

Email Marketing Strategies That Drive Business



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HERE'S WHAT WE ARE COVERING ON THIS TELESEMINAR

- Why email marketing?
- 3 Big email marketing myths
- What can email marketing be used for
- 3 Big email marketing Mistakes and how to avoid them
- How to use email to market your business
- Next action steps
- Q&A

QUESTIONS

Write your questions or comments in the question area on your screen

- Type Your Question Or Comment & We'll Answer On The Call
- Also - what's your biggest frustration right now in your online marketing?

The "official" hashtag for this call is #fmEmail

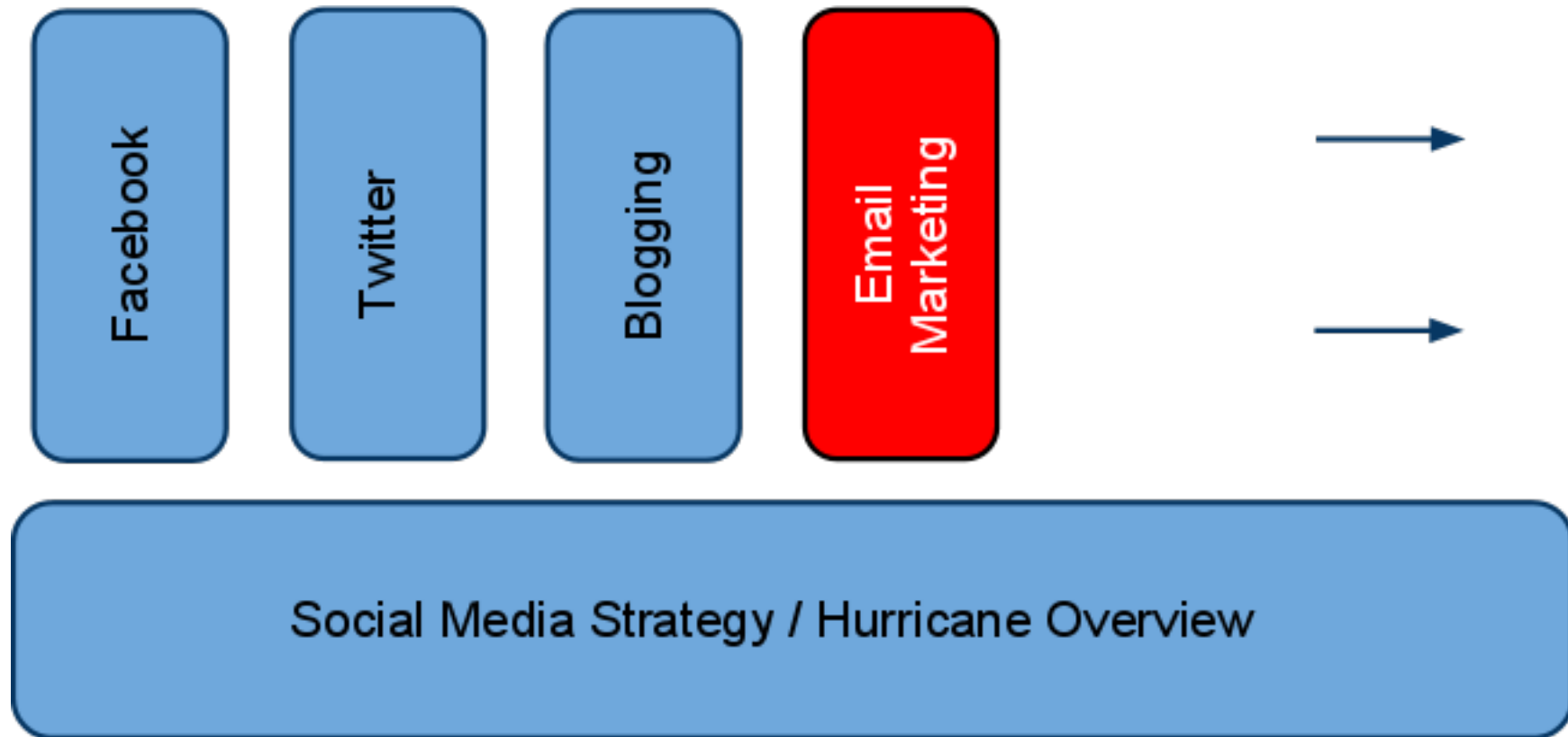
THE FOLK MEDIA GOAL FOR 2010

Help An Additional 500 Small
Businesses Implement Social Media
Marketing.

