



# Episode 6: Using Email Sequences to Create Your Marketing and Sales Machine

## E6: USING EMAIL SEQUENCES TO CREATE YOUR MARKETING AND SALES MACHINE

Hey everyone, this is Ken from Neon Goldfish. I have little doubt that if I presented you with a magical pill that would duplicate you so you could get more done, you'd be interested in that, right? Well, I have the next best thing. I'm talking about taking those same task you perform over and over again in systemizing them. I'm talking about automating your processes to remove the human error. I'm talking about helping you save the most valuable resource in your business. Your time. In this episode of the Neon Noise podcast, Justin and I dive into the world of email sequences. What are email sequences? How are they best used? What are their benefits? How do you create an email sequence? And we also help with choosing some of the software that you're gonna need. We hope this episode will help get those wheels turn in and how you can begin to create and leverage the use of email sequences in your marketing sales efforts. Enjoy.

[music]

Hello everybody. Welcome to episode six of the Neon Noise podcast. Hey, Ken. How is it going today?

It's going great Justin. How are you?

Very good, thank you.

Awesome. So, I have to tell you. Yesterday, I'm flipping through the tweeter feed on my phone, and I come across the tweet from Jason Freed, the founder of base camp.

Okay.

And he had a cool quote from Henry Ford that I had to sit and think about for a little bit. The quote goes, "If you need a machine and don't buy it, then ultimately you will find that you have paid for it and don't have it." I thought this was really interesting.

Yeah. It's interesting. Explain a little bit more.

Alright. While I'm sure the listeners will claim I'm not hitting this nail exactly on its head, I think that it applies to marketing and sales. The marketing and sales world is avoiding the purchase with either money or time of a machine or a system that will ultimately make your life easier by automating those recurring tasks in how these current methods your doing have caused you more money and time, a valuable time that we all covet so much, than if you implemented this machine.

Okay.

And so, as I think about this more. I think this applies email sequences and how they can be a machine you an invest in for your business that will bear fruit time and time again.

Alright. Yeah, that makes sense. That all sounds good. Why don't we talk a little bit more about email sequences.

Perfect. So, to start. I figured we'd start it at the beginning. What are email sequences? An email sequence is a series of pre-written emails that have been created and they're send out in a predetermined progression to a specific individual. They service an automated way that you can send periodic communications that include



## E6: USING EMAIL SEQUENCES TO CREATE YOUR MARKETING AND SALES MACHINE

helpful resources that are a prospect or a current customer, cause' we're gonna target both of these individuals here. That they'll see valuable to them in at the same time build trust and credibility with your company. So, these emails are constructed to nurture an individual towards a defined goal like scheduling a free consultation or signing up for a free trial. The bottom of [0:03:37.5] \_\_\_\_ things that we have on our website. My final point that we like to get someone through, so that we can begin selling to them. And so, email sequences though they can be called auto responders or follow up sequences. So, just to throw out there these are kinda interchangeable names. But for the purpose of today's conversation or just reference them as email sequences.

Let's talk a little bit about how email sequences are best used. Post follow up to a purchase through your website. Somebody buys a product on you website, and you send them a thank you for buying email that has a 10% off coupon that's valid for, let's say, 10 days. If they do not make that follow up purchase, where then let's say, eight days, you send them a reminder about the 10% off coupon that is gonna expire in the couple of days.

Okay.

Very effective way to get them through that process to make that 10% off within the next two days. And let's say that another good example would be your carpet cleaner. You just finished cleaning a clients' entire home, you can place them into sequence that immediately sends out a message with maybe a customer satisfaction survey. This can be followed up by asking for a testimonial and then referrals to possibly family members. You could do a reminder that goes out in six months after they initially made that first purchase, telling them about the health benefits of having your carpets and your home clean every six months. This is effective especially if they've got pets, children, anything along those lines. Just a very effective way to get them back into that buying cycle after that first initial purchase.

Sure.

