







Michelle Falzon

We Are Content



email marketing edge

Get the Email Marketing Edge
with Michelle Falzon & Suzi Daffis

HER

BUSINESS

THANK
YOU!

email marketing edge

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What's Happening In The Portal

Tarah

2 days ago



Helo Michelle,

Thanks for your great help in the webinars and insight into getting the most of email marketing - we've got lots to learn!

We are still trying to clarify our avatar as we mostly sell to businesses. Going through our current CRM Legend 6.5.10 is one of the things we need to do and clearly group all our current clients and know how to classify new customers. So far we've come up with customer types for people who buy wholesale from us, and putting them under a "type" of the following:

Beginner Business

Longarm Quilter - they need backings and usually have a longarm quilting machine

Online Store - not yet professional

Online Store - Professional and successful

Shop Owner - this would be an ideal client (could be an loyal customer we've had for years or a new customer that has found us)

Is this a start in trying to work out our avatar? It seems like a huge web of different "who's and wants"! :)

How should we go through all our contacts on the CRM and/or regroup our current Matching list?

I've decided to start with the mountain of Quilt Backings - these should be specifically aimed at longarm quilters and shop owners.

Kind Regards,

Tarah

Reply

Share

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[illegible]

QUESTION - PART 3 >>> FROM NICKO — Is it ok to email these people in cert abandonment without them subscribing?

Michelle Filsen *Healthcare* · 5 days ago
Yes, if they have filled in the form they could

Michelle Falzon · 0 days ago

Yes, if they have filled in the form they could reasonably expect you to email them. But I try not to overdo it - as per the sequence outlined today - max of 3. You could even just do 1 sent <20 mins after just to check in.

QUESTION - PART 3 >>> FROM STEPHANE — Can gaining loyalty rewards points when creating an account be considered a step 2?

Michelle Falean [Verified email](#) - 6 days ago
Hi Stephanie - yes, this was answered on 5/11/2017

Nichelle Falzon PostBusiness · 5 days ago

Hi Stephanie - yes, this was answered on the call and I hope that my reply helped you. Suzi mentioned you had a follow up question, so let me know what you need and I will do my best to assist you. :)

[Like](#) [Retweet](#) [Reply](#) [Share](#)

QUESTION - PART 3 >>> FROM NICK — Michele I have just over 400 on my list but they aren't too segmented and all get my monthly newsletter. How would I go about segmenting them? Many thanks Nick

Michelle Falzon [Verified email](#) [ForBusiness](#) · 6 days ago

Nicki Hi Nicki - if your newsletter relates to everyone (it covers broad ranges of topics) you could still send that to everyone. But then if you were sending a specific email that might only relate to part of your list (like Charted on the Hot Seat last time) really her Air conditioning clients are a completely new segment than you would want to segment your list. I know this question came in before I showed you the data and you might want to segment your list, so I am hoping you have a bit better idea now. Also, I've just put a link to how to segment on MailChimp in answer to your other question, so I think that might also cover it for you - but feel free to come back with any additional questions if you are still not clear

^ | v - Edit - Reply - Share -

^ | v - Edit - Reply - Share -



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 **Mary** • Michelle Faizon • a day ago

Hi Michelle, I have just signed up to the free trial - yes we are only direct to customers. Thanks for looking at the pricing structure.

In regards to segmentation, I would like to segment my customers to those who are interested in bedroom furniture, living room furniture, children's bedrooms, dining rooms or only homewares (cushions, throws, etc.). Also those who are building a house or renovating, those you require full room packages and those who are downsizing. In order to do this, do you suggest I have questions on the optin form so they will have to select which group they are in?

✓ ✓ Reply Share

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Mary → Michelle Falzon · a day ago

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^ | v · Reply · Share ·



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 **herschberg** · 4 days ago

I'm enjoying listening to the replies of the course and getting lots of little tips and hints and I wish I could be in person to contribute more. I have but not able to do the homework but get up to it as I am disorganized and getting really late. It is a good thing to know from the Content Sales course and having defined Auditors and mentors etc. I am doing Flypays Ask at the moment and posting along these learning all of the tools needed to complete tasks and Ads etc and really do search my laptop.