- Ongoing Education
- No Geek Speak

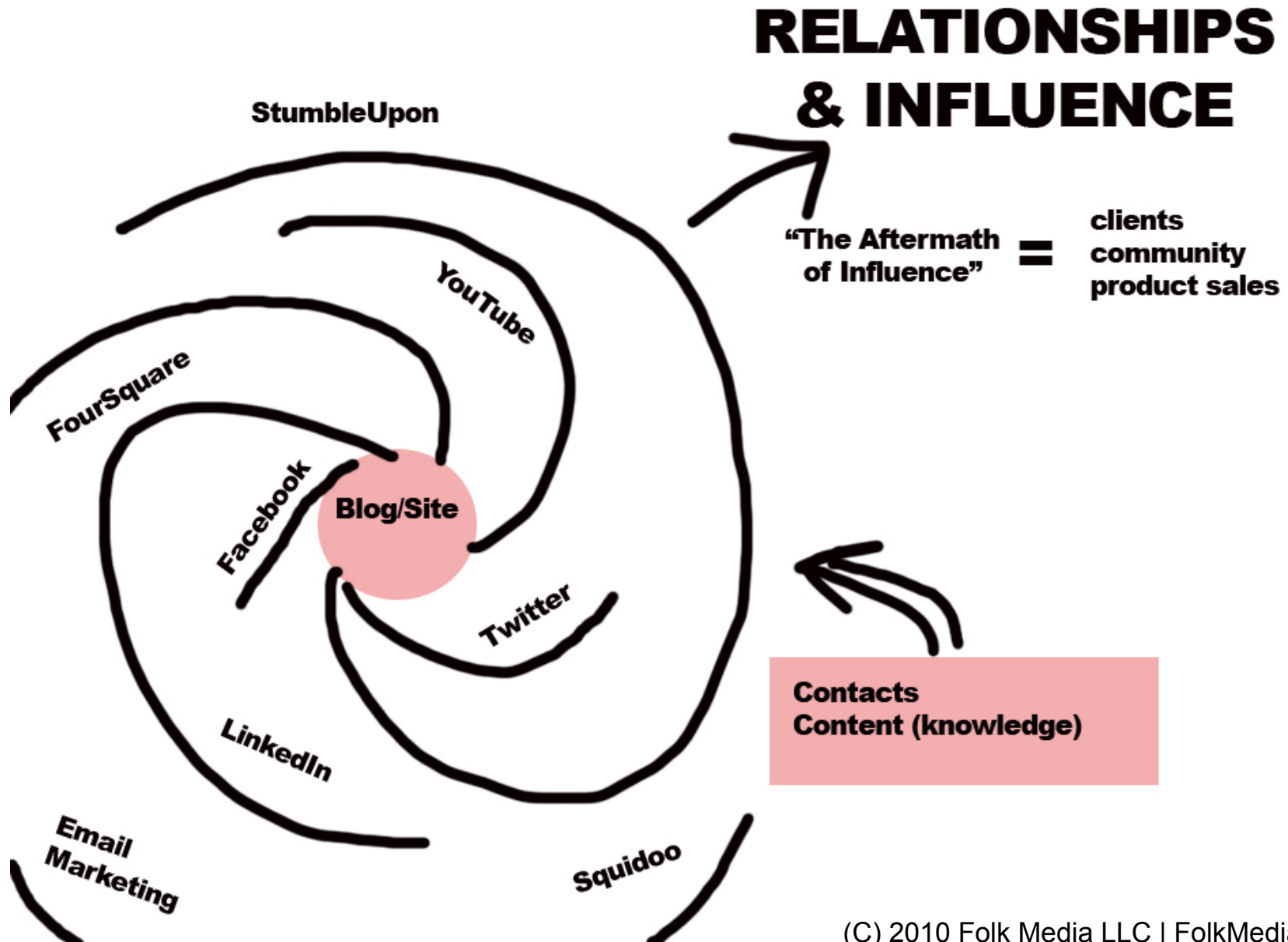
We are working hard on a flagship
product to help small businesses get up
and running with social media quickly.
We'd love to hear what your needs are.

