



### **Email marketing basics**

- Setting up your Basic Email List
- How to Set Up A Simple Lead Magnet
- What to give away for free in your first lead magnet
- Newsletter basics





### **Setting up your Basic Email List**

Pick your platform

There are plenty of email platform options. The most popular include:

- ActiveCampaign
- Aweber
- Concert Kit
- Mailchimp
- MailerLite





Mailchimp is widely used and one of the most popular platforms. It is a great option for for those that want to scale their email marketing campaigns but is expensice if you have a large list.



MailerLite is best for beginners and most small businesses on a budget. It's easy to use and their free plan is among the best.







### **Mailchimp**

- Free Plan > 500 contacts, 1 Audience no automation
- Essentials Plan \$13/month > 500 contacts, 3 Audiences 4 automation points
- Standard > \$20 > 500 contacts, 5 Audiences 200 automation points
- Pricing varies on number of contacts
- Can't take payments through landing pages anymore but can integrate Zapier





#### **MailerLite**

- Free Plan > 1000 contacts, ulimted audiences 100 automation points
- Growing Business Plan \$9/month > 500 contacts, unlimited audiences
  100 automation points
- Advanced > \$18 > 500 contacts, ulimted audiences 100 automation points
- Pricing varies on number of contacts (1000 > \$13.50 / \$27)
- **Can** take payments through landing pages on the Growing Buisness Plan and above







### The legal bits

- Every email has to have a valid physical address, **by law**. If you work from home and don't want to share your home address or don't have a physical address then you can use an alternative address as long as it's somewhere that you can collect mail. You can register for a PO Box address too.
- A privacy statement is a legal requirement you are not permitted to obtain client names or email addresses without one





- Pick your platform
- Create your account
- Create your audience
- Build your opt in page
- Create welcome sequence automation
- Send regular emails and make your auidence fall in love with you People buy from people they know, like and trust.





### **How to Set Up A Simple Lead Magnet**

- Decide what to give away
- Keep it simple and effective but go for the long game.
- What is your business and what is your main product / service?





Video

Guide

Checklist

**Tracker** 

# Top Tips for...

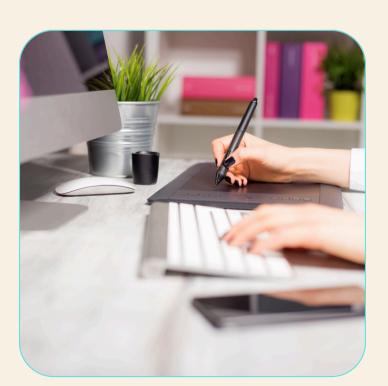
Recipe ebook

**Mini Course** 

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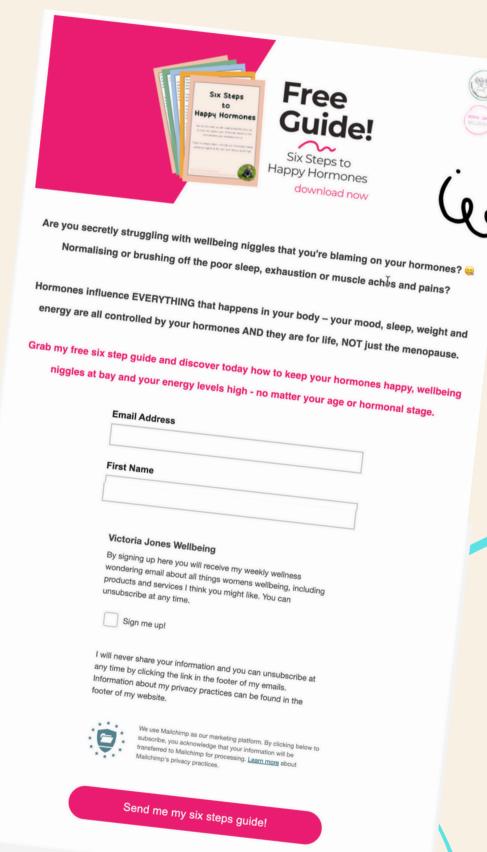


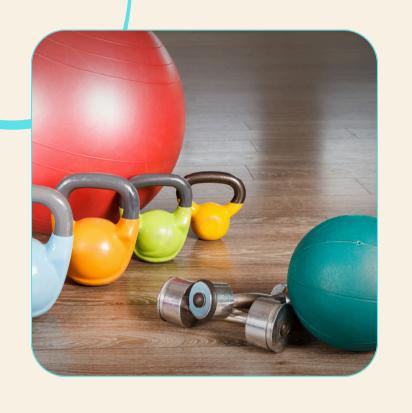




Build a landing page on your email host platform or create a sign up form to embed in your website.

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On the sign up form, whether you are using a landing page of embedded form, add a TAG / GROUP (Opt In / Freebie)

Set up an automation that when this tag is added the email is sent with the freebie embedded in the email



Ideally then create an automated Welcome Sequence

- 1 2 days after... I hope you've had a chance to watch / read / complete if not you can you watch / download it here.
- 2 3 days after that another email that lays a stepping stone to another offering or service

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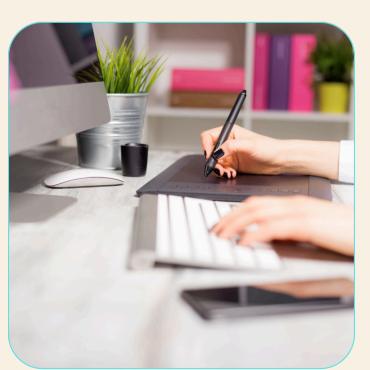


### Importance of an email welcome sequence

- Trust needs to be built up and earned and when a new subscriber joins your list, their interest is arguably the highest it will ever be.
- You probably won't have a very strong relationship with your subscribers when they first join your list.
- If your new subscribers have come via a freebie they may be brand new to your world and know little to nothing about you.
- These people probably won't be ready to take action yet but by building connection from the first few emails, you're growing your know, like and trust factor.

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#### **Newsletter basics**

Use TAGS / GROUPS in your audience

Create a template

Make sure any social media icons have links embedded

If you use MERGE TAGS make sure they are a required field on your sign up form.

Send regular email campaigns on the same time each week / month / quarter

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#### Why email regularly?

- An email list gives you a direct line of communication with not only your current, but potential clients and customers too.
- It allows you the opportunity to build valuable relationships with your audience so they can get to know, like and trust you.
- It provides you with the opportunity to share your knowledge, passion and business with people who are truly interested.
- A regular email campaign, whether that is weekly, fortnightly or monthly, makes you visible to the right people.









- Your audience will always see your message and be able to read it when it is convenient rather than 'maybe' seeing it on social media if you post when it's convenient for their algorithm.
- You can use your emails to share tips, hacks, updates, offers and exclusive discounts or just to deliver friendly motivation to keep you and your business in the forefront of your audience's mind.



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