Ads a great learning course as using this course to tie the 2 together and hopefully kick goals.

My question to you today is, As I previously explained we are all in the middle of rebranding our product and that is nearly ready but definitely is great but there is one aspect to my marketing where I have been a bit apart at times in which direction to go. The rebranding will take our product to the next level of distribution both on line and future department stores around the world is the goal but as we currently focus online and markets. Currently we sell the product quite simple internet packaging which enables us to sell it cheaper and we call it much like a clear skin. For the yes there are many people who buy it as it is a good and not just as much so not everyone is in our ideal client. When we have been working on the brand it was suggested that we do not incorporate the new brand to the market as it could cheapen the brand. We don't do the little markets but markets which get around 25000 a day and from around the world. But we all know all markets people want things cheaper and that's why we are confused about what to do we are not able to get all of our stock out from there and most of all online. It is hard to be say for discounts as they can use this product as it is but I want to say that they have to take the new brand lines it would make more for their group and that the market is such a great marketing tool and hard to determine how to market the product to customers all the markets to them purchase on line we were going to keep our old web site for now to cover this issue) Clear as mud?

Thanks Day

~ ~ ~ Flypays Share ~ ~ ~

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 bowerdeb · 4 days ago
Hi Michelle,

Hi Michelle,
I am enjoying

Hi Michelle,
I am enjoying listening to the replays of the course and getting lots of little tips and hints and wish I could be there in person to contribute more. I have but not able to do the homework yet but will get to it as all downloaded and getting ready to go. It is a good follow on from the Content Sells course and having defined Avatars and mountains etc. I am doing Ryans Ask at the moment and pottering along there learning all of the tools needed to complete tasks and Ads etc and ready to launch my Facebook Ads a great learning curve so using this course to tie the 2 together and hopefully kick goals.

My question to you today is: As previously explained that we are in the middle of re-branding our product and that is nearly ready to launch which is great but there is one aspect to my marketing where I have torn me apart in terms of direction to go. The re-branding will take our product to the next level of distribution. We are looking to expand our product into new markets and new markets. Currently we sell the product quite simply (minimal packaging etc) which enables us to sell it cheaply and we call it more like a clean skin. So yes there are many people who buy it as it is so good and not pay as much as they would expect to pay for a product that is so good. We have been asked to expand the product but we do not incorporate the new brand to the market as it could cheapen the brand. We don't do little dirty brands but markets which get around 25,000 people a day and from around the world, but we do know as markets people want things that are theirs and they want we are confused about what to do we are a lot of a lot of people who want to buy the product but we are not sure if we should. We are not sure if we should. If we want to sell the product they have to take the new brand (which will be more suitable for their shop) but the market is such a great marketing tool and hard to determine how far the product to customers at the markets to their purchase on line (we were going to keep our old web site for now to cover this issue)

thanks Deb

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Tess Brook · 1 day ago ·
Email marketing strategy:
Avatar – professionals who has experienced difficult conversations at work.
Top of this incursion - 10 day (On-line) Cohesive Conversations challenge \$197 (including GST)
Lead Magnet – “Realize recordings of interviews I have done with industry specialists. These interviews provide different communication skills and techniques to handle difficult conversations
Current set-up and in place.
5 Webpages with webinar example <https://tessbrookmediator.com...>
All pages have the same layout.
I also have my uTube Channel. Just for your info <https://www.youtube.com/channel...>
When my potential client goes to exit the web page they get a pop-up box that says,
Increase your confidence.
Approach everyday communication challenges with increasing confidence and have new skills to navigate and guide you through the world of workplace communications.
Check out our 10 day challenge
They complete the form
Button - Find out how
This takes them through to this page <http://cohesiveconversations.g...>
Which has info about the 10-day challenge and the opportunity to register.
If they click through they go through to the payment pages.
<http://cohesiveconversations.g...>



