



# Supercharge Your Email Marketing

Three things you should be doing  
and one you should not.

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# Introduction

Any person who thinks email is dead, is, well, dead wrong. According to Campaign Monitor, people sent around 246 billion emails in 2019, and that continues to trend upward. The flip side of that statistic is that there is a ton of competition for opens and clicks.

A successful email marketing campaign, in my opinion, is not about the open rate, it's about the engagement rate. I imagine that if you had an open rate of around 90% and no other interaction with your company from that email, you are not going to be happy. In the end, what you want is an engaged list of people. This Guide is to help you get out of an email marketing rut and supercharge your email marketing.

This Guide will walk you through:

- **How to create the right message for your email list.**
- **Soft-sell your leads with email.**
- **The one thing you shouldn't do with any email campaign.**
- **How to 10x your open rate.**

Let's get started!



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## Crafting the Right Message

Every business card exchange is not an automatic invitation to be added to your email list. I caution you, as I do all my clients, that you must get permission to add them. Nothing is more annoying than giving someone a business card, and next thing you know, you're getting regular emails of content that you didn't ask for from them. **You want to start with an engaged member of your list;** otherwise, this Guide is useless.

### **Once they subscribe, provide them value**

I have to stress this point. Whether you decide to send a newsletter or single subject email, your email marketing strategy needs to have compelling content that will engage your audience. Generic content quickly found on the web is not valuable. You may as well say, "give me your email, and I will annoy you with useless information until you finally give up and unsubscribe."

If you are going to provide value, you have to know your audience. What is it that your customers find compelling about the products or services you provide? What differentiates you from your competition? Use this knowledge to craft your message. If you do discounts or create free downloads, you will get names on your list, but if you want to keep them there, you need to be providing content your audience can use.

## Gain their trust

You have to think about this as dating. You want to develop a relationship with your audience. Like dating, you don't want it to move forward too quickly. You don't want it to be like, "Hi, nice to meet you. Let's get married." You need to focus on your client as the hero of the story and what you can do for them.

You have to romance them a little bit and make them fall in love with you. Think of it as a love story. They meet, then date, they find out about the things in common, fall in love, and get married. Using email marketing should follow a similar pattern.

Every business is different, and every audience member is looking for something different as well. The value to your audience is demonstrating your knowledge on a particular subject. This knowledge needs to go beyond what can be found easily on the internet. If you are unsure about what to write about, you can use surveys to gather information about your customers. I wrote an article about [how to survey your customers](#), and it goes into a little bit more detail.

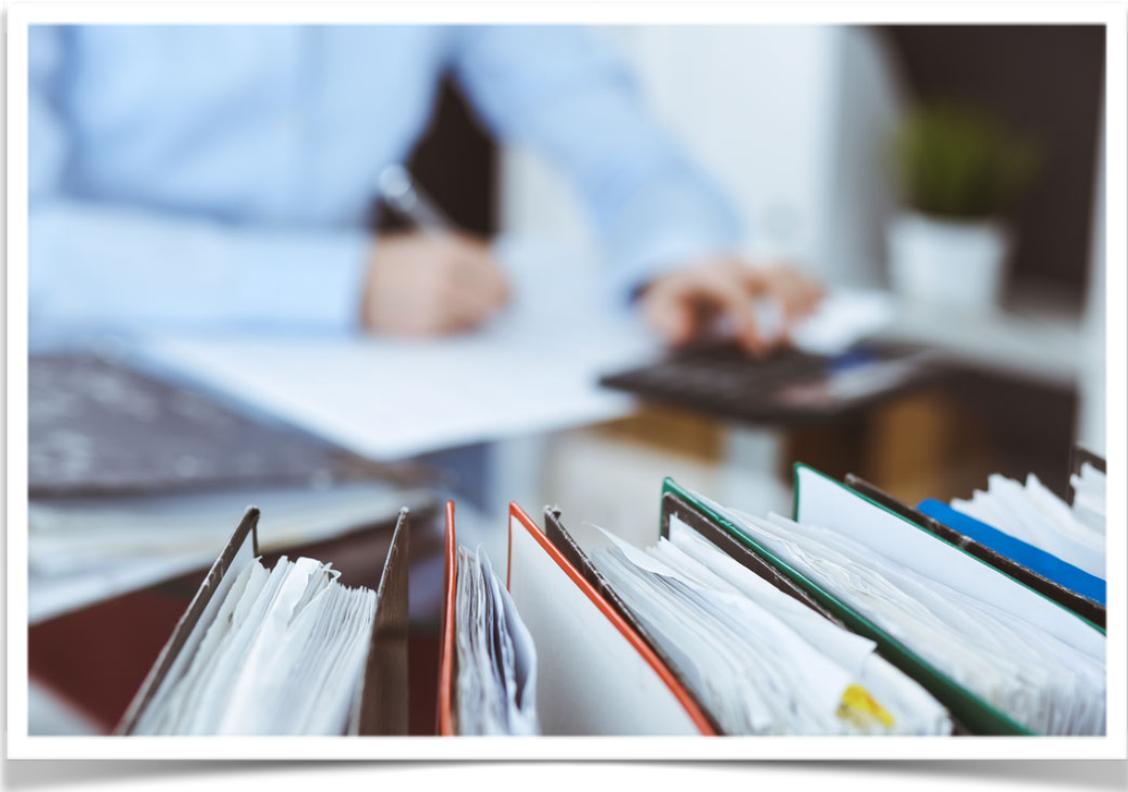
**“Generic content quickly found on the web is not valuable.”**

