



YOUR Email

MARKETING PLAN WORKBOOK
FOR
INTERIOR DESIGN & HOME REMODEL
BUSINESSES



kitchen & bath
MARKETING SOLUTIONS

TIPS TO LAUNCH YOUR FIRST EMAIL CAMPAIGN

1. Understand your why. Before you start sending emails to your potential clients, figure out why you are starting the campaign in the first place. Finding the answers to these questions will help you to be specific regarding your campaign objectives:

- What are you trying to achieve by sending the emails?
- Who are the recipients of your emails?
- Who is your audience?
- What do you want the readers to do after reading the emails?
- Which metrics will you use for tracking the success of your marketing campaign?

TIPS TO LAUNCH YOUR FIRST EMAIL CAMPAIGN

2. Choose a Reliable Email Marketing Service Provider. The entire process of tracking the success of your emails depends on the service provider you have opted for the campaign. Some of the professional email marketing platforms that allow you to create, send, automate, manage and track the process include:

- MailChimp
- Constant Contact
- Aweber
- Drip
- ActiveCampaign
- Get Response
- MailJet
- SendInBlue
- OmniSend
- MailerLite
- ConvertKit
- Mailify

3. Develop your email list. The results of your email marketing campaigns will be as good as the email list you have. No matter how well you craft the email, if the audience is wrong and the emails are poorly targeted, you'll never be able to reach your goals. If you don't have a list some ways to develop one include:

- Current clients
- Past Clients
- Offer a free report or value packed information
- Buy a list from a reputable source, like InfoUSA
- Use social media to develop a list through paid ads
- Have an opt-in form on your website

4. Pay attention to the legal requirements. If you get a lot of spam or opt-out request your email will be blacklisted by email providers. To avoid this:

- Let people know they are on your email list (welcome email)
- Get people's permission to add them onto your list (double opt-in)
- Have an opt-out option on all emails sent

WHAT TO SEND AND HOW OFTEN

What to send your email list?

In order to grow your email list and keep them engaged you have to provide continuous value to your list. We suggest using the 80/20 rule where you give 80% value and 20% self promotion. When you focus on what your list wants to learn about and not what you want to offer them then you gain a following that will be more interested in your offer.

For the 80% value think about including the following:

- Home remodel tips and tricks
- Industry and or supplier information
- Stories you learned from your projects that can help home owners

For the 20% self promotion think about including the following:

- Show your work by telling a story that can educate and entice them to learn more (drive them to your website/blog)
- Offer a coupon or special you are having
- Try to connect the 80% value into your offer

How often should you send emails to your list?

This will require you to do some research to determine the best day and time to send your emails. Some tips to follow here include:

- Research current competition and when they send their emails
- Join industry email lists to see when their emails are sent and what they include
- Ask your current lists when they like to receive your emails or when they usually open your emails

**Once you determine the day and time to send your emails stay consistent, since consistency will help your list and open rates grow.*

HOW TO GET GOOD OPEN RATES ON YOUR EMAILS

- 1. Write a good clickable subject line.** The subject line is the first thing people see and what is said here will determine if they open it or not. General rule of thumb is to be creative, keep it short, and use power words that inspire recipients to take action. You can also use cliffhangers to motivate readers to click to learn more. There are several email subject line analysis sites to help you craft your message, see some below:
 - OmniSend
 - Test Subject
 - Subject Line
 - Touchstone
 - Email Spam Tester
 - Spam Checker
- 2. Create curiosity through preview text.** Preview text in an email inbox is very important and the more exciting your preview is the more likely people will click to learn more.
- 3. Send short to the point emails.** Today everyone is busy so make sure your emails get to the point and you have ways for them to click to learn more information if they want in your blog or website.
- 4. Perform A/B testing on email copy.** Test different versions of your email subject line, body content, and images for best results.
- 5. Personalize your emails & Segment your list.** You should attempt to personalize your emails in a way to build an emotional connection with your audience. You can use a short code to add the recipient's name and other information. You should also segment your list to further personalize the message to them. Some ways to segment your list are:
 - Current clients
 - Prospects
 - Colleagues
 - Past clients
 - Vendors
 - Friends & Family
- 6. Be consistent.** As you develop your email list, they will become accustomed to receiving your emails. So make sure once you determine the send day/time that you are consistent.

EMAIL MARKETING MISTAKES TO AVOID

- 1. Using too much jargon for the wrong audience.** If your list is not segmented then you need to watch using too much industry jargon that professional designers know but the average person may not. Tailor your message in a way everyone can comprehend what you are trying to convey so it will be easier for people to take action.
- 2. Not checking your analytics.** As you begin to send emails to your list, check open rates and when your emails are opened. There are other stats you can look at in terms of how many clicks took place, time in email, etc., but at a minimum look at who is opening your email and when in order to make adjustments when necessary.
- 3. Not segmenting your list.** As your email subscriber list grows you want begin to segment your list for the best results. The biggest mistake is when you send one general email to all the clients, potential clients, vendors, etc. The best thing to do is to create different segmented lists in which you can group different people. For example, you can make groups based on: regular clients, seasonal clients, potential clients, etc. Then, see which client group has what interest. Now, send personalized emails to the different groups. Starting out you can have one general list but in order to master the email marketing game you have to segment your list.
- 4. Not welcoming your subscribers or asking questions.** As new people subscribe to your list make sure to send out a welcome email. This can be an automated email message you develop with your email provider. In addition, make sure to reach out to your subscribers every now and then to see how their experience is with your email newsletter and if they are getting the value they seek. If not find out what else you may need to do.

YOUR EMAIL MARKETING PLAN WORKBOOK

EMAIL MARKETING ACTION ITEMS & OVERVIEW

What 3 initiatives will you implement in your email marketing campaigns?

1. _____

2. _____

3. _____

Who on your team or externally do you need to meet with to take action on these 3 initiatives?

1. _____

2. _____

Email Marketing Tips

- Choose an email marketing service provider that best suits your needs (i.e. Constant Contact, MailChimp, iContact, etc.)
- Get your clients' permission to add them to your email list.
- Make sure you allow clients the option to opt out of receiving email messages at the bottom of every message.

• What should you send?

Use the 80/20 rule, 80 percent good information and 20 percent sales. For the 80% value, develop information about the industry, give good home remodel tips, throw in some DIY tips, and make sure it's information that will help your users. For the 20% sales, add a coupon or a special you are having, or offer something for your clients' friends & family.

• How often should you send?

The norm is a once per month newsletter around the same time every month to build consistency with your readers.

• When are the best times to send your email?

This varies but typically Tuesday and Thursday are the most popular days, but test your open rates and adjust accordingly.

• Be consistent because a client may refer you months or years from now, so stay top of mind.



If you have questions or need assistance with your email marketing campaign, schedule a time to talk with our experts at www.Kabms.com/Schedule or call us today at 800-516-5773.

IT TAKES A *Team* TO TAKE YOUR DESIGN/REMODEL COMPANY TO THE NEXT LEVEL!



IT TAKES *Experts* TO RUN YOUR INTERNET MARKETING

- Internet Marketing Campaigns Designed Specifically For You
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- Conversion Tools to Close More Clients
- Online Reputation Monitoring and so much more . . .

IF YOU ARE READY TO TAKE YOUR INTERIOR DESIGN OR HOME REMODEL COMPANY TO THE NEXT LEVEL, THEN ONE CALL IS ALL IT TAKES.

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