

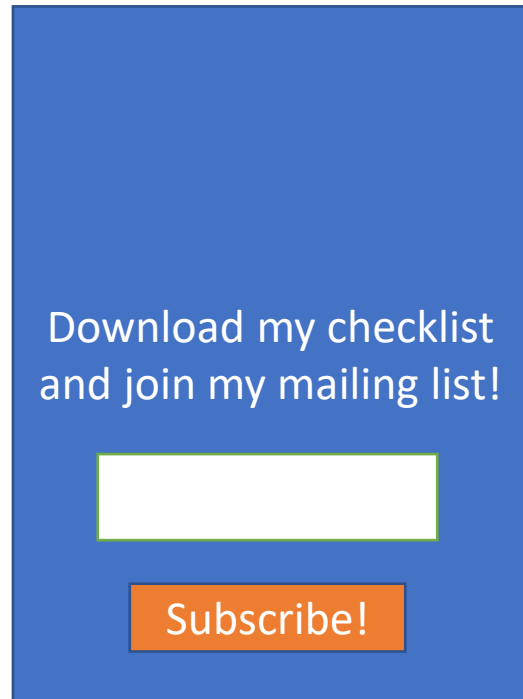
Effective email marketing – setting up lists and data for results

HelenLindop.com

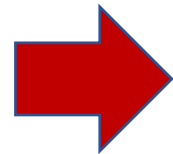
In this workshop...

- The two main subscriber journeys you need
- A quick tour of landing pages and automated emails vs campaigns
- Are pop ups and lead magnets worth it?
- How to choose the right tools for your business
- Using tagging to give your subscribers more of what they want

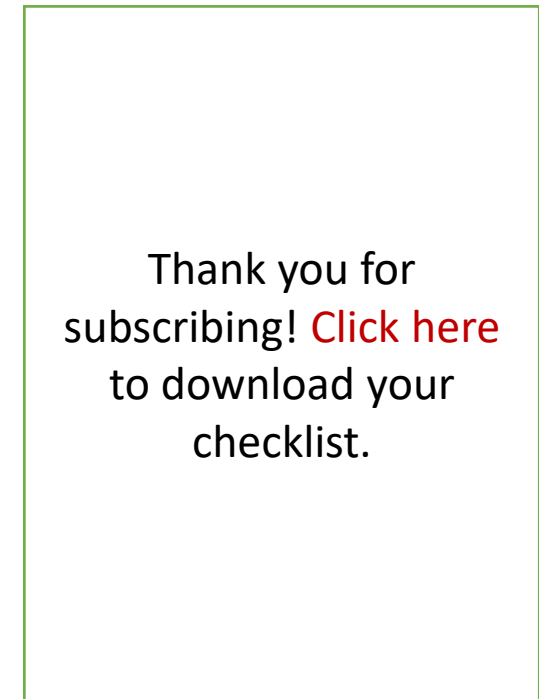
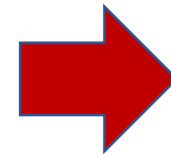
Subscriber journey 1



Landing page



Add to list



Automated email(s)

Landing page examples from Drive members

Newsletter (ActiveCampaign form)

arnottdesign.co.uk/newsletter/

Download (ConvertKit form)

Extance.co.uk/business-blog-planner/

Event (using Eventbrite page, integrated with MailerLite)

www.eventbrite.co.uk/e/conversations-with-coaches-about-mental-health-tickets-125176563471

Workshop updates list (MailerLite landing page)

<https://www.subscribepage.com/i4h1n4>

Things to think about

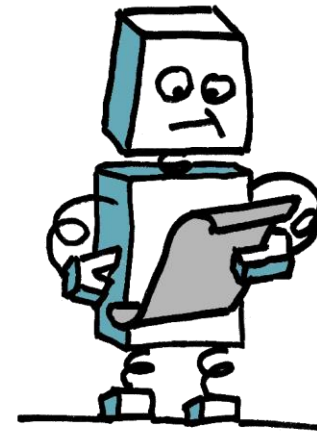
Don't let GDPR stop you – think consent and transparency

Positive mindset – help people!

Deliver what you promise, meet expectations

Behaviour

Branding



Pop ups and Lead magnets – worth it?

