



TRANSCRIPT

Email

MARKETING PLAN WORKBOOK
FOR
INTERIOR DESIGN & HOME REMODEL
BUSINESSES



kitchen & bath
MARKETING SOLUTIONS

YOUR EMAIL MARKETING PLAN WORKBOOK

Hello, everyone. Today, we're going to be talking about email marketing and how to see it in your emails like a pro for your interior design and home remodeling business. So before we start, you should download this workbook, which you can get at kabms.com/2021-email-workbook. And that's going to be, that's going to have all of the overview that we talk about today. So what we're going to cover is tips to launch your first email campaign, what to send in your e-mails, how often you should be sending emails out, how to get good open rates, and email marketing mistakes to avoid. All right, let's get started.

So who am I? Why should you listen to me today? My name is Jason Lockhart and I'm the owner of Kitchen and Bath Marketing Solutions. We are a digital marketing agency that only works with home remodelers, interior designers and resident architects. We are NKBA industry partner. I'm a sales and marketing specialist for the NKBA. We provide CEUs for the NKBA. We have a number of them on our website under the resource library. I have spoken at the NKBA, the AIA, the ASID and other industry events across the US and in Europe. I have over 20 years practical experience in architecture and interior design, and I've taught at LSU, Louisiana State University School of Architecture and School of Interior Design at Southern University. And I'm also the part of architecture firm Sinektiks LLC and we do commercial mixed-use and school design. So we are not only digital marketers, but we work in the industry as well.

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And with all of that experience, I wrote a book and I am the author of The Complete Guide to Internet Marketing for the kitchen and bath remodel industry, which you can obtain either on Audible or on Amazon while all that is happening. Hopefully you downloaded the workbook so you can follow along and this will be a helpful guide for you to complete either while we're in this webinar CEU session or you can complete this on your own terms if this is helpful for you to really master email marketing to be able to do it effectively.

So number 1: Tips to launch your first email campaign. So before you start doing email marketing of any sort, you need to understand why you're doing so. We understand most of you want to do it for either brand building ways or do it for lead generation. You just want to get your name out there and offer up helpful information. You want to build your email list, whatever that reason why is you need to understand. OK, so you need to ask yourself these questions.

What are you trying to achieve by sending the emails? Like I say, is that to just grow your email list? Is that to build your brand? Is that to get more leads through email? Each of the reasons why you will author how you want to structure your e-mail. Who are the recipients of your emails? So are they clients or are they potential prospects? Are they past clients? Is it industry partners, family and friends? So who exactly are these emails going to?

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And that's who's your audience. So by answering that, that's helping you define who your audience, because that's going to help tailor the message that you write in your e-mails. What do you want your readers to do after reading the e-mails? So that's the CTA or as we call call-to-action. So that's the acronym CTA. So what is your CTA? What do you want them to do? Do you want them to sign up for a course that you may have?

Do you want them to subscribe to either a YouTube link or a program that you have? You may have a training program that you want them to sign up for. You may want them to head to your website, find out more information about what you offer. You may want to sign them up as a client. So what is it that you want the reader to do after they have seen your e-mail? This is going to help you structure the emails and how they should be.

Metrics. How will you be tracking your success and which metrics are you going to look at? Are you go look at just open rates or you will look at the time they read the email. Are you going to look at how many clicks or what they clicked on? What are the metrics that you're going to measure to define success of your email marketing campaign? So understanding your reason why we help you develop emails that came, that will be opened and that will hit the right audiences as well.

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Next, you want to choose a reliable e-mail marketing provider. OK, so there is a lot of them out there, but you want to choose one that helps you create, send, automate, manage and track the process. Now, like I said, there's a lot of them out there, MailChimp is one of the more popular ones, but there but you have Constant Contact, Aweber, Drip, Active Campaign, Get Response, MailJet, SendInBlue.

And there are some other ones in your workbook, but each of them have their own different features and cost. Some of them are free to start until you reach a certain amount of email subscribers, until your list hits a certain amount. Some of them you have a fee, run it at the start of the mail program. So it just depends on the email service provider and what you're looking to accomplish. So look at the features. Don't just look at the price because sometimes you may pay higher for a feature that you really need, as opposed to using either free service or a low cost service that does not have everything you need to actually get your message across.