Your customers are your customers for a reason, and there are probably similarities as to why they chose you. Learning about why they chose your business instead of your competitor will give you insight into what your competition is not offering that you are.

The takeaway is you need to understand what is going through their minds. What emotion is going to have them take action? Dive deeper into what's going on in their heads. What was their feeling when they made the purchase and held the product in their hand? How did they feel when they left your office? You can use these emotions to start to craft a message that will attract others who want to feel the same way.

Keep this in mind when you are putting together your content, if you and your competition are saying the same thing, it then becomes a competition of who can shout

louder. No business can be all things to all people. They may say it, but do they genuinely demonstrate it? Where does their messaging not line up with their execution? It's in these misalignments that you can take advantage and where you need to start crafting your message. For example, let's take accountants.



Accountants typically take care of your taxes and give you tax advice. When you hire an accountant, that is what you expect from them. For many businesses, hiring an accountant is like internet access; you don't think about it until something goes wrong. If everyone in your field does the same thing, how are you going to differentiate yourself? What value do your services provide beyond tax services? How do you get the message to your clients that you do more than file taxes?



## Soft sell your leads.

If you try to sell all your services in one email, you are going to overwhelm your reader. My suggestion is to break down your services and benefits into a series of emails that soft sell your business to new and potential customers.

A technique that I like to use is creating a sequence to introduce your company and stay in front of new leads. It doesn't replace the sales call, but rather it allows you to lead the conversation in the direction you want to go in without being too aggressive. Here's a content tip: you want to have these emails stand on their own. You can't assume that they will remember what was in the last email.

With service businesses, an excellent sequence to do is introducing your services. For example, for my business, it would be Email Marketing, Website Design, and SEO (Search Engine Optimization). Each one of these topics would be one email. The order of importance should dictate the email order of the sequence. You want to lead with your most important or most popular service. After the last one goes out, you have to

decide on what level of engagement would be worth sending a final email asking for a one to one call.

Let's say, for example, all the emails in the sequence have a link to additional information. A reader opens all the emails and clicks all the links. This person seems to be interested in learning more about the services you provide but hasn't reached out. I would reach out to that prospect. However, what if you have some who opened all but

didn't click? Perhaps there's some that open and clicked some but not all? With these scenarios, it becomes a bit more tricky.

**“you want to have these emails stand on their own. You can't assume that they will remember what was in the last email”**

I go into a plan of action for these scenarios a little bit later. For right now, you have to decide which leads are worth pursuing and which you should just relegate to something less intrusive

like a monthly newsletter. That is really up to you. Not everyone who ended up in this sequence is going to become a customer, and some just wanted whatever you were offering at the beginning. More on this later. For the moment, let's focus on setting up a sequence.