Pop ups

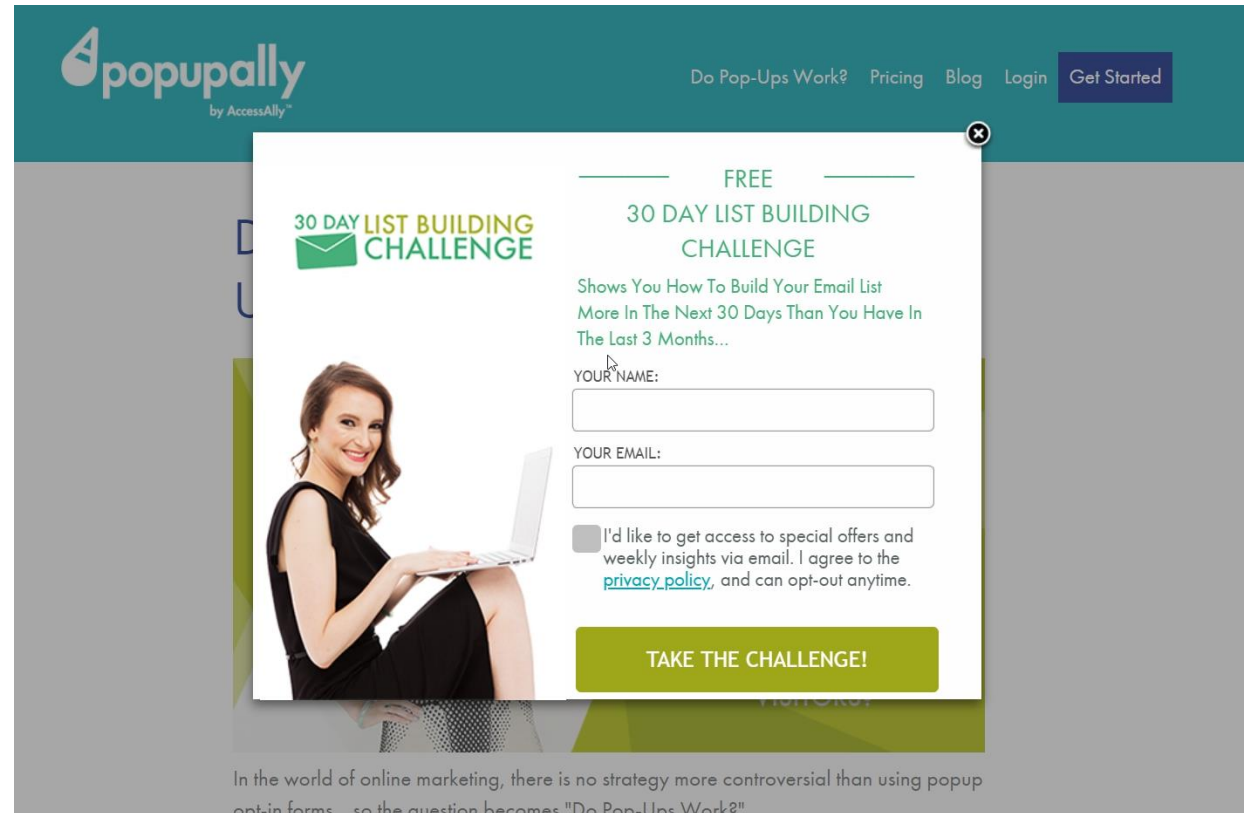
Stats say probably...