Another good way would be a cold outreach. So, cold outreach to your targeted prospects. Let's say you identify a group of target prospects and they align perfectly with one of your buyer persona's, let's say, after a little bit of research you begin to send them a sequence of emails...

That focus strictly on their likely pain points. Provide them with a little bit of education, resources that are maybe alleviating this pain, and guide them on how to find someone to help them with their pain. Maybe through comparison charts, something along those lines, and then see who's actually opening those emails. Those people that are engaging in the content that you're sharing could be specifically targeted by your sales staff, of course only when the timing seems right. And with an appropriate inbound sales approach.

Sure.

And then third, how about a follow up app and a downloaded offer on your website. A visitor comes to your site, downloads the guide for everything you should know before hiring a kitchen remodeling contractor e-book from your website. You can automatically enter that individual into an email sequence that continues to provide additional information, resources, specifically geared towards kitchen remodeling ideas, different tips. Maybe you've sent them some testimonials from happy customers, just something along those lines.

## E6: USING EMAIL SEQUENCES TO CREATE YOUR MARKETING AND SALES MACHINE

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

Alright Justin, good stuff. The three things we covered are post-purchase follow up, hold out reach and follow up to an [0:07:38.7] \_\_\_\_ and download offer from your website. These are some of the examples, these are just a couple of the many different ways that you can create and use email sequences. The awesome part about all this is you can create as many different sequences and have them operating the different levels sending different messages to individuals, all based upon their specific interests and actions. Makes a big impact on automating your communications, right?

Yup, absolutely.

Perfect. Let's move on. Let's chat a little bit about the benefits of using email sequences.

Okay.

For starts, the email sequences are literally an all star task of your best emails. So you take the best emails written by the best sales person, which may be you, at the company, and you have that be the message sent every time. What this does, this puts the top of your game in front of the eye balls in a consistent way and it also removes that threat of a poorly written email.

Sure. There's consistency there.

Absolutely. And while we'd like to think everyone is writing their email messages as properly as they should, we know that there's some deviations between one sales person to the next and that consistency you speak of is key. The next benefit that we wanna talk about is never forget to follow up again. No lead left behind, right? Nothing will slip through the cracks. We can create a series of follow up messages, and this just contently keeps your business in front of the customer. We don't know at all points in times where the customer might be in the buyers journey. At the beginning...

How many times have you gone through... That's a good point. Just think of how many times that you have contacted somebody about coming over to clean your gutters or clean your carpet, and you never even hear from them again. This is just a perfect example of making sure that that follow up process is always done no matter what.

Oh sure. And that's one of those issues that yeah, you're right. Think about the phone calls you made, no follow ups, it's frustrating. And likely what happens is not the, I don't think it's businesses are ignoring you, or they're busy in and [0:10:08.0] \_\_\_\_ struggle everything. Wear all the different hats. And so this process allows automation and making sure you covered your basis.

Yeah. You're just taking that manual error out of it, that could possibly happen.

Absolutely. The next item allows you to nurture relationships with minimal effort, and it plays a little bit to what we just talked about there. But not all leads are ready to buy today, and some do need to be nurtured through the buyers journey. So create a properly configured sequence that can mirror the typical buyer's

## E6: USING EMAIL SEQUENCES TO CREATE YOUR MARKETING AND SALES MACHINE

journey of your identified buyer persona, can help you present helpful information, resources, answer questions, present ideas, what is more relevant to the point they are in that buyer's journey.

Sure.

This is so much better than trying to set up a task every 30 days to check in to see if they're ready to buy yet. Which I know is probably a common practice for a lot of follow up procedures with sales people. And that's like I said, very common, but think about the effectiveness of that plane right into the buyer cycle. Very powerful. The next is, streamline the messages you deliver. Allowing each member of your sales team or having them craft a unique email or message for every communication, is not only time consuming, but is not really efficient. If you use the best crafted messages, that's tied to relevant information, you're gonna build trust and credibility that's gonna lead to increased the lead generation and ultimately a close, right? Because those leads are gonna be a little bit more warm and ready to buy than the previously discussed 30 day follow up, right?