WHERE WE ARE IN THE TRAININGS



THE FOLK MEDIA

"Social Media Hurricane"



WHY EMAIL

- Who...
 - Everyone in business has email and checks it daily
 - In order to sign up for any social network or online service you have to have... email
- What...
 - Email lives in the "eye of the storm"
 - Insurance against hard times
 - Gives you the time to build a relationship BEFORE selling
 - It's easier to sell to existing customer/prospects

EMAIL MYTH #1

- No one pays attention to their email anymore

EMAIL MYTH #1 - BUSTED

- THE TRUTH

More than 90% of Internet users between 18 and 72 said they send and receive email, making it the top online activity just ahead of search engines, according to the non-profit research group.

- Pew Internet and American Life Project

EMAIL MYTH #2

- You will be considered a spammer



EMAIL MYTH #2 - BUSTED

- THE TRUTH

75% of daily social media users said email is the best way for companies to communicate with them, compared to 65% of all email users.

- MarketingSherpa

EMAIL MYTH #3

- Email is dying - social media & RSS will replace it

EMAIL MYTH #3 - BUSTED

- THE TRUTH

You must have an email address in order to even sign up to use social media sites.

EMAIL STRATEGY

- END GOAL = Build a "TRIBE" that knows, likes and trusts you.
- FOCUS your marketing efforts on building your email list.
- Include email opt-in form on landing pages, FaceBook fan pages, Twitter, etc.
- Email articles, videos, coupons, surveys and other "insider" info to house list, which builds relationships before the sale

BIG EMAIL MARKETING MISTAKE #1

BLASTING OUT IRRELEVANT AND
UNSOLICITED CONTENT

INSTEAD

- Focus on Permission Marketing
- Make it personal
- Have a person "manning the gate"

BIG EMAIL MARKETING MISTAKE #2

BUYING EMAIL LISTS

INSTEAD

- Entice them to opt-in instead
- Ask permission

BIG EMAIL MARKETING MISTAKE #3

ALWAYS SELLING OR PITCHING

INSTEAD

- Give away value
- Build a relationship
- Showcase your tribe members

HOW TO USE EMAIL TO MARKET: STEP-BY-STEP

- Use an email service provider
- Can-Spam compliant
- They take care of details



HOW TO USE EMAIL TO MARKET: STEP-BY-STEP

- Start capturing emails!!!!

Register For The Free Teleseminar
“Email Marketing Strategies
That Drive Business”



Date: Tuesday, May 4, 2010
Time: 9pm Eastern (6pm Pacific)

Name:

Email:

[Register For Your Free Teleseminar](#)

We hate spam as much as you do and will never rent or sell your email to a third party.

HOW TO USE EMAIL TO MARKET: STEP-BY-STEP

- Use auto-responders
- Makes follow-up automatic



HOW TO USE EMAIL TO MARKET: STEP-BY-STEP

- Plan an editorial calendar for your email newsletters
- Gives consistency & frequency



HOW TO USE EMAIL TO MARKET: STEP-BY-STEP

- You will NEVER go wrong by giving away MASSIVE value
- This is your content



WHAT'S NEXT?

- Sign up for an email provider
- Start building your email list now by putting an subscription form on your blog website
- Read the email marketing articles on the FM blog

RECAP

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BY THE WAY...

Advanced Email Tips

How To Write An Email...

- Brief Subject - Think newspaper headline
- Brief Body - leave them wanting more
- Conversational style
- Write emails as if you're writing to one person
- Matisyahu example

Get Signed Up For An Email Service Provider

There are several email service providers on our website. Folk Media has an affiliate agreement with Aweber so you can get your first month for a \$1 trial. If you decide to stick with them after the trial they are only \$19 per month.

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More Resources & Tools
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