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Tess Brook · Michelle Falzon · 14 hours ago
Thanks Michelle, it is interesting how I am hesitate to be my own expert. Happy for other people to position me as such. The time has come. For the first time I don't think it frightens me. I have immediately thought of two angles for marketing, one around confidence the other around responding vs reacting. Two different angles for two different webinars. nee dto play with the titles.
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Sandra · 6 days ago
Hi Michelle and Suzi
My micro business is simple and uncomplicated: I sell vegetarian/vegan lunch salads and hand deliver them twice a week. They sell for \$10 or \$15, with a \$5 "treat" option. The 'what' and 'who' are very clear to me and I have a list of my main avatar's pain and pleasure points.
I send out weekly menus each Sunday night with a link to the order page on my website. There are 72 people on my email list. Opens are about 47 % and clicks are 12 %. About 10 are diehard regulars who I reward regularly with free treats (and who I've questioned in a survey).
To get the remaining people off the fence do I stop sending them weekly menu emails and start nurturing? Or, do I offer them a free "treat" incentive with their first order? If they don't bite, then what? Offer the freebie again the next week? Or, ramp it up and offer a free salad?
I'm tempted to start the nurture process (reassure) and end with a menu (move forward) over a couple of weeks.
Many thanks for any feedback.
Sandra
Mostly Plants
Bendigo
I missed most of the live Part 3, so I'll go there now, seeking answers.
^ | v · Reply · Share ·



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Email Marketing Edge System

The diagram illustrates the Email Marketing Edge System as a three-step process. It features a horizontal green line with three circular nodes numbered 1, 2, and 3. Below each node is a corresponding label: 'Foundation' for node 1, 'Connection' for node 2, and 'Implementation' for node 3. The entire process is titled 'Email Marketing Edge System' in a dark blue font above the line.

Email Marketing Edge System

- 1 Foundation
- 2 Connection
- 3 Implementation

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Email Marketing Edge System

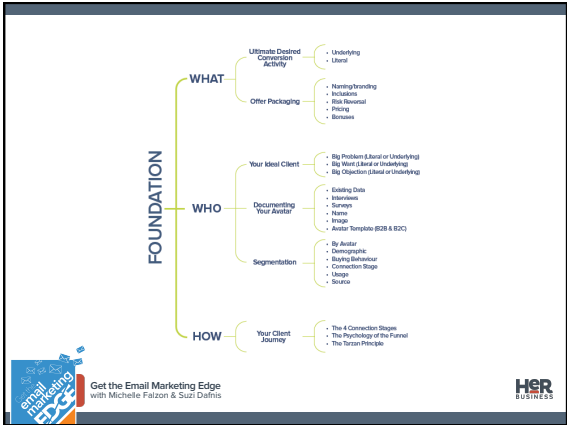
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graph LR
    FOUNDATION --- WHAT
    FOUNDATION --- WHO
    FOUNDATION --- HOW

    WHAT --- UDC[Ultimate Desired Conversion Activity]
    WHAT --- OP[Offer Packaging]

    WHO --- ICI[Your Ideal Client]
    WHO --- DA[Documenting "Your Avatar"]
    WHO --- SEG[Segmentation]

    HOW --- CJ[Your Client Journey]

    UDC --- U1[Understanding]
    UDC --- U2[Usual]

    OP --- OP1[Naming/Branding]
    OP --- OP2[Incentives]
    OP --- OP3[Risk Reversal]
    OP --- OP4[Pricing]
    OP --- OP5[Bonuses]

    ICI --- ICI1[Big Problem & Ideal or Understanding]
    ICI --- ICI2[Big Want & Ideal or Understanding]
    ICI --- ICI3[Big Objection (Ideal or Understanding)]

    DA --- DA1[Building Data]
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    DA --- DA4[Forms]
    DA --- DA5[Images]
    DA --- DA6[Avatar Template (DOB & SOC)]

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    SEG --- SEG2[Demographic]
    SEG --- SEG3[Buying Behavior]
    SEG --- SEG4[Connection Stage]
    SEG --- SEG5[Usage]
    SEG --- SEG6[Source]

    CJ --- CJ1[The 4 Connection Stages]
    CJ --- CJ2[The Psychology of the Funnel]
    CJ --- CJ3[The Traction Principle]
  
