

Cheat Sheet



Email Marketing 3.0

Made Easy

Powered by RestaurantListBuildingMethod.com

Skyrocket Sales and Profits Instantly
with these proven Email Marketing
Techniques



How Can Email Marketing Help Your Business?

- ✓ Email Has Higher Reach Than Most Other Channels
- ✓ Marketing Emails Truly Deliver Your Message
- ✓ Marketing Emails Drive More Conversions
- ✓ Email Is Cost Effective
- ✓ Email Marketing Is A Longer-Term Strategy

Finding The Right Email Marketing Tool

- ✓ [MailChimp](#)
- ✓ [Aweber](#)
- ✓ [Constant Contact](#)
- ✓ [GetResponse](#)
- ✓ [ConvertKit](#)

Creating A Lead Magnet

- ✓ Guides and Reports
- ✓ Cheat Sheets
- ✓ Free Template Packs
- ✓ Video Guides
- ✓ Discounts and Trial Periods
- ✓ Software Downloads
- ✓ Setting Up A Lead Magnet The Easy Way

Crazy Simple Tricks To Double Your Open Rates

- ✓ Use Curiosity-Inducing Subject Lines
- ✓ State A Direct Benefit In Your Subject Lines
- ✓ Induce A Sense Of Scarcity In Your Subject Lines
- ✓ Use Case Studies As Subject Lines
- ✓ Send Your Emails Late In The Morning Or In The Afternoon
- ✓ Include An Actionable Emoji In Your Subject Lines
- ✓ Personalize Your Subject Lines

Shocking Email Marketing Facts to Consider

- ✓ 74% of active online adults prefer to receive their marketing messages over email rather than through direct mail
- ✓ Buyer personas increases email click-through rates by 16%
- ✓ Well-crafted marketing emails increase conversion rates
- ✓ Large mailing lists can distort your results because you'll be sending emails to lots of people that are never going to buy something from you
- ✓ Subject lines are way more important than you would imagine
- ✓ It is becoming increasingly important to create responsive marketing emails, as 35% of business professionals and 64% of decision makers check their emails on mobile
- ✓ Keeping your content relevant to your email audience is as important as it is on your website or video blog
- ✓ Email marketing is way more effective at acquiring new customers for your business than social media efforts
- ✓ People are spending more and more time checking marketing emails now than ever
- ✓ Automation is taking over in the email marketing industry

Sending Traffic To Your Squeeze Page

- ✓ Insert Your Squeeze Pages Into Social Media Posts
- ✓ Promote Those Social Media Posts To A Hyper Targeted Audience
- ✓ Insert Your Squeeze Pages Into Your Site
- ✓ Create A Display Ad Campaign

Advanced Email Marketing



Do's

- ✓ Split-Test Your Emails
- ✓ Track Your Metrics
- ✓ Make It Easy To Opt-Out
- ✓ Link Directly To Content
- ✓ Format Emails Properly
- ✓ Require Double Opt-In
- ✓ Optimize Pre-Header Text
- ✓ Use Automation Tools
- ✓ Use Dynamic Content
- ✓ Check Emails Before Sending Them

Don't's

- ✓ Don't Buy Email Lists
- ✓ Don't Email Everyone At The Same Time
- ✓ Don't Spam Emails From Databases
- ✓ Don't Use All-Caps
- ✓ Don't Include Attachments
- ✓ Don't Insert Multimedia In Your Emails
- ✓ Don't Ignore Mobile Audiences
- ✓ Don't Overdo Link Stuffing
- ✓ Don't Send Single-Image Emails
- ✓ Don't Change Your "From" Name

Premium tools and Services to consider

- ✓ [Selligent](#)
- ✓ [Sendloop](#)
- ✓ [BombBomb](#)
- ✓ [Drip](#)
- ✓ [Kissmetrics](#)
- ✓ [Infusionsoft](#)
- ✓ [Emma](#)
- ✓ [HubSpot](#)
- ✓ [Act-On](#)
- ✓ [CallidusCloud](#)

Tactics That Work Today

- ✓ Including An Overhead Call-To-Action
- ✓ Getting Personal With Behavior Triggered Emails
- ✓ Using Stand-Out CTA Buttons
- ✓ Programming A "Preference Center" Into Your Sign-Up Forms
- ✓ Separating Buyers From Prospects

Shocking Case Studies

- ✓ [Dashlane](#)
- ✓ [Golf Channel](#)
- ✓ [Dormify](#)
- ✓ [Dell](#)
- ✓ [Extra Space Storage](#)
- ✓ [Strongwell](#)
- ✓ [United Capital](#)
- ✓ [The State Fair Of Texas](#)
- ✓ [Mailigen](#)