Right.

And last benefit that we're gonna identify.

Here is it provides valuable information to us as business owners about our prospects and customers. We can see what emails they're opening and which ones they aren't. This...

It's kind of creepy.

[chuckle]

It's a little bit, but it's very real and I don't think that any consumer out there ignore to the fact that this is technology available.

Sure.

So this is a valuable info for tweaking subject lines or the messages to get a better response. And then you can see which leads are engaged and interested in what you have to say, and which ones aren't, which...

Or gets sales.

Which is a good indication of which prospects or customers that they should engage with in which maybe should not...

Waste time on.

Spend much time on, yeah.

And think about that. I mean, if you're sending out to a list of hundred people, and you've got 20% of that list that is actively opening the messages that you're sending them, and 80% of that list that's not, and you have the ability to go on and look at that, who are you gonna have your sales staff focus on? They should be

## E6: USING EMAIL SEQUENCES TO CREATE YOUR MARKETING AND SALES MACHINE

focused on those 20%, these people that, maybe Suzie has been to your website 15 times over the past two days, and I wanna contact Suzie because chances are pretty good that she's going to be a pretty sale prospect as opposed to those people that are not engaged with what you've sent them.

Exactly. So if you weigh out the time that sales persons spends throughout the day, they're making a hundred dials on hundred contacts, not knowing who's ready and who's not, they can focus time and energy on the 20 that adds.

Right, absolutely. Awesome. Let's talk a little bit about how we're gonna create our email sequence. First things first, you need to choose your target. So you're gonna need to identify a bio-persona for your particular email sequence. We've covered bio-personas in the past during episode four. It's just a little bit of refresh of bio-persona. It's a semi-fictional representation of your ideal customer or customers. Creation of your bio-persona is just gonna give you a detail overview of exactly who they are, what the pain points are, how they typically purchase, and what they care most about. Knowledge of this bio-persona, it will be crucial to the development of these email messages on what resonates with them and increase their conversion rate.

Absolutely. The bio-persona is a huge starting point in identifying that. I'd say, you really cannot start this process without going through and properly understanding and identifying your bio-persona or personas. And...

Correct. Yep.

And before we covered that, there's also a link in the show notes to a template that can be downloaded that will help you in the creation of your bio-persona.

Yeah, absolutely.

So be sure to check that out. The next step is, after we've chosen our target, we wanna set what the end goal is. What is the overall purpose of this email sequence? At the finish line, what does that look like? What action do you want to take? For prospect that's never done business with you before, perhaps it's giving them the schedule or demo of your product and service, or getting on appointment to schedule a consultation over the customer that's purchased previous past maybe have some history with him, perhaps it's give them the purchase from you once again or give him a referral from others they know, but clearly defining what that angle will be.

Okay. Yeah, it makes sense. Going back to your carpet cleaner guy, it's contact after six month to get him to clean this carpet again, and it's just effective to know what those end goals are gonna be.

Absolutely.

Third, will be, let's establish some mini goals to archive your end goal. These different mini goals will be basically just like small wins that will help you move towards your end goal. If your end goal is to get a prospect to become a customer. Maybe your mini goal would be to provide educational resources that may help them better understand what they should consider during their purchase, like different tips on what to look for, maybe gathering more information about what their needs are, different challenges, interests

## E6: USING EMAIL SEQUENCES TO CREATE YOUR MARKETING AND SALES MACHINE

through content offers that have different opting questions possibly, getting them to maybe watch explainer video with a specific benefit to whatever that product is that they contacted you about. Show a case where you worked to help others with different case studies, it would be beneficial to that individual for mini goal. And in the display comparisons of top options for whatever that product is that they could consider.

Absolutely. And so these mini goals are just taking this big end goal, and it's like eating an elephant one bite at a time. Let's look at our bio-persona and see what they care about, let's see what...