...but context is key

SEO – don't be intrusive

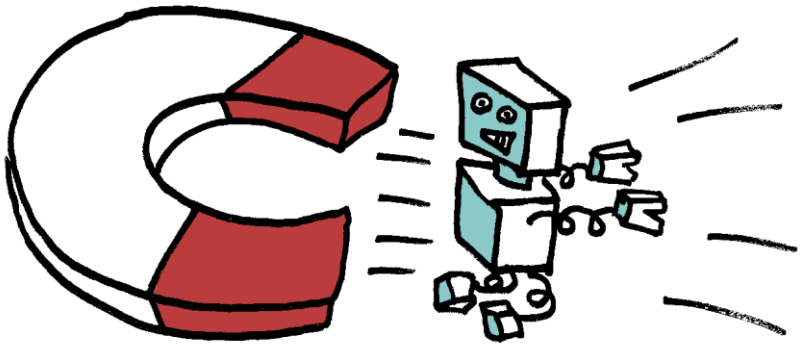
Mobile

Try it and check your stats



The screenshot shows the PopUpally website interface. The header includes the logo 'popupally by AccessAlly™' and navigation links: 'Do Pop-Ups Work?', 'Pricing', 'Blog', 'Login', and a 'Get Started' button. A central popup form titled '30 DAY LIST BUILDING CHALLENGE' is displayed. The form includes a 'FREE' badge, a description: 'Shows You How To Build Your Email List More In The Next 30 Days Than You Have In The Last 3 Months...', and input fields for 'YOUR NAME:' and 'YOUR EMAIL:'. Below the email field is a checkbox for 'I'd like to get access to special offers and weekly insights via email. I agree to the [privacy policy](#), and can opt-out anytime.' A green 'TAKE THE CHALLENGE!' button is at the bottom. The popup also features an image of a woman sitting with a laptop. At the bottom of the page, a text snippet reads: 'In the world of online marketing, there is no strategy more controversial than using popup opt-in forms... so the question becomes "Do Pop-Ups Work?"'

Pop ups and Lead magnets – worth it?



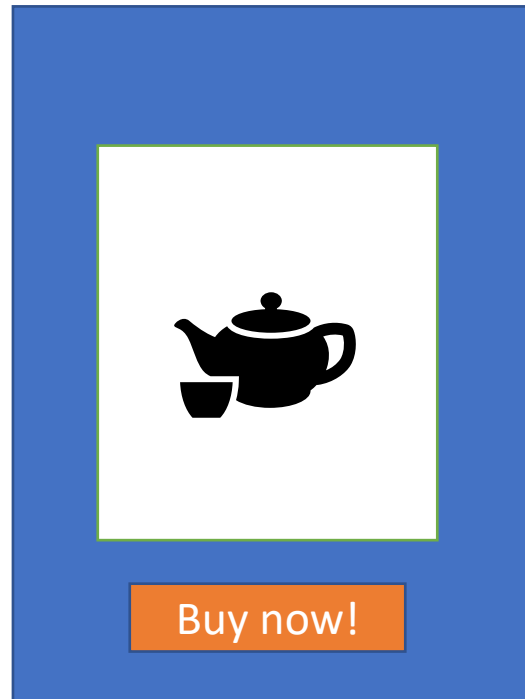
Lead magnets

Can be very effective

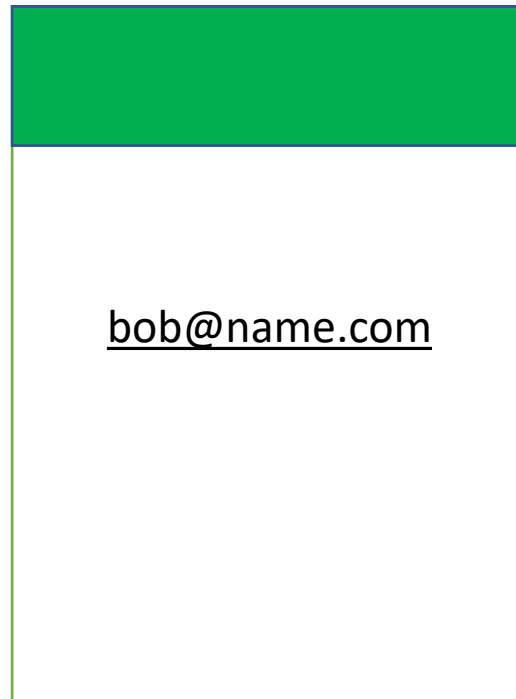
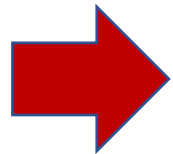
Tailor closely to your audience and their goals