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FOUNDATION

- WHAT**
 - Ultimate Desired Conversion Activity
 - Understanding
 - Usual
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 - Incentives
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 - Bonuses
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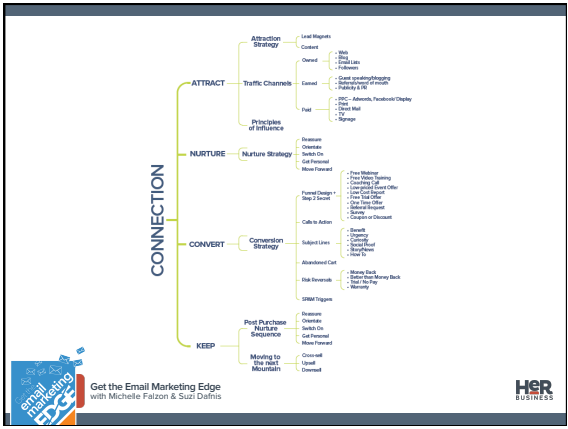
FOUNDATION

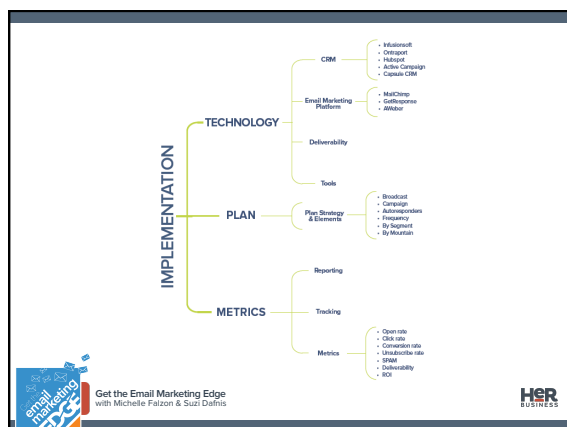
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Your Email Marketing Is Part Of An Ecosystem

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Technology gives you leverage

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Technology

- CRM = Customer Relationship Management
 - Customer Details
 - Sales History
 - Contact History
 - Notes
 - Status





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Technology

- EMS = Email Marketing Platform
 - Campaign Management
 - Automated emails





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Technology

- CRM =
 - 
 - 
 - 
 - 





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Technology

- EMS =



MailChimp



GetResponse



AWeber





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Technology

- CRM + EMS =



capsule

+



MailChimp







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Planning Gives You Clarity



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3-Part Planning Process



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Introducing Our Case Study



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Example “Petspiration”




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3-Part Planning Process

- Annual Marketing Plan
- Broadcast Email Marketing Plan
- Autoresponder Email Marketing Plan



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3-Part Planning Process

- **Annual Marketing Plan**
- Broadcast Email Marketing Plan
- Autoresponder Email Marketing Plan




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Annual Marketing Plan

- Includes all your major promotions
- Includes things you do regularly
- May change but great if you refine your planning so you can commit to this plan



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Annual Marketing Plan

- When mapping this out, a great way to think about how to plan things over the 12 months is...



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Annual Marketing Plan

- What are we going to do...
 - Daily
 - Weekly
 - Monthly
 - Quarterly
 - Bi-Annually
 - Annually



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Annual Marketing Plan

Project/Strategy	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Q1												
Project A - New Lead												
Project B - New Lead												
Q2												
Project A - New Lead												
Project B - New Lead												
Q3												
Project A - New Lead												
Project B - New Lead												
Q4												
Project A - New Lead												
Project B - New Lead												
Q5												
Project A - New Lead												
Project B - New Lead												
Q6												
Project A - New Lead												
Project B - New Lead												
Q7												
Project A - New Lead												
Project B - New Lead												
Q8												
Project A - New Lead												
Project B - New Lead												
Q9												
Project A - New Lead												
Project B - New Lead												
Q10												
Project A - New Lead												
Project B - New Lead												
Q11												
Project A - New Lead												
Project B - New Lead												
Q12												
Project A - New Lead												
Project B - New Lead												




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3-Part Planning Process

- Annual Marketing Plan
- **Broadcast Email Marketing Plan**
- Autoresponder Email Marketing Plan




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What's the Difference?