So make sure you head back to what we talked about when you define your reason why, what you're doing the emails for and who the end user or who the reader is that you're trying to reach. So that'll help you define what the features you need to have and that'll help you choose the right email service provider. OK. Developing your email lists. Now, what you want to do here, you want to compile an e-mail list to get started. Now, this is assuming that you don't already have a list altogether, but if you've been in business for at least a year, you should have a list.

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You should have prospects. You should have clients that you work with. You should have industry partners that you networked with. That you already have some type of e-mail list. Now, if you do not have an email list, these are just some ways for you to develop so you can use Current Clients, Past Clients. You can offer a free report that has value in it to get them on your email list. You can buy lists. One of the more popular services out there is Info USA, where you can buy a list based on people's interest, and that's also how you can use social media.

So that's why I have that here as well, social media to develop a list through paid ads. So if you want to use Facebook or LinkedIn, you could type in interest in terms of design, interior design, home remodeling, and then you could get a list of people in your area and then you could get emails that way. But you want to make sure however you develop your e-mail that you have opted for on your Web site, so whatever e-mail service provider you use, make sure you develop an opt in form.

And it also has an option to opt out, which we're going to talk about in just a minute. But with the e-mail service provider, you want to create the opt-in form to match your branding. So you want to use your logo, your color scheme, you want to use your type-thumb. So as you put that on your website, it matches everything else you have. And that's a part of the branding that you want to do with this email opt-in form. OK.

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So understanding legal requirements. Now, this is what I just talked about, once you have the email opt-in lists, you want to make sure that with every email newsletter that you send out or every email that you send out, that they have the option to opt out. OK, so you want to let people know that they are on your email list. So you want to send out a welcome email, just reminding them that they're on your list because they may have signed up by accident. By sending a welcome email they can immediately unsubscribe if they feel they are in their information by accident or if someone else will be in their information. Because a lot of the times you may have people that want to get a free report or free information they put in a fake email. That fake e-mail can be a real e-mail for somebody else and they get your email, not have an opting-in, and then they classify you as Spam. So make sure you send out their welcome email. So if they opted in by accident or somebody else opted-in on their behalf without them knowing they can opt out immediately.

Get people's permission to add them to your email list. So you want to do a double opt in where they put their email, they put their email address, and then a welcome email was emailed to them where they have to click to say that they are subscribing to your email list. So that's a double opt-in. So they put their email and then email is sent to them to actually approve that they are on your email list. So that way you have less chance of Spam happening that way.

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And as I said, for every email you want to have an opt-out there. You want to have an opt out in every email to make sure that if at any point in the future anybody wants to opt out, they have that option to do so. So I'm sure we're all in a lot of, we all get a lot of emails. And I know I'm a part of a lot of email lists. And there are times I just have to unsubscribe because I just get too many emails.

So you want to have that option to have the opt out on every email so people can unsubscribe from your list. What to send in your e-mail? So in order to grow your email list and to have them engaged, you must provide value, because if you do not provide value, you're going to actually have people opt out or unsubscribe. So we have an interior designer that we worked with and she was not a fan of email marketing. She did email marketing on her own for, say, about two or three years with no success

She had a big list to start, but then over time, it dwindled to almost nothing. We took it over. We found out that most of the email she sent out was self promotion. So most of it and she's an award winning designer and she has a lot of information to show. But it was always about me and never about the end user or the reader. So you want to make sure that you use the 80-20 rule where you do 80 percent value, 20 percent self promotion.

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What we did is once we found out how she was organizing it and we took over her email marketing, we restructured it where it was 80 percent value, 20 percent self promotion. Over time we built up her email list, built it back up, because now, as you know, the reader was opening the email. They were actually seeing value information that they wanted to hear about. They wanted to know, they were opening it more. So she was seeing our open rate go higher.

She was seeing her click rate go higher. She was seeing more people being added to her emails because others that were readers that was on her email list were actually sharing her emails with others that were opting-in. And so she saw her email list grow, open rates grow, click rates grow. And after about six to eight months, she had her first sale. And then every month for six months after that, she had a sale every month. And it was not always the reader.

