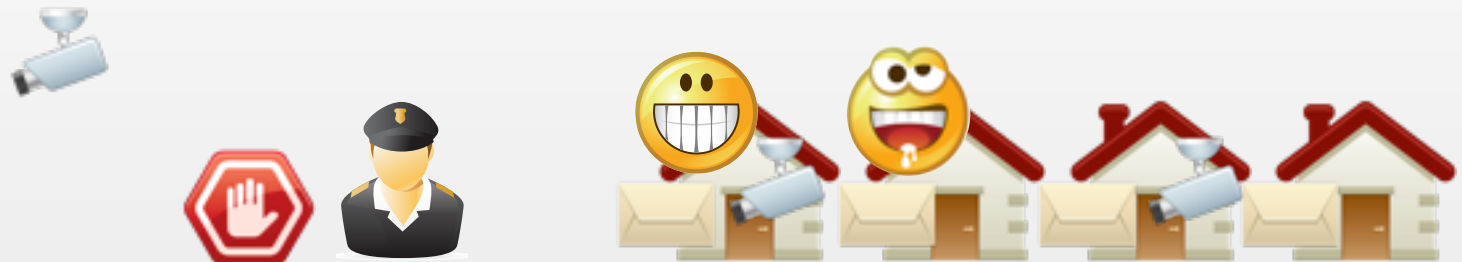


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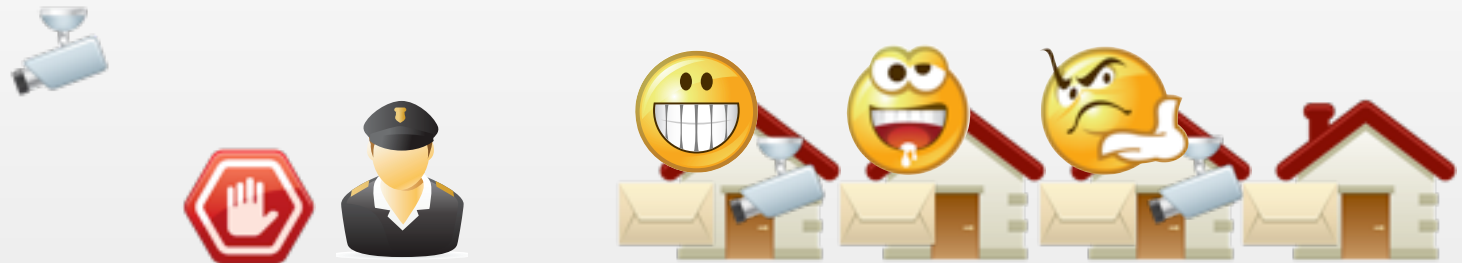




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- Money back guarantee (2.051 points)

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- Money back guarantee (2.051 points)
- Why Pay More? (1.249 points)

## What You Need to Know About SPAM:

- 86.4% of all email is considered SPAM\*
- What's safe today may not be safe tomorrow
- If it LOOKS like SPAM, it could get flagged as SPAM
- If it's not a targeted message, it could be flagged as SPAM
- If it can be taken offensively, it could be flagged as SPAM



- Certain words are considered SPAM words
- SPAM filters look at the subject line AND the body of the email

\*Message Labs (Symantec)



## **SPAM Words to Avoid**

**Act Now  
Credit  
Opportunity  
Cash  
Bankruptcy  
Earn**

**Money Back  
Limited Time  
Guarantee  
Offers  
Order Now  
No Fees**

**Sign Up  
Save  
\$  
Risk Free  
Stop  
Unlimited**

**Ironically, SPAM is a SPAM word:**

**Let us help you *launch your first campaign* today.**

We value your privacy, we really hate spammers, and we're not going to sell your info to spammers (or to anyone else). If you really want to read the boring details of the privacy policy, you can read them here. To unsubscribe or change subscriber options [click here](#)

Inboxes are blowing up



A person wearing a dark hoodie is shown from the chest up, with their face completely obscured by their hand. The background is a solid, bright green color. The entire image is framed by a white border.

How are you  
being perceived?



**When legitimate email senders abide by the rules of sending email, they build trusted reputations and their email behavior becomes easy to predict. If a typically good, or reputable, email sender sent a slew of email all at once, reputation databases would not flag the sender as a potential spammer because their past behavior was so pristine. Predictive Sender Profiling, however, profiles behavior independent of the sender's past activity and would detect this uncharacteristic behavior and act accordingly by blocking unwanted email.**

**#deliverability**



**“ESPs can do many things but your content and frequency aren’t among them. What/when/how you mail is largely dependent on your deliverability.”**

**"Just like DKIM, domain-level reputation is on the rise. For portability’s sake, make the From: and Friendly From as consistent as possible."**

**"Permission is not enough; list engagement list is the key to deliverability. ISPs have stated they’re measuring such things as viewing time."**

## Free Daily SparkPeople Emails

- ☒ **Best of SparkPeople Daily** (Sample)
- ☐ **Exercise Tip of the Day** (Sample)
- ☐ **Family Health and Wellness** (Sample)
- ☐ **Healthy Reflections** (Sample)
- ☐ **Recipe of the Day** (Sample)
- ☐ **Food Showdown** (Sample)
- ☐ **DailySpark Digest** (Sample)
- ☒ **Special Offers**

[Select All](#) | [Remove All](#)

\* You can expect to receive one email per day for each checkbox above, except for Special Offers which sends rarely.



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My Home   Resource Center   Community   SparkPoints   SparkPages   [Join Now For Free! / Login](#) →

## Best of SparkPeople Daily

- April 18

### Get a Handle on Emotional Eating

*The Secret Sabotage of Your Weight Loss Program*

Ever been angry or upset one minute and then on your couch eating the next, unable to remember why you started eating or how long you had spent munching? If so, then you have entered the world of emotional eating. It's something that can happen to anyone, and one of the most common dieting obstacles out there.

Emotional eating at its best passes after a few minutes. At its worst, it can take over your life and cause you to eat uncontrollably for extended periods of time. And according to nutritional experts, 75% of overeating is caused by emotions. So don't worry, if you suffer from emotional eating, you are not alone.

 Free Samples	 Grocery Coupons	 Baby Coupons	 Pet Coupons
 Beauty Coupons	 Movies & Music	 Free Stuff	 View All

**CoolSavings**

### Featured Exercise

#### Modified Lunges

Great for beginners!



[See Exercise Demo](#)

# Your Reputation is

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- Number of Spam Complaints

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- Number of Spam Complaints
- Consistency of sending



## Your Reputation is

- Number of Spam Complaints
- Consistency of sending
- User Engagement (opens/clicks)