

Email Marketing 3.0 Made Easy

Section 1: Email Marketing Basics

- Chapter 1: What Is Email All About?**
 - So, What Is Email, And How Does It Work?
 - What Are The Parts Of An Email?
 - What Are The Advantages Of Email?
 - Did You Know?
- Chapter 2: What is Email Marketing?**
 - Why Is Email Marketing Better Than?
- Chapter 3: 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
- Chapter 4: 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

Section 2: Email Marketing – Step by Step

- Chapter 5: Finding The Right Email Marketing Tool**
 - MailChimp
 - Aweber
 - Constant Contact
 - GetResponse
 - ConvertKit
- Chapter 6: The Anatomy of A Marketing Email**
 - Getting started
 - Setting Up The Elements Of A Winning Marketing Email, One by One
- Chapter 7: 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
- Chapter 8: Setting Up Your First Email Marketing Campaign**
- Chapter 9: Setting Up A Squeeze Page**
- Chapter 10: 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

Section 3: Advanced Email Marketing Strategies

- Chapter 11: Setting Up A Newsletter**
 - Setting Up An Autoresponder
- Chapter 12: Setting Up An Email Contest Campaign**
- Chapter 13: Using Segmentation To Persuade Hard-To-Get Lead:**
- Chapter 14: Collecting High-Quality Contact Data**
- Chapter 15: Crazy Simple Tricks To Double Your Open Rate**
 - Use Curiosity-Inducing Subject Lines
 - State A Direct Benefit In Your Subject Lines
 - Induce A Sense Of Scarcity In Your 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
- Chapter 16: Advanced Email Marketing 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

Section 4: Additional Tips to consider

- Chapter 17: Dos and Don'ts**
 - 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'ts**
 - 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
- Chapter 18: Premium tools and Services to consider**
 - Selligent
 - Sendloop
 - BombBomb
 - Drip
 - Kissmetrics
 - Infusionsoft
 - Emma
 - HubSpot
 - Act-On
 - CallidusCloud
- Chapter 19: Shocking Case Studies**
 - Dashlane
 - Golf Channel
 - Dormify
 - Dell
 - Extra Space Storage
 - Strongwell
 - United Capital
 - The State Fair Of Texas
 - Mailigen
- Chapter 20: Frequently Asked Questions**
 - Is There An Automated Way Of Growing An Email List?
 - Do You Have To Write Original Content If You Want To Do Email Marketing?
 - Are There Email Marketing Laws That You Have To Adhere To?
 - What Is The Most Crucial Aspect Of The Email Marketing Workflow?
 - What's The Optimal Send Frequency?
 - What's the difference between deliverability and open rate?
 - What Is The Ideal Open Rate?
 - What Are Other Important Metrics To Track?
 - Speaking Of Bounce Rates, What Is The Difference Between Soft Bounces And Hard Bounces?
 - How Can You make Sure That All Your Emails Look Great When They Are Delivered?