A lot of the times it was the reader opening the email and they had a neighbor that was interested in one of the offers that she may have had in the email, or one of the stories that she talked about that reminded them of something that their neighbor or friend or coworker talked about that they mentioned to them. And then they reached out to her and she made a sale. So a lot of the times the email is not about making a direct sale with the reader, but is helping you stay top of mind with the reader.

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So if they, if and when they come in contact with neighbors, co-workers, friends, family that need help in design or remodeling, you are one of the first people that they think about because you're always consistently sending out these e-mails. So ways that you can do to 80 percent value. So home remodeling tips and tricks are one of the best ways we've seen that offer a lot of value. HGTV a lot of those networks are huge. YouTube, you know, a lot of people click on there to find how to videos and they want to know tips and tricks on how to enhance their space. So you can have links to your articles where you explain more information in your blog. You can have videos of what you do or what you did in a project, those you want to reference those projects here. You can use industry and/ or supplier information, so a lot of the vendors that you use, you can talk about their products and how they're helpful, how to clean them.

So one of our designers has an e-mail newsletter where each month she highlights a specific product that she uses in her designs and she shows how to clean and maintain and keep that product up to date. So that's a way just to use binder, industry and suppliers information. Stories you learn from projects that could help homeowners. One of the best things you could do is tell stories. People will remember the stories that you tell. So you can tell of how you did a remodel or design project and how you learn from that and how that may help the homeowner and how there may be some how to or remodel tricks with 'Been There' that you learn from a project that you worked on that may help the homeowner.

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And that's what you can talk about in your 80 percent value. OK, so these are some of the things this is not a whole list, but these are some of the topics or ideas that you could talk about in your e-mail. So for that 20 percent, for the 20 percent self promotion, what you want to do here, you want to show your work by telling a story and educate or entice others to learn more. So you want to drive people. You want to drive traffic to your website or blog, but you want to have the 20 percent self promotion in a way that it ties back into that 80 percent value and talked about up above. So you can use that by if you won an award industry award, either from the in NKBA or ASID or one of the other organizations, you can explain how that project helped the homeowner or what the homeowner or what you learned from that process that ties back into that 80 percent value.

So it's not being seen as just me, me, me, but how you can help out the homeowners well. OK. Offer a coupon or some type of special that is happening with your vendors, so you may have type of marble countertop that is on sale for the month of March, or you may have a certain type of light that is hot right now that one of your vendors has over abundance of it. They are trying to get out the door so they may be able to get a lot of lighting for cheap. So whatever those specials are or those coupons, or it could be a win win for you and for your vendor as well. And that can help you with cross promotion. OK, but whatever you do, you want to try to connect that 80 percent value to your offer. So whatever your 20 percent self promotion is, like I said, try to tie it back into that 80 percent value as well.

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Now, how often should you send e-mails? This is a question we get a lot, so I have an email newsletter and how often should I send? Well, there are a few ways that you can help determine that. You want to research other designers and discover when they send their emails what type of information they include, and it does not have to be designers in your immediate area. So if you're in the Chicago area, you don't have to research other designers or remodelers in the Chicago area. You can look at designers in any area or any aspect of your state, region or the country or even in another country. But you want to get on their email list so you can see how often they send emails, what they have in them, because that's going to give you ideas on what you want to add. And it'll also help you see like how often they send in the emails. Is it a Monday afternoon or is it a Monday evening or is it a Wednesday morning? They have honestly done their own research, hopefully to understand when most of the emails are open or seen.

OK. Joint industry email list. So this is another way where you have your vendors and you have your manufacturers that you work with, join their list because they hopefully also have email list. Especially the vendors and the manufacturers at the national level, they all always they more than likely nine times out of 10 and have an email list. If you want to join your email list, see what they're talking about, what they're promoting, because what they promote, that can be an aspect of your 20 percent that where I talked about the cross promotion.

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Get on their list to understand what's happening, and this is only if you are new to email Marketing. If you are doing emails now, you can actually look at the analytics and we're going to talk about later on how you can look into that and understand what's happening and find out when is the best time to send out your e-mails. As you build up credibility with your email lists, what will happen is that with the email service provider that you have, you're going to have analytics on all there that you can look at and that's going to tell you are your readers opening your email? When are they clicking on the links? How long are they on the page? How long do they stay in the email to read? Are they on it for just one minute? Already on it for six minutes. So if they're on it for, you know, a couple of minutes, that means they're actually reading your information. If they're clicking on it, where are they? What a link are they clicking on and where are they going? Are they going to your website? Are they going to, you know, a YouTube video that you have? Are they going to one of your vendor sites? Are they going to the promotion that you have? So that to tell you, if you see a pattern happening that will let you know, OK, if future emails, I need to gear more towards XYZ, I need to have more links here. I need to have more information here.

