



EMAIL MARKETING

GROWING
YOUR EMAIL LIST

The
RETAIL
ACADEMY



MESSAGE FROM SAL

Hi, my name's Salena and I love my customers.

If you're anything like me, you went into business because you were a) passionate about the things you sell or b) you wanted to help people.

Probably, it's both!

I know that with all the hats that you wear and everything that you juggle day to day, starting and growing your email list can slip to the "maybe tomorrow" list over and over again.

But I love building my customer database (aka my 'list') because I know it means that I get to help people in the process. In this day and age, an email address is a commodity. Customers aren't going to hand it over to just anyone. They have to really want what you're offering.

So next time you feel a teensy bit anxious that you're bothering your customers when you send out an email, remember, they trusted you with their details, so it's time to give them what they're looking for..

LET ME ASK YOU A FEW QUESTIONS...

Have you ever felt overwhelmed with the amount of emails in your inbox?

As a result, do you feel reluctant to add to the noise with your own emails?

You hear everyone telling you you SHOULD be sending newsletters, right?

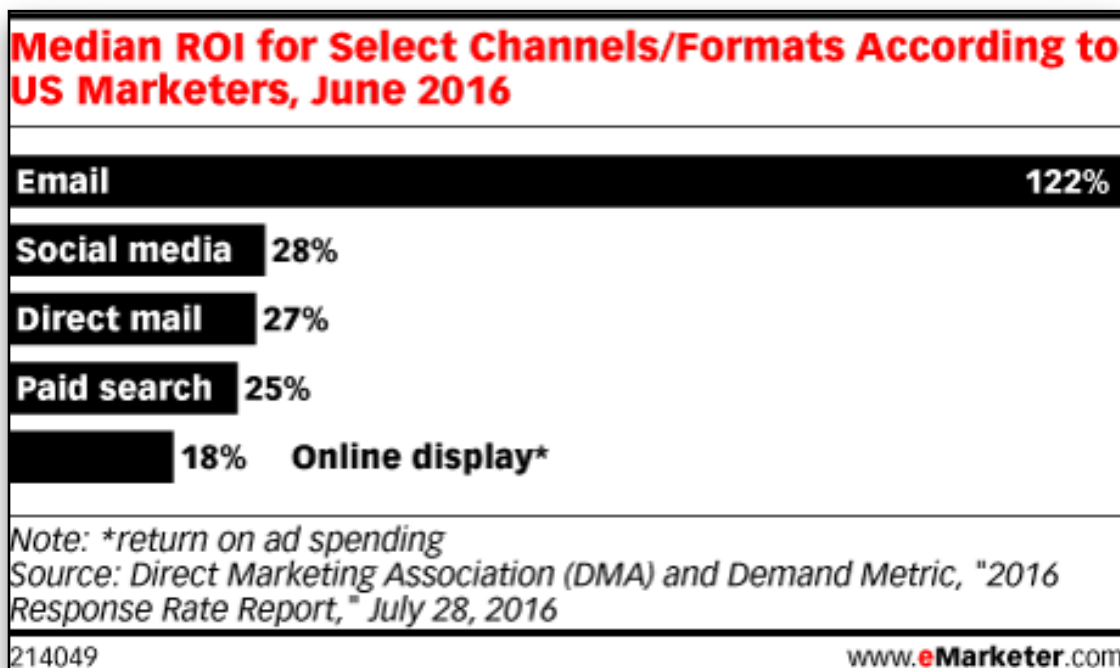
But you're not quite sure how to set the whole thing up so that it makes you money and doesn't send your customers reaching for the unsubscribe button....

YOU'RE NOT ALONE

Do you think that organic social media drives more sales than email?

How much time do you spend on social vs email?

Have you ever analysed which channel brings you the best return on investment?



"Email's 122 percent return-on-investment (ROI) continues to outperform all other channels, with the next-largest ROI at 28 percent for social media"

It's easy to think that email marketing is a waste of time.

Only a handful of people actually open the emails that you send, so why should you even bother, right?

Research shows that the average retail email marketing campaign open rate sits at around 19-21% for standard email marketing platforms like Mailchimp and Constant Contact. **However, with ecommerce-centric email systems like Klaviyo, the open rate nearly doubles to a massive 35%** (due to the powerful segmenting and automation).

For easy comparison to your own results, the campaign email averages across all industries are:

- Open rate: 35%
- CTR: 5.46%
- Conversion Rate: 1.41%
- Revenue per recipient: \$1.17
- Average order value: \$99.80

The data above is taken from Klaviyo's campaign data statistics.

Can you see that there was an **average order value of nearly \$100** for people who bought through email campaigns.

So let's translate this to real life.

If you have just 1000 people on your email list.

And 1.41% of them convert to a sale - that's 14.1 sales

With an average order value of \$99.80, that's a total revenue generator of \$1407,18

Not bad for a simple email, right??