- Broadcast vs Autoresponder?




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What's the Difference?

- Broadcast =
 - Specific send date and time
 - Ideal for time-related events – eg Christmas sale, live training, start of the summer detox, store opening
 - Not necessarily based on any action by the recipient



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What's the Difference?

- Autoresponder =
 - Automated email sequence triggered by specific actions
 - Can be any length from 1 email to 100 or more
 - Set intervals



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What's the Difference?

- If in an Autoresponder limit or don't send other emails



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3-Part Planning Process

- Annual Marketing Plan
- **Broadcast Email Marketing Plan**
- Autoresponder Email Marketing Plan



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Broadcast Email Planning Process

- Specifically how you will support the Annual Marketing Plan
- Email centric
- 90 Days



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Broadcast Email Planning Process

- Step 1 – focus on your annual plan



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Project/Campaign	Goal	January	February	March	April	May	June	July	August	September	October	November	December
Daily													
Preparation Daily Email Update	Goal: 100% + 10% 100% + 10% 100% + 10%												
Weekly													
Preparation Weekly Newsletter	Goal: 100% + 10% 100% + 10% 100% + 10%												
Monthly													
Preparation Monthly Day Training Webinar	Goal: 100% + 10% 100% + 10% 100% + 10%												
Quarterly													
Quarterly Sales	Goal: 100% + 10% 100% + 10% 100% + 10%												
Full Year	Goal: 100% + 10% 100% + 10% 100% + 10%												
Bi-Annual													
Quarterly or Bi-Annual	Goal: 100% + 10% 100% + 10% 100% + 10%												
Public Training Campaigns	Goal: 100% + 10% 100% + 10% 100% + 10%												
Annual													
Annual Roadshow	Goal: 100% + 10% 100% + 10% 100% + 10%												



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- Step 1 – focus on your annual plan
- **Step 2 – open your Broadcast Email Planning Template**



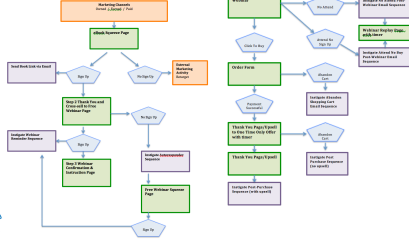
- Step 1 – focus on your annual plan
- Step 2 – open your Broadcast Email Planning Template
- **Step 3 – complete your plan and check for overloads or gaps (see the detail AND the big picture)**

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- Annual Marketing Plan
- Broadcast Email Marketing Plan
- **Autoresponder Email Marketing Plan**



Autoresponder Process



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Autoresponder Process

- EG 10-email sequence in first 21 days.
 - Immediate – Reassure/Switch On
 - Day 2 – Connect/Switch On
 - Day 3 – Connect/Switch On/Move Forward
 - Day 5 - Orientate/Move Forward
 - Day 7 – Connect / Move Forward
 - Day 9 - Connect / Move Forward
 - Day 12 – Connect / Move Forward
 - Day 15 – Orientate / Move Forward
 - Day 18 – Move Forward
 - Day 21 – Move Forward / Orientate

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Autoresponder Process

- A good quick cart abandonment sequence
 - + 30 mins – Email 1
 - 24 hours – Email 2
 - 48 hours – Email 3


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HER
BUSINESS

Knowing Your Numbers Gives You Certainty




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Knowing Your Numbers - \$

- Two important numbers:
 - Cost Per Lead
 - Revenue Per Lead



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Knowing Your Numbers - \$

- Cost Per Lead =
 - \$ spent on advertising / # leads generated

Spent \$1000 / Generated 100 leads

1000/100 = **\$10 Cost Per Lead**



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Knowing Your Numbers - \$


- **Revenue Per Lead =**
 - \$ generated / # leads generated



Generated \$2000 Revenue / 100 leads

$2000/100 = \text{\$20 Revenue Per Lead}$



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- # Knowing Your Numbers - \$
- **Revenue Per Lead =**
 - \$ generated / # leads generated
- Generated \$2000 Revenue / 100 leads
- $2000/100 = \text{\$20 Revenue Per Lead}$
- 
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Knowing Your Numbers - \$