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And then you're also understanding when and on what day they're opening the email. So now you can start to tailor when you send your emails and when or what day and time is sent by the analytics, by you looking at the email service provider, at their information and your stats to help you determine the best time to send. How to get good e-mail open rates? All right, but first, you want to write a good clickable subject line. The subject line is the first thing the reader sees that is going to tell them who is it from and what this email is about.

So you want to be creative here. You want to keep it short to the point. You want to use power words that inspire the recipient or the reader to actually in open the email. Here, just a few subject line analysis sites that you can use. So OmniSend, Touchstone, Test Subject, Email Spam Tester, Subject Line, Spam Checker. There are other sites that I have in the workbook, but these are some of the tools that you can use to check the subject header to see how likely it is to go to spam, how likely it is for people to open it, how likely it is for people to ignore it.

So it hands you score and some of these tools are free. Other you have paid options, but make sure you use one of these just to test out what you do. And this should not take you a long time at all. You should only take you just to look at the email header about a minute, just to click on it on one of these sites in Porcher email header and see what is the score, how. And it'll also offer suggestions on what you can do to optimize it so you can get better open-rates.

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So you want to make sure that you check this, because if you have a good clickable subject line, then they're going to open the email. You want to be very creative with the preview text. So the preview text, as you can see here, is that's the area right below the subject line that in a lot of e-mail inboxes, they can see just a little bit about the e-mail, not everything, but they can see usually the first 75 characters of the email.

So you want to try within their first 75 characters, entice the reader to want to open and learn more about what is that all about? So within that 75 character limit, you want to entice them to open the email. So use a question or use something that's going to entice them to open. Think about yourself. What would make you want to open up that e-mail? Would it be a desire to write at the start? Would it be a question?

Would it be something that you talk about that whatever that may be? Think about that so you can have that within the first 75 words or the first 75 characters to the reader or the end user to open your e-mails. Send short, to the point emails. There's a lot happening today in our world, and you already know we have a microwave society, as it has been said, we have attention span of a goldfish, only eight seconds, so you don't have a lot of time.

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So make sure your emails are short to the point. Now, that doesn't mean that you have to have just one paragraph, but like what I have here, you can break it up with imagery. Remember, we're designers, we're remodelers. So we know how to make graphics look aesthetically pleasing. So make sure when you design your e-mail newsletter or your emails that you have graphics in there that break up the text because you don't want to have a long novel that where is paragraphs and paragraphs of text. You may have a paragraph behind that. You may have a lot of images that explain that show what you're actually talking about in the text and then have some more text. But you want to break it up so you can have it visually stimulating. And your end, users are your readers to want to know more and read more. And you don't want to have all the information in the email. Like I said, you if you have a blog, you want to either have a blog or have information on your website that you draw the traffic back to your website or to your blog so you can have.

So if you have a long article on how to enhance lighting in your bedroom or how to enhance lighting in your kitchen or whatever that may be, you may have a snippet of that in the newsletter, but you have the highlights to entice them to click on that, to read the actual blog of your website. And by making it visually stimulating, it also encourages them. So when they get your emails, they're actually looking forward to it. Make sure that when you design your email, it ties back into your branding.

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So that means whatever you know you have for your color scheme, your logos, whatever your branding is for your site, you need to tie it back into your email. So everywhere you have your information out there, they know what you as the designer or the remodeler. Next, you want to do A/B test. So what this is all about, you want to look at different versions of the e-mail subject line, of the content, of the images, and then you want to test. So when you write an article or an e-mail and you have an article on your website or a blog article that you wrote about remodeling or design, you may take a snippet of that and then use one image in one e-mail, one image in another e-mail, and you may change up the subject line just to see which ones are open more. And so that'll also help you to better understand your audience, your end user and reader and what works and what does not work.