Tell subscribers they will also get emails

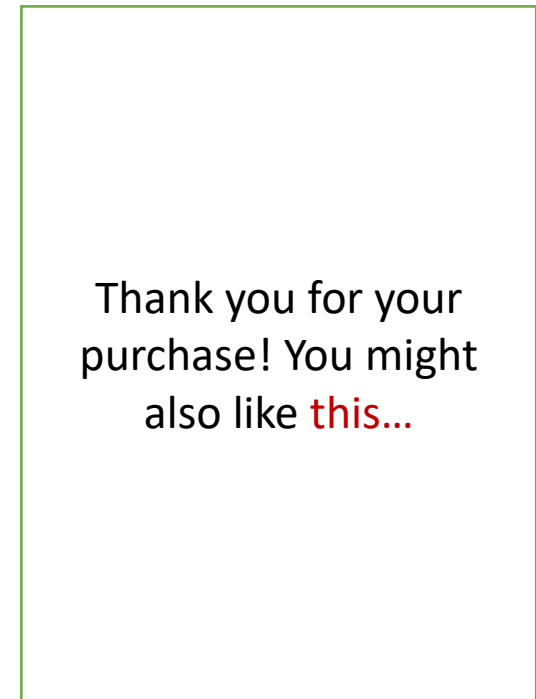
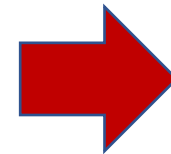
Subscriber journey 2



Purchase in
online store



Add to list or
update list



Send emails to get
more purchases

Two different types of email

Automated emails

- Triggered by an event e.g. subscribing, making a purchase
- Can add time intervals
- Especially good for new subscribers

Two different types of email

Campaigns/broadcast

- One off email e.g. newsletter
- Doesn't have to go to entire list
- Can be scheduled

Which tools should I use?

Start with your strategy – what do you want to achieve?

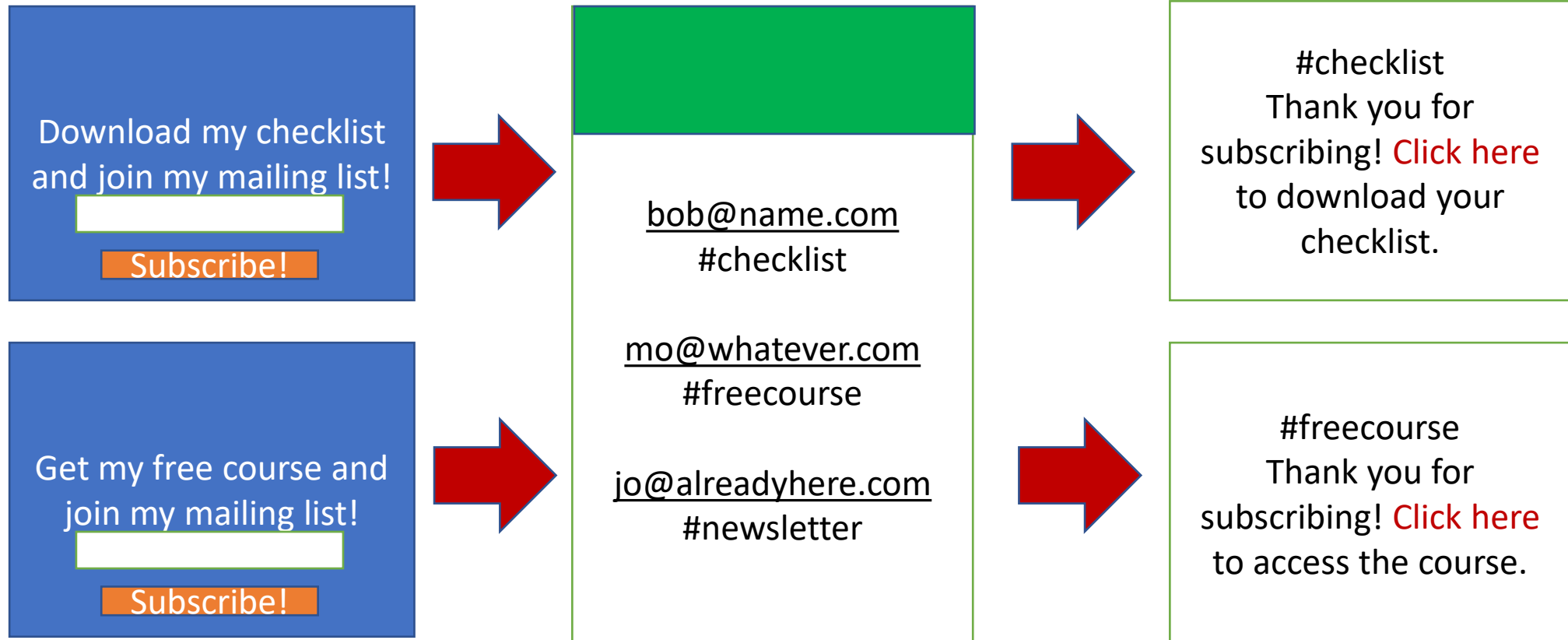
Then, what tools do you already have?