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Knowing Your Numbers - \$

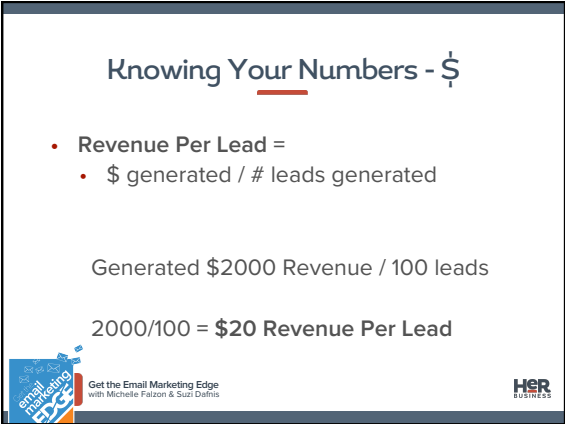

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Knowing Your Numbers - Email

- **Open rate** (number of people who opened your email as a % of total sent)
- **Click rate** (number of people who clicked your email as a % of total opened)
- **Conversion rate** (number of people who took the next step as a % of those who clicked)
- **Unsubscribed** (number of people who opted out of your list as a % of those sent)
- **SPAM** (number of people who flagged your message as SPAM as a % of those sent)



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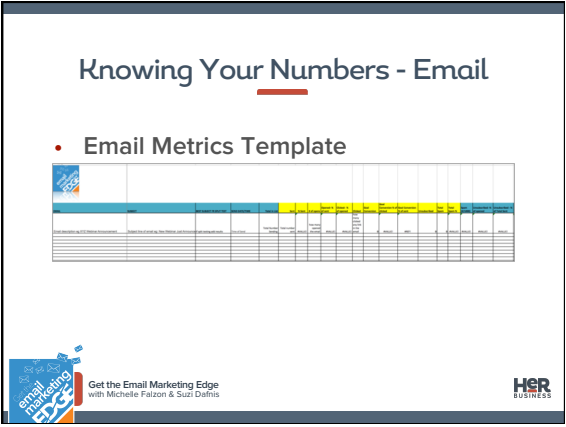


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Hot Seat







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Hot Seat - Mary McManus




lavender hill interiors





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Hot Seat - Mary McManus

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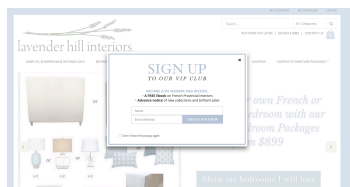
Show me bedrooms I will love



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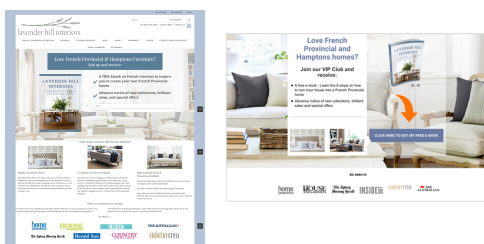
Hot Seat - Mary McManus



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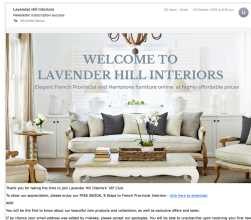
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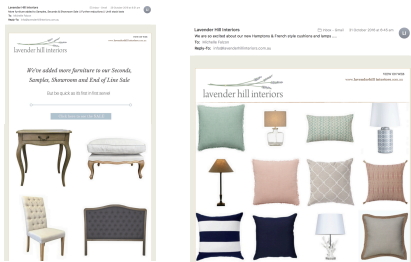
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Support Materials

Downloads:

- Slides
- Handouts (Glossary and Tools)
- Email Metric Template



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Course Work

This week's assignment:

- EXERCISE 1: Start work on your Annual Marketing Plan
- EXERCISE 2: Look at how you can support your Annual Marketing Plan with your Email Broadcast Plan



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Q&A

Use the Question Box to Ask Your Questions



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What's Next?



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Thank You



Michelle Falzon
We Are Content



Suzi Dafnis
HerBusiness



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