And so as you do the split testing, that helps you understand what you need to sit in the future, where you need to spend your time and where you need to not spend your time as well. OK. Next, you want to personalize your e-mails and what I mean by that, as your email list grows, you want to segment your list, because the more personalized your emails are, the better emotional connection you have with your audience, the more they will open your emails because they will feel like you were talking to them and not everyone, because remember, when you market to everyone, you're actually marketing to no one.

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So the more personalized your emails are, the better it is for your open rates, for your click through rates and for your audience. At the start, we know is going to be hard to segment your list because you're beginning and you don't really understand all of the analytics when they're opening, what they're clicking on, what you want to also do in all of the email service providers, they have a short code where you can have their name or you can have their company name or whatever.

And so that's where you can have the recipient's name or the reader's name. So that's a way for you to also personalize that list is by having their name because they're more apt to open it in that 75 words. If they're able to see their name, they're more apt to open it than if it's just a general hello or if it's hello, John. Hello, Jane. They're more apt to open that email. And so at the start is going to be hard for you to actually segment your list because you're just getting started.

But as you grow your list, what you want to do is learn your audience so you can segment that list. Here are just some of the few ways you could make segment them into current clients as clients, prospects, vendors and to colleagues, family. So as your list grows, you want to be able to segment the list to send one email to one group and one email to another group, because that way you can personalize the email to that group so they are more apt to open the email and look at what you have to say and click on.

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Now, this may sound like a lot of work, but it's really not, because oftentimes a tweak of a few words here and there can help you segment the list to different groups. So we're going to talk about later about what not to do in email. And one of that is on jargon. But if you segment your list the right way for current clients, you just may want to write General. I mean, you just may want to write in normal talk to have them understand. But you can use that same topic, that same conversation and adding an industry jargon and in designer terms and remodeling terms that industry professionals and vendors understand that the general public may not understand. So that's a way just to do a few changes here in order to change up the email, but is aimed at a specific audience. And we actually have a client that she does email marketing on her own and we just consult with her and help her. But we showed her how she can develop an email in about a half hour.

She could develop all of the content and images and a half hour and then and about 15 minutes we work that site email by changing up words here and there for the different audiences and so in all, it may take her 45 minutes to an hour, once a month, and she sends out her email newsletter once a month. So it takes her in between forty five minutes to an hour or so after that email and send it out. So it's not a lot of time if you segment your list, but by segmenting your list, you could be in personalized message and by personalizing, you have more of a chance of the reader opening it, opening your email and hearing what you have to say, and then clicking on what you have to offer.

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So amongst everything that we talked about, you want the one thing you want to make sure is that you are consistent as you develop your emails list and your reader or end user is accustomed to receiving emails from you and you have determined based on analytics, when is the best time in day to send out those emails? Be consistent. So if you send emails on a Wednesday afternoon, Wednesday at one p.m. Eastern Time and you see that's the best day and time to send.

So if it's on a first Wednesday of the month at 1:00 p.m. Eastern and you see that's the best time when it is open and it's clicked and is read. Make sure you set an alert for you to work on that, either on that Monday or Tuesday before the first Wednesday of the month. So you can be consistent or you have someone doing that for you on your behalf so you can get the email out consistently because what will happen if you're consistent, you will see email opt-ins go up, you will see open rates go up, you will see clickthrough rates go up, you will see opt outs go down because they're expecting your e-mail that they are looking forward to the valuable information they get from you on a monthly or biweekly or however you send out your emails.

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Be consistent. As your readers become accustomed to receiving it, they're going to expect it. And if you ever drop the ball, that's when you're going to see a lot of the open rates drop, a lot of the clickthrough rates drop and all opt-ins drop as well and opt outs go up. So make sure whatever you do, you are consistent. Email marketing mistakes to avoid. As I had talked about earlier, Jargon is what you want to avoid if you have not segmented out your list. Now, if you have segmented out your list for the industry professionals and for your colleagues, you can use the design or remodel jargon.

But for any of the readers or end users that are not in the industry, do not use jargon, use normal general terms that everybody can understand. So it's aimed at everybody. But that's until, like I said, that's until you have a large enough list that you could begin to segment, and that's when you can use the jargon, because now you can start to personalize your e-mail. But at the start, when you are either doing email marketing for the first time or you're reimplementing your email marketing, you're trying to build up your lists. Do not use the jargon until you're at a point where you can segment your list. OK, check your analytics, make sure to look at what's happening in the backend. You should, at a minimum, check your analytics at least once a month. So once you send the email out, give it about a week or two or you can look at it right before you work on the next e-mail for the next month, just to look at how many people opened, how often they were in the email, what links that they click on.