For some of you, that might be more sales than you take in a day. Or a week!

All with one email.....



HANDY HINT

You're legally required to use an email marketing platform that allows a customer to unsubscribe and tells them how you got their email address.



STARTING YOUR EMAIL LIST

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Creating an email list is a very low cost way to advertise .

Apart from your monthly subscription fee (which could actually be free if your 're just starting out!) there are no other fees to pay.

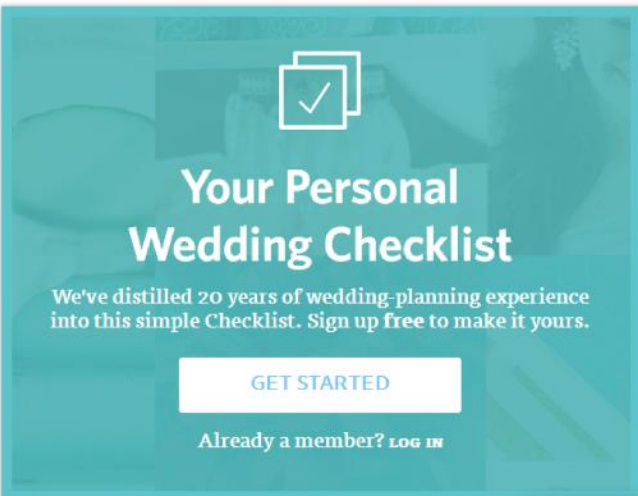
For most independent retailers, you will literally have to make one sale per month, in order to cover the outgoing expense.

In fact, I actually hate to call it an expense, because that implies it's a cost. But in fact, it's an investment, as it will bring in cashflow, when you commit to using it as a sales channel

It's As Simple As 1,2,3

- 1** If you haven't already got one, sign up to an email service provider (we recommend Klaviyo - its designed for ecommerce)
- 2** Create your free content offer (also known as a freebie or opt-in)
- 3** Start offering your freebie in return for email addresses

INSPIRATION:



**Your Personal
Wedding Checklist**

We've distilled 20 years of wedding-planning experience into this simple Checklist. Sign up free to make it yours.

[GET STARTED](#)

Already a member? [LOG IN](#)

ERIN STUTLAND

ABOUT · SHOP · BLOG · RAVES · CONTACT

**SHRINK YOUR THIGHS.
EXPAND YOUR MIND!**

This is my FREE gift to you. Download the 20 min audio workout right now and you will ...

- burn hundreds of calories from a place of excitement and joy versus dread and doubt.
- condition your body and mind to optimize your confidence, power, creativity and energy!
- transform your boring workout into an exhilarating mood lifting experience that you can't wait to do again!

Let's get something straight. There is NOTHING wrong with your body. Perhaps you just haven't been doing the right things with it.

Making a change requires doing something you have never done before. It also requires thinking + believing in ways you may have never considered.

Combining elements of fitness, positive psychology + active meditation, SHRINK YOUR THIGHS, EXPAND YOUR MIND is designed for you to listen to while you run, bike or powerwalk your way to your most beautiful, strong sexy self, right now!

[Like](#) 107 [Tweet](#) [Pin](#) 10


**FREE
WORKOUT**


SHRINK YOUR THIGHS
EXPAND YOUR MIND

To get access to this
FREE AUDIO DOWNLOAD
enter your name and email:

FIRST NAME

EMAIL





ACTION

On this page I want you to put a tick by every **type** of content you've ever created for your business. It doesn't matter if it was last week or ten years ago. It doesn't matter if it was good, bad. If the medium resonated with your customers or if it was a try once and never again idea.

If you come up with some amazing piece of content I haven't thought of add them in the space at the bottom of the list. Then email me and I'll add it for future reference!

Go nuts!

- blog posts
- social media posts
- articles or advertorials
- Facebook Lives
- Instagram Stories
- print advertising
- brochures
- a meme
- a gif
- stock or lifestyle photographs
- infographics or graphs
- newsletter content
- direct email
- videos
- podcasts
- print media / brochures
- testimonials or case studies
- downloads or other resources
- lead magnets
- listicles (lists with attitude!)
- website homepage copy
- about me page
- frequently asked questions or answers to customer questions
- hints and tips

Wow! Did you have any ideas you were such an amazing (and prolific) Content Creator?!

You've taken the time to create all this great content, and you should be super proud of yourself.

If you're like 90% of my clients you might be feeling a bit emotional about how stressed you feel about creating content when you already have a whole bunch of gold right here in front of you.

So, now you've discovered you have it, what are you going to do with it?

Sure as eggs you're not going to want to just let it sit there mouldering away on your website or hidden in the archives of your Facebook Page.

It's time to go through and find some specific pieces of content you've already created and refashion it into something entirely different.

