



E-MAIL MARKETING ESSENTIALS FOR BUSINESS

About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free business advice and mentoring



Offering low or no-cost business training



Sharing free business templates and resources

Request a SCORE mentor at www.score.org/find-mentor

**First E-Commerce position in 1998 in gourmet gift industry.
21 years in wine industry in technology and marketing**

Other industry experience includes motorcycle, aromatherapy, legal, activism, landscape design, financial, Non Profit, fitness, CBD/Cannabis, restaurants, tattoo, medical spa, education, transportation & logistics, coaching, consultants, health and wellness, food products, beauty, government, etc

**Teach Marketing/Branding Classes for:
SCORE (Multiple in and out of state chapters, SBDC's, Business Source Centers, Women Business Centers, Chambers of Commerce, Trade Associations, and private organizations.**

**Current Board Member-Venice Chamber of Commerce
Current Board Member-NAWBO Los Angeles (Membership Director)
Current Officer-BizFedLA-Small Biz, Employment & Labor Committee**



ABOUT ME

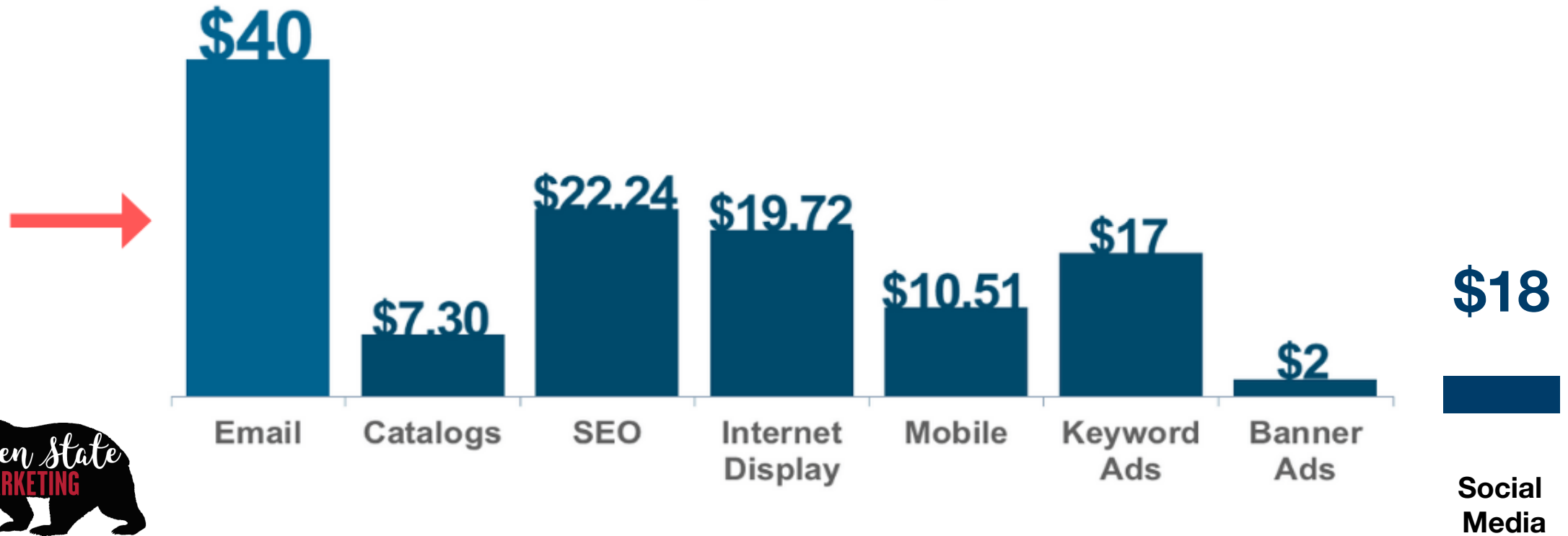


Email Survey

- Do you have an email list?
- Do you use it?
- How often do you email?
- Which email platform do you use?

WHAT IS THE ROI OF EMAIL MARKETING?

ROI (per \$1 spent)





Our conversation about your current e-mail marketing program:

You: "But I don't want to annoy my customers with emails!"

Me: "Why are you in business?"



LET'S TALK EMAILS!