## **Set up a sequence for better engagement**

You can create these sequences in any number of platforms. They include but are not limited to:

- [Mailchimp](#)
- [Constant Contact](#)
- [Active Campaign](#)
- [Hubspot](#)
- [Autopilot](#)

They all pretty much work the same. You create the emails in advance, and you set a time between sends. I recommend 5 to 7 days between each email. My rule of thumb is that the emails should arrive when your business is typically open. For example, I

wouldn't send an engagement email on Saturday because I am not open on Saturday. If you are a retailer or your business is open on weekends, then you could deliver them on the weekends. The idea is that if you strike a chord with the recipient, you want them to have the ability to talk with you right away and not wait until Monday, where they may have forgotten about it.

Once a contact goes through the sequence, I suggest that you get notified in some way like an email or text message. If you use a platform like Active Campaign or Autopilot, you can be alerted when a contact has finished the sequence. You can individually evaluate their engagement and decide if they should have a "follow up" if they haven't already reached out. You want to be alerted when the last email goes out so you can reach out promptly. After that email, you can have the platform add them to your regular email list automatically. A good practice is to let them know you are doing it and give them the option to unsubscribe at that point. (They should always have the opportunity to unsubscribe during the sequence.)





## **Don't Set It and Forget it.**

Once you set up your campaign, and it starts to run, many businesses are curious for the first few days or weeks, but once you see it working, many tend to forget about it. Never set and forget your campaign. You could be losing out on conversions, which could be costing you money.

### **You need to be monitoring your campaign.**

What are the open rates? Are people clicking on links? Is there a significant drop off from the first email to the second email? Are you sending the emails at the right time of the day? Are you sending the right message to the right person? These are all things that you need to evaluate and possibly update as you go along. Your audience is going to dictate how and when your email campaign is delivered. A best practice would be to monitor your campaign regularly.



## 10x Your Open Rate

Let's say I send out a series of introductory emails and, someone only opens the email about web design, but they don't call. That's not surprising, and common sense dictates that it will take a few more interactions before you convert them. What would I do to engage that person with additional content about web design to see if they are genuinely interested in website design or even better, having me design their website?

Many of the email campaign applications allow you to create contingency emails based on the action of a recipient. For example, if someone opens the web design email, you may have two or three more web design emails ready to go. These would follow the same benefit-driven format, but they would go more in-depth. These might include additional links to content you wrote or perhaps a free download. Based on these further interactions, they may be the right candidate for a call.

When you start your email marketing campaign, you have to plan for contingencies. Have a plan of action for those, who don't convert on the first email. By segmenting your list based on interests, you can target the members of the list more directly with content that they are interested in reading and possibly move them along with their decision.

How does this look in practice? Let's say you are developing an email campaign to sell a new product or service you are launching. You have a highly qualified list, and you have a series of emails emphasizing the great features and benefits of the product.

Let's start with the basics. There are typically four kinds of interactions when you send out an email. They are unopened; open and don't click; open, click and don't convert; and convert. In this plan, we will handle each one of these interactions differently. Let's start with the unopened.

**“When you start an email campaign, you have to plan for contingencies”**

In most campaigns, there is a sizable group that doesn't open. We don't know why they didn't open. I'm not talking about dead emails or emails that go into spam. These are successfully delivered emails that the recipient didn't open.

### **Turn a low open rate into a high open-rate.**

For this group, we can set up a series of three or four emails that have a different subject line each time. Since they didn't open, the email itself can stay the same. Each email emphasizes various aspects of the product.

Use personalizing the subject line in the email in at least, if not all, of the subject lines. Personalization has shown increases in open rates by over 25%! By using personalization, you can talk directly to the recipient. Which of these is a more compelling subject line, "All customers take 25% off today" or "Michael, we reserved a 25% discount for you"? See what I mean?

## Turn no click into clicks.

The next group has opened but didn't click. This group can fall into one of two types. The first is your message didn't resonate enough for them to take action, or they opened the email to delete it. Since we can't do anything about the second group, let's focus on the first group.