See what they're engaged with.

Exactly. What the progressions are gonna be in order to get them to walk to that overall end goal?

Correct.

So now that we've talked and established each of our mini goals, now what we wanna do is we wanna look at the assets we're going to need for each mini goal, because each mini goal is gonna tie specific...

To a specific email message within an email sequence. And so, these assets are gonna be the vehicles that help us do all those things you just talked about. So, determine which blog post, eBooks, videos, slide decks, case studies, check [0:18:16.2] \_\_\_\_, anything that you've created or maybe at some things that you need to generate. But, something to accompany each of these many goals.

Yup. Completely agree. You know, figure out your starting line up. Now it's time to figure out the order of all your messages. Figure out exactly what that sequence looks like. How many messages that you're gonna have in that sequence. You want to be able to piece these together just like a puzzle in a way that you think would best mirror the buying cycle of that particular buyer persona, and use this line up to build trust with them, build credibility. Just don't be the guy talking about marriage, kids, and your crazy brother that's in prison on the first date. Right?

Exactly. Nope. You definitely don't wanna shoot the gun here, you wanna [0:19:16.0] \_\_\_\_ with them and not be that guy. Right?

Right. Just cater the step phase. Where they're at in their buyers journey. Create engaging subject lines that will grab attention but they're not deceitful. Craft the message to be clear and concise with what you are presenting them with and what they should do with that information. Save any attempt to be clever or again deceitful, this is our time that we're trying to build trust with these folks. The messages that are going out, we wanna make sure that we're building that trust. Establish a timeline that you want your messages sent. A typical timeline, it should concede with a typical purchase cycle timeline. If your buyer persona normally takes three to four weeks from start to finish to make a purchase, don't spread your messages out over three days or 10 weeks. Spread that out and align that with that three to four week timeline and implement your plan. Now comes the time to implement your emails into some type of software that's gonna execute that sequence. There's a number of those that we're gonna talk about here in a minute. Make good use of formatting and images to present your message in an inviting way. And what makes this entire process work so well is the automation aspect of it and not having to do these manual process where it could slip through the cracks.

## E6: USING EMAIL SEQUENCES TO CREATE YOUR MARKETING AND SALES MACHINE

Absolutely. Absolutely. Last up that you're gonna wanna do is, you wanna track your results. You wanna take a step back and review how your email sequences are performing so, I think it's best to just establish a frequency to check your performance. Whether that's weekly, monthly, daily. Depends on how [0:21:30.9] \_\_\_\_ you are. But, [0:21:33.6] \_\_\_\_ which KPIs key performance indicators that you're going to use to measure its success. Somebody's credit can include your open rate. How many messages that were sent, company world but, you click through rate. How many of the links that are in your messages were actually clicked on and how much actions taken within that message. This kinda relate a little bit to the visits to your website, through the email messages. So, you can track that as well. Look at the new sales that's generated from the email sequence. Evaluate the number of leads versus the number of leads that were closed, and that it help you gage the quality of the lead that your processing through the sequence. And also look at the number of unsubscribed, people that are the same [0:22:22.1] \_\_\_\_ for sending me emails but PC...

I'm out of here.

I'm out of here. These aren't for me. So, when you look at all these, make adjustments to the subject lines, the messages, the images you're using, the offers your positioning, the calls to actions. All these things that you can do to improve your key performance indicators and get the most out of these email sequence or this so called machine that we're talking about. Right?

Yeah. Absolutely agree with you.

Alright. So, you made mention, we were talking a little bit about software and I think that it's important that we touch on this. We're not gonna get a lot of detail here but a little bit. So, there's lots of options out there when choosing software to help you implement email sequences. And I've had this question presented to me and I'm sure you're asking this to yourself. Can I do this without the software?

It's gonna be hard.

Yeah. It's gonna be hard. Why couldn't we just create the email templates? [0:23:20.3] \_\_\_\_ reminders and outlook and then just key in up those reminders and send out the emails to each and individual contact. Can we do that?