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. And when they clicked on the links, where did they go? Because as I said, that's going to help you determine where you need to put your time, what you need to focus on, what you need to do more of, what you need to do less of. So look at the analytics and analyze what's happening with these emails. How many people were opening when they're opening your email? So it helps you do your email marketing better because you understand what the reader is after, you understand what they're looking for, you understand what they like, and now you can tailor and personalize it to your readers.

OK. Segment your list. As I say at the start, is going to be hard because you don't know yet, you don't understand, you don't know what they like or don't like. You don't know when they're opening. But as your list grows, the biggest mistake we see, we have clients that we went in and saw their email list and they have a large email list. They've been emailing them for year. One client was emailing with sending out emails for two years straight and they had an email list over 50000. And they saw over time their opt-ins went up, their e-mail open rates went down. And one of the main things we did, did an audit of their email list and we, with their help, had them separate, which ones are current clients? Which ones are prospects? Which ones are past clients? Which ones are vendors, manufacturers, friends or family? And once they separated all that out and they were able to segment the list, and then alter just a little bit the email, like I see it doesn't take a whole lot to change up the words here in there change up the images here and there for your specific audience or even change up the topics just a little bit here and there for the specific audience.

. They saw their e-mail open rates ought to go back up and was even higher than it was before they saw the drop starting to occur. So once you segment your list now you're able to personalize it. As we had talked about, one of the main things you want to do above, you want to personalize. For you, personalize it, you have to first segment the list. And after that is done now, you can begin to see enhancements and advancements in your e-mail, open rates.

And also by segmenting lists, you're able to see what works, what does not work, who's opening, who's not. That would also help. What also happens is that you're able to determine who hasn't been opening your emails for a while. So if you have an audience that has not opened up your email for a while now, you can separate that whole audience that hasn't open up to your email, that hasn't open up your email in months and you can segment that whole list and send that whole audience a direct message saying we see you haven't open up our emails in a while.

What has happened to you not to open our emails? What are you not seeing that you saw in the past? What can we learn from this? So you want to add to your audience that has not been opening your emails for a while questions and see what happened to understand from their standpoint, were they just not interested anymore? Are they receiving a lot of emails? And the frequency is what they don't like. If you were sending emails once a week to them and they want to see a once a month.

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. So you want to segment that list out to understand what's happening there, because that may be helpful to your whole email list as well. But you want to ask the question. And but you can only ask that question if you segment your list, OK. And that actually leads into communication. So you want to communicate with your audience. The number one thing you have to do with communication. Send out that welcome email. So you want to send out the e-mail that says welcome to our e-mail list, whatever that may be. In that email, you want to explain to them what they're going to learn by being on your e-mail list, what they can expect each month or each week or however you send emails, what they can expect and then how to opt out. But also that opens up that line of communication and you will also have in there that every now and then you're going to reach out to them just to get their thoughts and their opinion on what value that they are getting from your e-mail or value that they would like to get that they've not seen.

So after you have built up your list, after a couple of months, you want to send out a second e-mail to your whole list and ask, OK, so I've been sending out these e-mails for a while. What value have you gained? What do you like? What do you not like? And you can ask a few questions. You ought to ask a lot, but you can ask them what have what do they like? What do they not like? What would they like to see more of? What would they like to see less of? So that's really all you really need to ask and let them answer. And you want to compile those answers, because that's going to be a lot of good and valuable information that helps you determine how you need to alter the emails in the future and what you need to send

. And how you need to segment your list, because you may receive from half of your lists that they're not really happy with the images. But you may not hear that from the others. You may hear from some. I don't like how you talk about these remodeling tips or I may want you to talk more about X, Y, Z, and so you may hear that from a part of your list, but then another part of your list may talk about something else so that right there is helping you to determine how you need to segment your list, because now you're having that open communication and they now seem that you care what they think about.