If someone didn't click on your email, there is a good chance that your subject line didn't match their expectations of the content. It could be a variety of reasons, but in many cases, they didn't see the value. So you need to ask yourself, what is the value of your product to the customer?

If your product is going to change their lives, how so? They may not be able to figure this out because your product or service is unique. This group is curious. Give them a reason to take the next step. Let them know how it changed other people's lives. Testimonials are great for this.

Another technique is to reframe their problem with your product or service as the solution. This group can get one or two emails more explaining how you can make a difference with their problem. I wouldn't send more than two more emails to this group. The last thing you want to do is upset a large part of your list. Once you get them to click through to the product page, the group moves to the next phase which is, clicked but didn't purchase.

## Help them over the finish line.

It is important to note that you should be creating segments all along the way. Also, if someone moves to another group, they should be removed from the previous group. Most email platforms should be able to do this automatically.

Now you got them to click, but they didn't buy. Why? Is your price is too high? Perhaps they aren't sure how it will fit? For this group, the buyer may be unsure. We need to set up a series of emails to address these concerns.

If they have gone as far as clicking through to your website, let's presume they have an interest. If your prospect still doesn't buy at that point, then there is still work you can do.

Send them an email with a video demonstration or perhaps a "personal note" from the owner or founder—one or two emails at the most. Again, you want to demonstrate the value, not upset them, and have them unsubscribe. If they don't purchase after the two emails, let them go cold for a bit and target them later. Down the road, you can target this list with Flash sales or introductory offers.

### **Finally, once you hook them, don't forget them**

After nearly a half dozen emails, you convinced them that your product is right for them. Don't let the relationship end there. Send them tips and tricks to help them get the most out of what they just purchased. If there are add-on products or additional services, send them a "limited time only" discount.



If you have a product that they can reorder, think about offering a volume discount or subscription plan. If you know how long your product will last, send a reminder email that it's time to reorder.

Yes, some people will unsubscribe. Truthfully, they were never going to buy, so you'll just be wasting your effort on them. However, the remainder of the list, won't realize they have received nearly twelve emails because it's not the same message over and over.

You're addressing their concerns, and at the very least, they are aware of the value of your product or service.

The only way to 10x your email campaign is to do a bit more work. By doing the extra work, it helps increase the conversion rate of the ones who don't buy on the first email. Another benefit of doing your email campaigns this way is that you will see which message resonates the most with your audience, and you can use this information to better market your product or service down the road.

### **Garbage in, garbage out**

All these methods are all well and good; however, if you have crappy content, you are pretty much wasting your time. Poor writing, unengaging subject lines, and irrelevant content will hamper your email campaign, and your list will unsubscribe. You'll never get them back. In an article, I wrote, "[3 Steps to Crafting a Message that Separates You From Your Competition](#)," I layout some content ideas to help drive traffic. Remember, garbage in leads to garbage out.



# Final Thoughts



As a business owner, you need to learn about your audience and how to engage them. Sometimes this education comes as a result of doing things wrong at first. I wouldn't be discouraged. Remember that Thomas Edison failed many times before he invented the lightbulb. Success comes from perseverance, experimentation, and, most of all, learning from your mistakes.

## We're here to help

Some of the ideas in this Guide might seem overwhelming to set up. I am here to help, as well. Feel free to [reach out to me](#), and I will help you get this up and running. Just mention that you downloaded the Guide, and I will answer any questions you might have on starting an email campaign at no charge. It's how we business people stick together.

# About Migman Media

**At Migman Media, our goal is to create a creative and impactful digital marketing strategy that will increase your return on investment.**

**Our toolkit includes:**

- **Discovery** – We learn about your business, your current customers, and your competitors to develop a strategy that will resonate with future customers.
- **Digital Marketing Strategy Implementation** – Taking the information we learned and implement the campaign using a variation of:
  - [Website Design](#)
  - [Content Marketing](#)
  - [Search Engine Optimization](#)
  - [Email Marketing](#)
  - Testimonials and Reviews
  - Pay Per Click
  - List Building

**Migman Media is Here to Help You with Your Digital Marketing**

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