Five Ways to Increase Results from Email Marketing

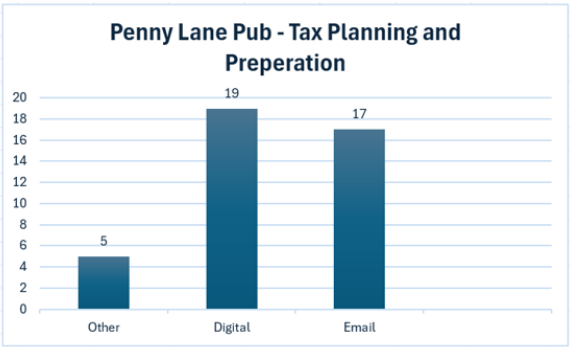
Email marketing is the most underutilized and most cost-effective marketing tool for companies. It not only helps to brand and posture your business, but it also educates your clients and prospects.

Many prospects are "long sales-cycle" individuals who are not currently willing to make a decision but might be ready in the near future. Email marketing helps keep you on top of their minds and reiterate your philosophies and business model. It also helps to re-engage them through offering a variety of educational content. Here are some of the top ways to have an effective email marketing game plan.

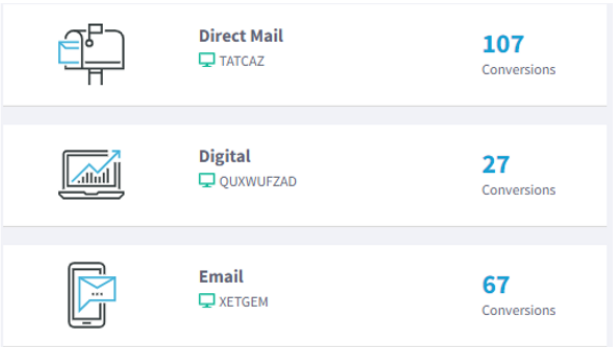
1. Always Send Emails for Upcoming Events to Increase RSVPs

Utilizing email marketing to promote your events is the most cost-effective way to receive RSVPs for an event. You should be sending one email a week at least 2-4 weeks before your first event date (2-4 emails total). Here are two examples of how Scranton Financial Group received over a third of their RSVPs from email marketing alone:

SFG – Lunch & Learn / 41%



Acquire Direct Dinner Seminar – Safehouse / 33%



Our marketing team can help create templates for you to utilize for your events. Once we have created the templates, make sure to add your event information and links for them to register online. It is important to make it as simple as possible for people to register.

2. Consistently Send Emails (Ideally Weekly)

You can comfortably send 1-2 emails to prospects and clients per week ***if it is compelling***. The more consistent you are with your email marketing, the better results you will get. Put yourself in the shoes of the prospect. The more you see a brand, the more likely you will click on the content. The less content you receive, the more wary you may be of that company.

The easiest way to stay consistent is by building out a content calendar to make sure you are sending enough emails and content. Here is a good example of a content calendar:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 Event Invite	3	4
5	6 Bi-weekly Radio Show	7	8	9 Monthly Newsletter	10	11
12	13	14 Event Invite	15 Monthly Video (clients only)	16	17	18
19	20 Bi-weekly Radio Show	21	22	23	24	25
26	27	28	29 Event Invite	30		

3. Repurpose Marketing Content

There are many items you could be promoting to highlight your business or offer additional content to prospects. The easiest way to do this is through email marketing. Here are some ideas of emails you could be sending:

1. Event Invitations
2. Monthly Newsletter (provided by Advisors Academy)
3. Radio Shows
4. Announcements on the Company
5. Whitepaper/Guides
6. Videos from the Advisor or Video Animations
7. New Hires
8. Calls to Action (Retirement Risk Report, RMD Analysis, SS Analysis)

If you need help brainstorming on what to promote, reach out to our Coaching Department to help strategize!

4. Create a Strong Email

Subject Line

Nearly 47% of email recipients open email based on the subject line, and 69% of email recipients report email as spam based solely on the subject line!

These subject lines need to grab people's attention and also set expectations of what is included in the email. Here are some examples:

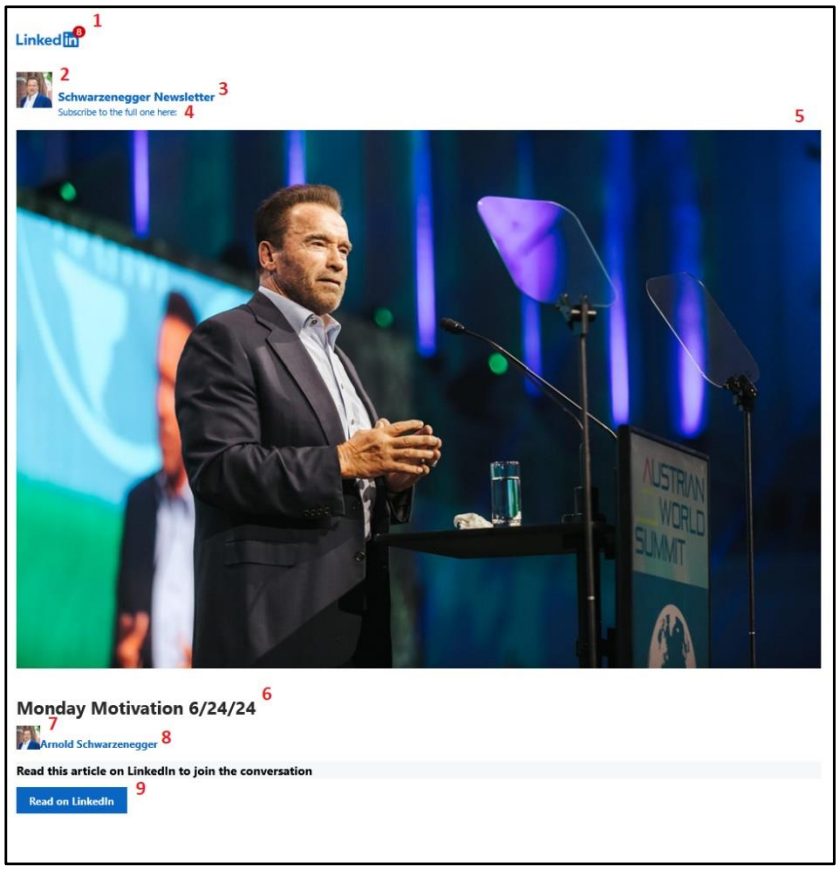
- Make More Money. Pay Less in Taxes - Tax Planning at Penny Lane Pub
- Learn top Social Security strategies - educational event.
- 10 bizarre money habits that help retirees save on taxes.
- Last chance to register – RMD Workshop at Oconee Library

Headers

Create a simple, but compelling title at the top of the email and couple it with a compelling image. You can use a stock image that couples with the title of your email or use a program like Canva to add additional details such as the date and time of the event. Make sure your title is impactful, compelling, evokes emotion, and most importantly, make sure it is clickable!

Links

Your emails should be littered with links to the calls to action. Do not wait until the bottom of the email to add a link. Include it anywhere there is an image, title, or compelling text. Here is a good example of a LinkedIn email. They have nine links in the first half of the email (14 links total), sending the reader all over the LinkedIn website:



5. Want to Know When to Send Emails? Look at Email Reports every week.

If you need a guideline on when to send an email, here are suggestions that work well for our industry:

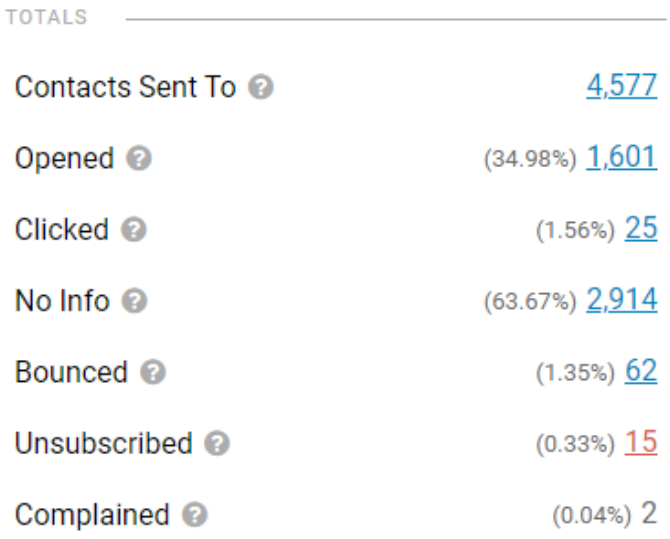
Days:

- Tuesdays
- Wednesdays
- Thursdays

Times:

- 10:00 a.m.
- 8:00 p.m.
- 2:00 p.m.
- 6:00 a.m.

Once you start sending emails consistently, you will want to look at **your** previous campaigns to see what has performed well for your email lists and why:



Start testing out various times to see what is working and then test them again with other content to see what made that prospect open the email. Try slightly altering future emails. Instead of 6:00 a.m., try 6:05 a.m. Change the subject line. Then go back to your results and see what trends you can find.

Pay Attention to Open Rates

1. Was it the subject line?
2. Is it performing well on certain dates?
3. Is it performing well at certain times?

If you notice that you've gotten way better results on a Tuesday morning than a Thursday afternoon, then try a few more emails at that time to see if you can get similar results. While we have provided some general guidelines on when to send emails, the most effective method is when you look at your past results to strategize future email marketing.

Pay Attention to Click Rates

1. Who clicked on the emails?
2. Which links were clicked?
3. How often were the links clicked?

You may start to notice a pattern with certain prospects engaging in your emails. This is a perfect time for the appointment setter to reach out to these people with a call to action, for example, inviting them to the next event or offering a whitepaper guide.

You may also notice that certain types of content generate more links. This is another area that you could test and measure if you're sending a variety of emails.

Strategize to Increase Results

The good news about email marketing is that it can take minimal time to put content together and look at past results. If you have an idea of something you'd like to promote, submit a Marketing Order Form to have our marketing team help you with the design and compelling subject lines.

If you need guidance on where to start with your email marketing, reach out to our Coaching Department to get started!

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