Top 10 E-Mail Marketing Mistakes

1. No plan in place.

2. Assuming your customers don't want email!

3. Not Collecting E-mails wherever you can!

4. Not Being Consistent all year

5. No clear call to actions

6. Using your personal email account or using a freemium email

7. Not Using Automations

8. Not looking at statistics

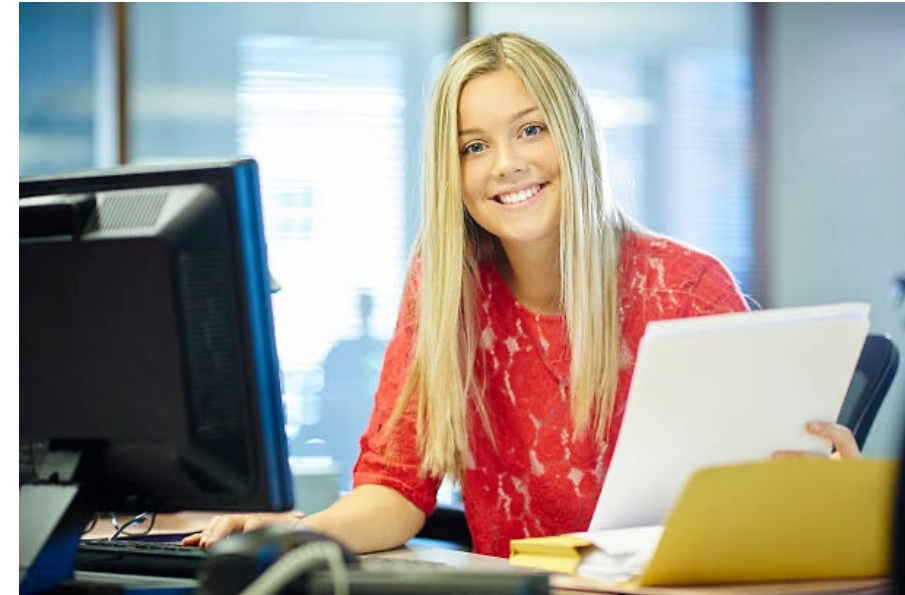
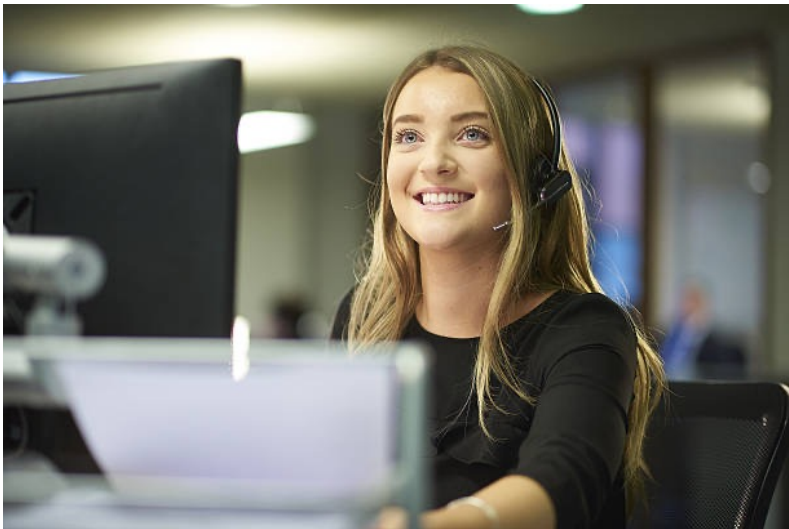
9. Not Segmenting

10. Thinking everybody can do email marketing

Yes...teenagers know how to post on social media... but should they be running your business' social media or marketing in general?



They are great with people! Let's make them the HR Manager?



Straight A's in math. Let's make them the accountant?



OBERLO

The Widespread Usage of Email

In 2022, global email users is forecast at

4.3

BILLION

users.

(Statista, 2021)



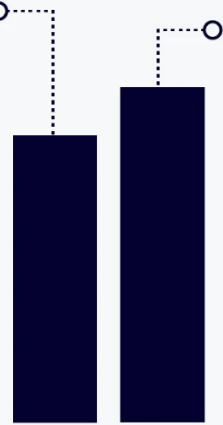
By 2025, this figure is set to grow to

4.6

BILLION

users.

(Statista, 2021)

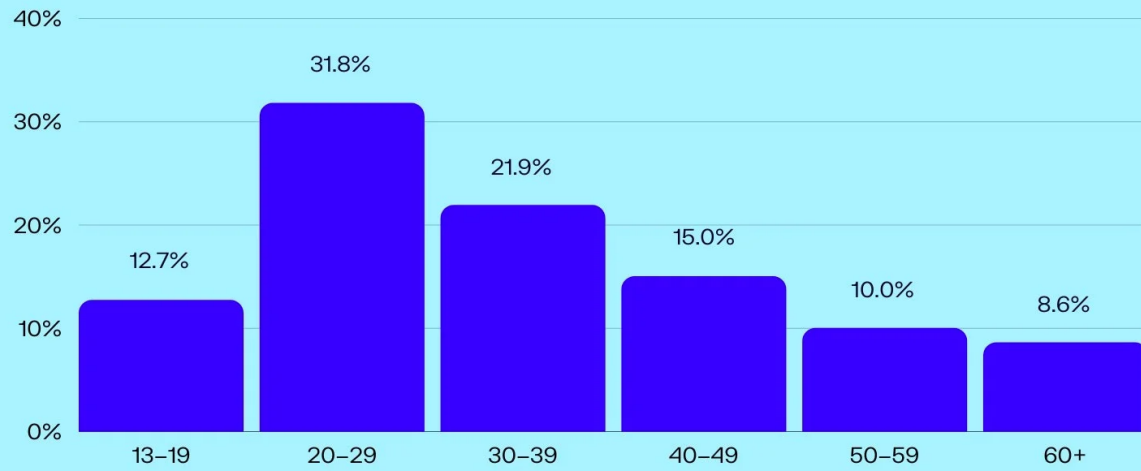


4.73 Billion by 2026

That's more than half the world population.