You can do it. [chuckle] If it'll be that easy you'll do it, but, yes. You can do it. [chuckle]

Sure. And I think it plays back to that original Henry Ford quote where even if you do create that entire system, the machine itself being the software is where that investment comes in and you're gonna run through the process of spending the time and energy of doing those manually, automating at the...

That's just the way they go. There's the...

There's really no other way to do this.

Absolutely. Absolutely. So yeah, the entire reason you'd employ the strategy is one, it gets you the time that you'd spend manually running this program and you can spend that on actually revenue generating activities where that's direct selling or perhaps it's working on... Working on your business or whatever that may be, but giving you that valuable resource called "time" back while still getting the job done. Secondly it's gonna



## E6: USING EMAIL SEQUENCES TO CREATE YOUR MARKETING AND SALES MACHINE

provide a system... A consistent approach, excuse me, to each buyer persona that enters your universe, you won't vary from one to the other as far as the messages you deliver, the consistency or the quality. And third, I think this is where I have the most fun is it's the ability to track who's opening what? Which messages resonate the best? In what other valuable information can you extract from their actions that'll help you understand your customer better and either fine tune these email sequences or it might even lead to conversations that you have with prospects or customers that uncover other hidden gems, who knows? I mean the possibilities are endless, but what are some of the popular options for email sequence software out there, Justin?

Oh, there's quite a few. I would probably narrow it down to a handful or so. SOHO's good, MailChimp, you've got HubSpot, Infusion Soft, Drip, Constant Contact, I think that quite a few people use AWebber active campaign. All of these different software options, you know, they all do basically exactly what we're talking about here. I think that all these just have different entry points based off of maybe your list size or exactly what some of those features that you're looking for, that's what's gonna differentiate the price point here, but basically just go to Google and search for email sequence software or marketing automation software, anything along those lines, maybe like autoresponder software, you're gonna have plenty of different results to go in and evaluate and each one of these programs is basically gonna be able to do the same thing.

Absolutely. Additionally in our show notes we've included a link to a comparison chart that you can download and it's gonna touch in some of the following attributes for each of these platforms that we mention, and again, these are just some of the many out there, so we're not endorsing or saying that these are the only ones you should consider, do your research and everything else of that nature, but some of the attributes of a platform you that should look at is price, is an obvious one, right? How much... We're gonna charge you a monthly cost and typically that monthly cost coincides with number of contacts, number of emails sent, things along those lines.

Ease of use or the experience level that's needed to implement and operate the system, some are super easy and have a super slick interface and are meant for beginners, others are a little bit more advanced, some are very advanced and have lots of specialized features, but also require some... Maybe additional help in getting them set up, so check out how easy they are to use and how easy they are to implement. See if they have available templates that you can use to kind of take that design element out of... Or at least the foundational design and quickly and easily set up your email messages. Your messages, they don't need to be Picasso's as far as artwork goes, having a logo, clean simple, good use of white space, simple images, things along those lines, but having templates, have those templates be mobile responses because a lot of email's read on phones, right?

Yep.

See if the platform integrates with any other platforms that you might be using, CRMs, Google Analytics, things along those lines that'll help with the tracking and evaluation of the actions being had. See if they offer a free trial, I know free trials are getting something that's less and less common than maybe they were five years ago, but there are still platforms out there that say "Yeah, you can try us out for free for two weeks," or...

A week or two.



## E6: USING EMAIL SEQUENCES TO CREATE YOUR MARKETING AND SALES MACHINE

Yeah. And one thing I always say is make sure that they do have autoresponders 'cause some of the platforms you might end up looking at and researching and say "Wow, this looks great, this is awesome," and it's ends up that they're just a bulk email marketing software, not equipped with sending out or scheduling individualized messages on a times basis for a contact, so just make sure that they do have the autoresponders.

All good points and again those are going to be available on our show.