



Using Email Sequences

To create your marketing and sales machine



What are Email Sequences?

- An email sequence is a series of pre-written emails created to be sent in a predetermined progression to an individual. They serve as an automated way to send periodic communications that include helpful resources a prospect or current customer will see as valuable to them along with building trust and credibility with your company.
- These emails are constructed to nurture an individual towards a defined goal like “Scheduling a Free Consultation” or “Signing Up For a Free Trial”.
- Email sequences are also known as auto-responders or follow-up sequences.

How are Email Sequences Best Used?

1. Post purchase follow up

- Someone buys a product through your website. You send them a thank you for buying email with a 10% off coupon valid in the next 10 days. If they do not make that follow up purchase within 8 days, you send them a reminder about the 10% off coupon that will expire in the next couple days.
- You are a carpet cleaner and you just finished cleaning a client's entire home. You can place them into an email sequence that immediately sends out an email with a customer satisfaction survey. This can be followed by asking for a testimonial and then referrals to family members. A reminder goes out six months later talking about the health benefits of having the carpets in your home cleaned every six months... especially if they have small children or pets (both of which they do).

How are Email Sequences Best Used?

2. Cold outreach to targeted prospects

- You identify a group of target prospects that align perfectly with one of your Buyer Personas. After a little bit of research, you begin to send them a sequence of emails that focus on likely pain points, provides education and resources to alleviating this pain, guides on how to find someone to help them with their pain, comparison charts... and then see who is opening the emails. Those that are engaged in the content you are sharing could be specifically targeted by sales. Of course only when the timing seems right and with an inbound sales approach.

How are Email Sequences Best Used?

3. Follow up to an opt-in or downloaded offer on your website

- A website visitor downloads the 'Everything You Should Know Before Hiring a Kitchen Remodeling Contractor' eBook from your website that is a noted top of funnel offer for one of your Buyer Personas. You can automatically enter them into an email sequence that continues to provide additional information and resources specifically geared towards kitchen remodeling ideas, tips, testimonials from happy customers and so on.

You can gauge their level of interest by the emails they open and gather additional information about them through complimentary content offers.

How Do You Create an Email Sequence?

1. Choose Your Target

- You are going to need to identify a Buyer Persona for your email sequence.

A Buyer Persona is a semi-fictional representation of your ideal customer or customers. Creation of your Buyer Personas will give you a detailed overview of exactly who they are, what their pain points are, how they typically purchase, and what they care about the most.

Knowledge of this Buyer Persona will be crucial to the development of email messages that will resonate with them and increase their conversion rate.

How Do You Create an Email Sequence?

2. Set Your End Goal

- Determine what (specifically) you want them to do. What action do you want them to take at the end of your email sequence?
- For a prospect that has never done business with you before, perhaps it is getting them to schedule a demo of your product or service.
- For a customer that has purchased from you in the past, perhaps it is getting them to purchase from you again or refer you to others they know.
- Clearly define what the End Goal will be.

How Do You Create an Email Sequence?

3. Establish Mini-Goals to Achieve Your End Goal

- These mini-goals will be small wins that will help you move towards your End Goal.
- If your End Goal is to get a prospect to become your customer, your mini-goals may be:
 - Provide educational resources that will help them better understand what they should consider during their purchase cycle. Tips on what to look for.
 - Gathering more information about their needs, challenges, and interests through content offers that have different opt-in questions.
 - Getting them to watch an explainer video of a specific benefit to your product
 - Show case the work you've helped others with through Case Studies
 - Display comparisons of top options they can consider

How Do You Create an Email Sequence?

4. Assign Assets for Each Mini-Goal

- Determine which blog posts, ebooks, videos, slide decks, case studies, checklists... that you have created or need to generate to accompany each mini-goal.

How Do You Create an Email Sequence?

5. Figure Out Your Starting Line-up

- Now is time to figure out the order of your messages
- You want to piece this together (like a puzzle) in a way you think will best mirror the Buyer Persona's buying cycle
- Use this line up to build trust and credibility
- Cater to the step / phase they are in the Buyers Journey
- Create engaging subject lines that will grab attention but aren't deceitful
- Craft the message to be clear and concise with what you are presenting them and what they should do with the information. Save any attempt at being clever or (again) deceitful. This is a time for building trust.
- Establish the timeline that you want your messages sent.
 - The timeline should coincide with the typical purchase cycle timeline.

How Do You Create an Email Sequence?

6. Implement Your Plan

- Now comes time to implement your emails into software that will execute the sequence
 - Examples of software you can use are: Active Campaign, Aweber, Constant Contact, Drip, InfusionSoft, HubSpot, or MailChimp
- Make good use of formatting and images to present your message in an inviting way
- What makes this entire process work so well is the automation

How Do You Create an Email Sequence?

7. Track Your Results

- Establish a frequency to check your performance
- Determine which KPIs you will use to measure success. These can include:
 - Open rate
 - Click thru rate
 - Website visits from the email messages
 - New sales that were generated from the email sequence
 - The number of leads generated vs. the number of leads closed
 - The number of unsubscribes
- Make adjustments to subject lines, messages, images, offers, and CTAs to improve your KPIs