And so when they see you care, will read more of what you have to say, because when they see you make those changes, they're going to be like, oh, they're actually listening to what I have to say. And they value my opinion. I must support them even more. I'm a lot more out for them when I see either a friend or family colleague that has an issue or they need a designer or remodeler. I'm going to refer you because you listen and you provide me valuable information and it's all about it's all about communication.

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. So by opening up those lines of communication, that will help you in long run. So now do we win over all of this information, what are the email marketing action items that you're going to implement? What are the three initiatives you will implement in your email marketing campaign? OK, you want to think about that in your work book write down what those are like. I say within the workbook there's actually more information in the workbook that is on the slides here

But look back at the other pages and see what are the things you can do now that if you do not have an email marketing list that you can do now. So start your email list, or if you already have your list, what can you alter or tweak to enhance your email list? So once you have the three initiatives now you want to ask yourself who on your team or externally do you need to meet with to take action on the three initiatives?

So that may be your office manager or that may be one of your lead designers or that may be one of your assistants or that may be an intern, whoever that is, write them here. Or if you're hiring an agency, you want to meet with your agency and go over all of these tips and all that that we went over to say, are we implemented on this or how can we change or how can we tweak a little here and there to enhance what we do to get our open rates up, to enhance our email list, to grow our email list, to be more of a value provider to the marketplace.

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So you want to write these down? What are the initiatives and who do you need to have to help you implement these initiatives? Here are your email marketing tips review. So this is just a quick overview, and you have this in your work book on when to send, how often to send, best times, consistency is key, having your email marketing service provider, whoever that may be, make sure you have your client's permission because you do not want to be a spammer, because what can happen if you do not abide by the rules, you can get your email shut down. So make sure that you have a double opt in, have opt outs for every email. So if they want to opt out, they can. And then you want to look at how can I provide value to 80-20 rule? How can I do 80 percent value, 20 percent self promotion? What can I do to give my reader or my end user more valuable information? So at the end of the day, they look forward to opening my email.

. That's what you want to ask yourself, what can I do to provide more valuable information? So at the end of the day, my reader is looking forward to opening night. If you can answer that question, you're going to grow your email list, your overtime drive, more traffic to your website and your blog, and over time you're going to get sales. Because as I said with our client that I had talked about earlier for six months straight, she had a sale every month. It was not always by the end user and reader, but it was by being top of mind. You are right there when the reader or the end user either needs help for themselves or if somebody they know detailed, they know who they can turn to. So what do we cover? We went over tips on how to launch your first email campaign. If you have not done your first email campaign, you have noticed because, how you got to do is replay this webinar or look at your workbook and we go over how you can launch your first email campaign.

What to send in the e-mail. We went over what you need to send, the 80/20 rule, how you need to focus on value, and that's going to get the open rates up. That's going to have people want to read your e-mail, that's going to have people want to share what you have to say. How often should you send an email? We had talked about that in terms of researching, you know the competition, researching manufacturers and vendors. How to get good open rates. We had talked about that. We had talked about main thing 80-20 rule. And then lastly, we had talked about the email marketing mistakes to avoid.

'What do you need to avoid order to get your open rates up, your opt-ins grow and your click rates skyrocket? Review that. If you need any help at all, get in contact with us. OK, you can reach out to us by the number or the email or the website on the screen. We are here to help. We run a lot of email marketing campaigns for our clients. But as also said, we also consult with a lot of our clients also. So some of our clients, they do their own email marketing and they just reach out to us for hour, tow hour talk just to go over the analytics, what they should have learned from that, look at their emails to see how they can enhance what they're saying in terms of value, what else they can provide.

So whether you just need to talk to us for an hour or you need to use us to help implement your email marketing campaign, get in contact with us because we want to help you succeed and we want to help you grow your email marketplace, because email marketing is one of the under valued services that you can do that does not take you a lot of time to do. Honestly, like I say, we talk one of our clients to produce an email in an hour. An hour, a month they send out their email and they've grown their email lists over ten thousand in about two years. But they regularly get traffic to their site and sales. And a lot of that is driven through the email newsletter and email marketing that they're doing. So do not sleep on email marketing. It can be a game changer in your business long term. Now, at the start, you're going to have to build it up, build up the email list. But long term email marketing can be one of the game changers in your business.

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'So if you have any questions at all, reach out to us. We're here to help. Hope this was helpful and we hope to hear from you soon.

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