Just as you can re-purpose a tea cup into a flower pot, you can turn a blog post into an infographic, a podcast into a video, a social media post into a checklist..... The options are limited only by the core message of your content, your imagination and how your customers want to hear from you.

Creating a "content freebie" is a low cost, low energy, high impact marketing strategy that will save you precious time time, boost your online presence and cement your brand in the minds of your customers.

Oh and compared to giving 10% of pure profit away, your new opt in is going to save you money too!



GROWING YOUR EMAIL LIST

A man wearing a vibrant, multi-colored curly wig and a red t-shirt is shown from the chest up, focused on creating a red balloon animal. He is holding a long red balloon that has been partially inflated and shaped into a long, curved form with several small, round balloons attached to it. To his right, a woman with long dark hair, wearing a white tank top, is smiling broadly, looking towards the man. The background consists of dark, horizontal wooden planks.

GIVE TO GET

By offering something useful in exchange for an email address, your customer gets to know more about your brand in the process

YOUR NEW LIST-BUILDING STRATEGY

Now that you've got your brand new, shiny freebie (aka opt-in) it's time to get that thing out there and working for you!

It's time to get out there and give to get!

There are going to be a lot of people looking for your information and you can make their life easier by having that information all wrapped up in one document

PLACES YOU CAN OFFER YOUR FREEBIE:

ONLINE

- Your newsletter subscribe pop up
- At the bottom of every blog post
- On product pages
- In Facebook groups
- On a Facebook Live

INSTORE

- Advertise on cash wrap counter
- During the conversation
- During checkout
- On shelves
- In your windows

WHERE ELSE CAN YOU USE YOUR FREEBIE TO GROW YOUR LIST?



THE SYSTEM

CAMPAIGNS OR FLOWS?

CAMPAIGNS

Inside of Klaviyo, you have the option to send emails as a Campaign or a Flow.

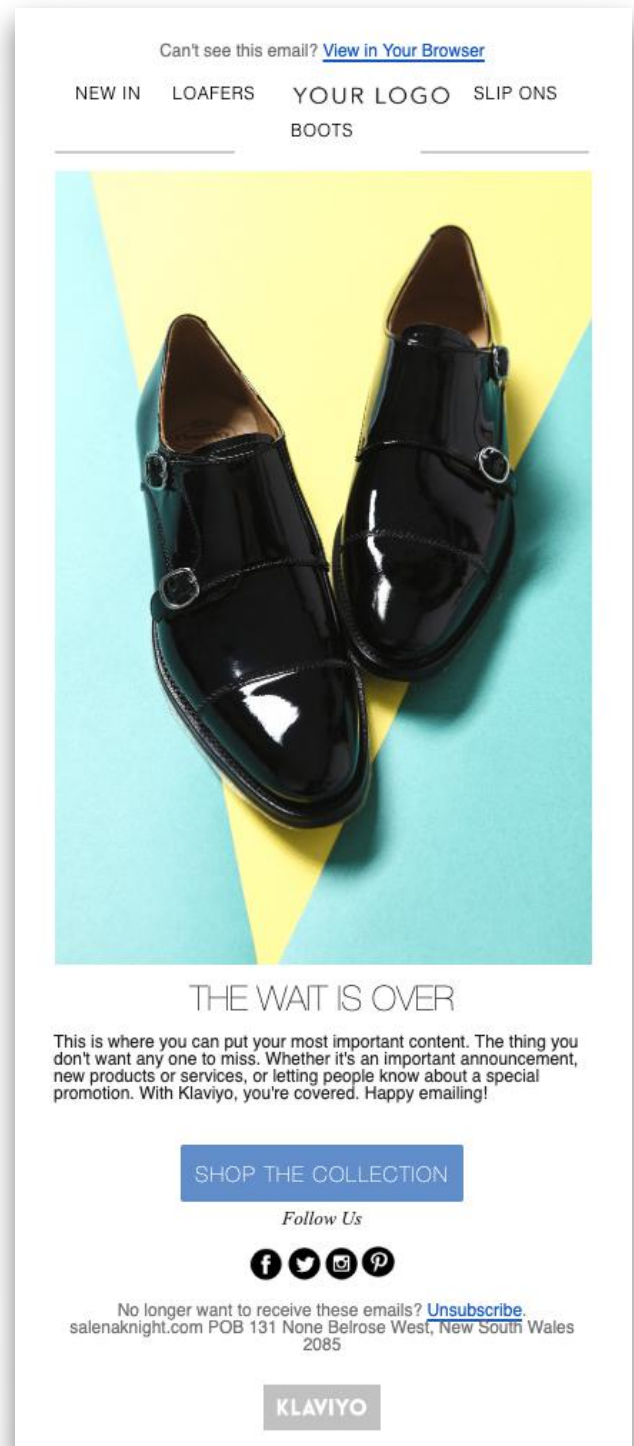
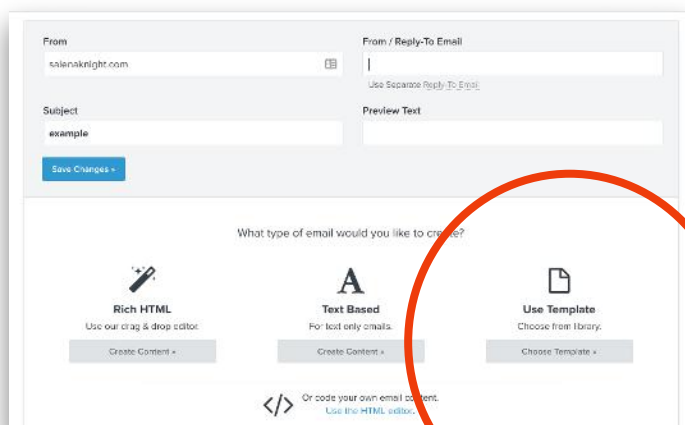
Campaigns are manually created emails that you usually send as a once-off.