Comfort level with the tech?

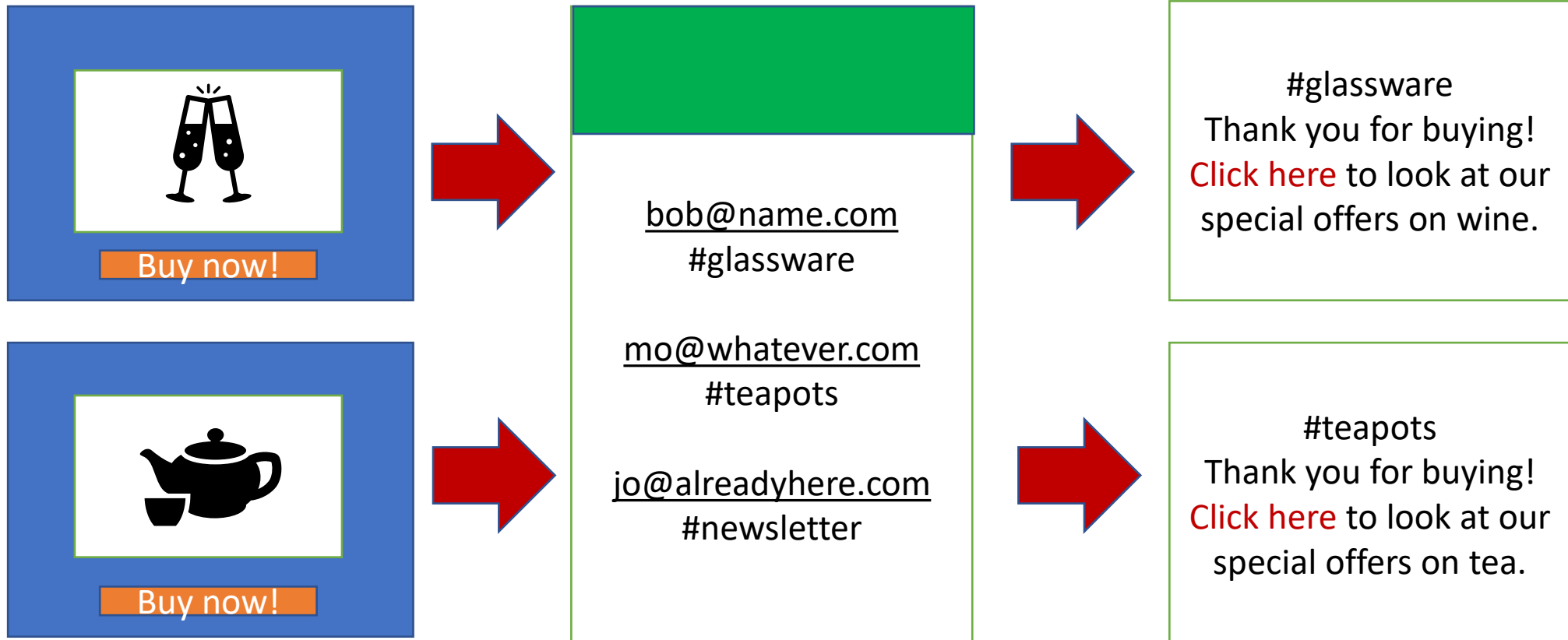
Room to grow

Ask me!

Subscriber journey 1 with tags



Subscriber journey 2 with tags



Thank you!

Slack group for Drive members

Twitter - @HelenLindop

LinkedIn - helenlindop

HelenLindop.com