For example, your general newsletter campaign or a flash sale email.

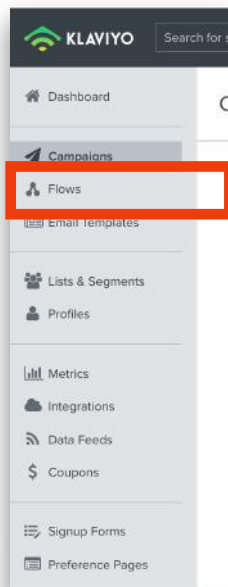
You can create them in advance and schedule them to be sent at a specific time.

You can also choose to send to your entire list or just a segment. For example, you can send a different email to people who are instore customers vs ones who shop online.

Klaviyo has pre-built templates that you can use to create high converting emails with minimal effort.



CAMPAIGNS OR FLOWS?

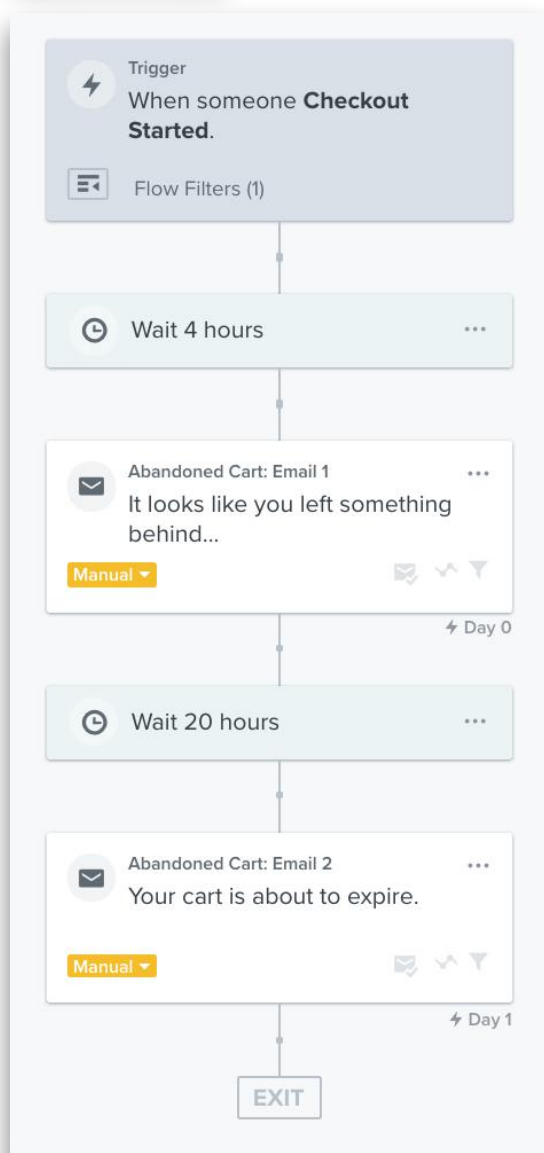


FLOWS

Flows are designed to send one, or a series, of automated emails when someone is automatically added to a list.

For example, the welcome sequence that your customer will be sent when they sign up to you receive your new freebie opt-in.

Inside of Klaviyo you'll find pre-built flows that are designed to build customer relationships AND increase your sales.



I recommend that you take a bit of time to customise the pre-built flows so that they represent your brand.

However, if you're stuck for time, turning on the flows such as Abandoned Cart will allow you to start recouping lost sales and making money faster!

#kaching

ACTION STEPS

- ☐ Sign up to an email service provider (we recommend Klaviyo)**
- ☐ Create your download**
- ☐ Upload it to Klaviyo (or your preferred email service provider)**
- ☐ Use your freebie to build your email list**