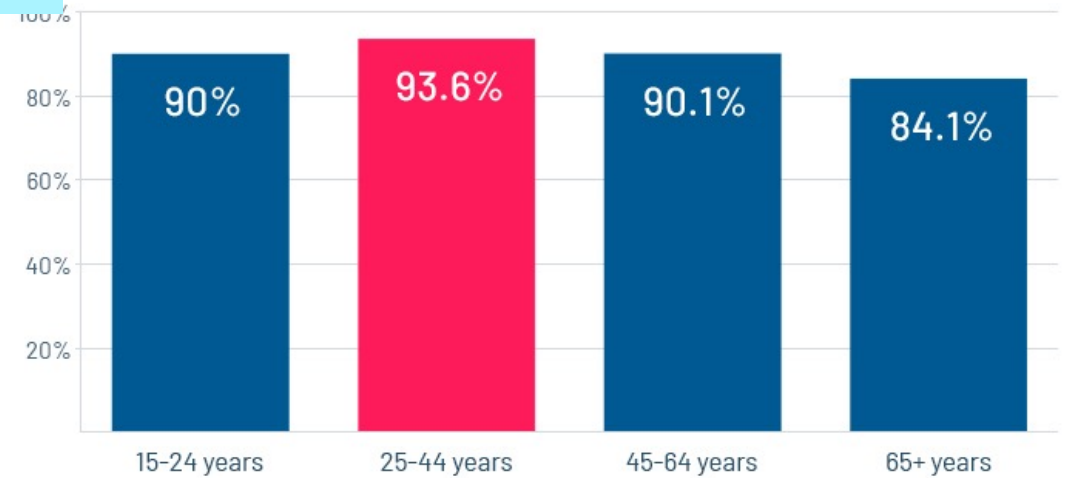


Social Media Age Demographics



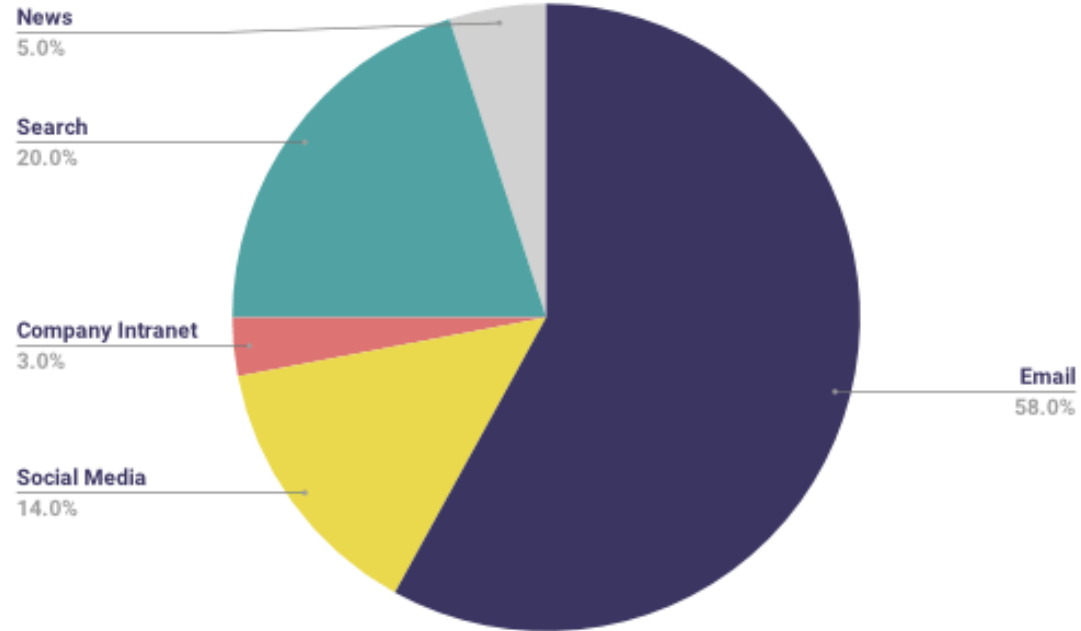
Social Media vs Email Usage

Age Demographics of Email Users in the US



Source: Statista

Email vs. Social Media, First Check of the Day



optinmonster



99% of email users check their inbox every single day ([Hubspot](#))

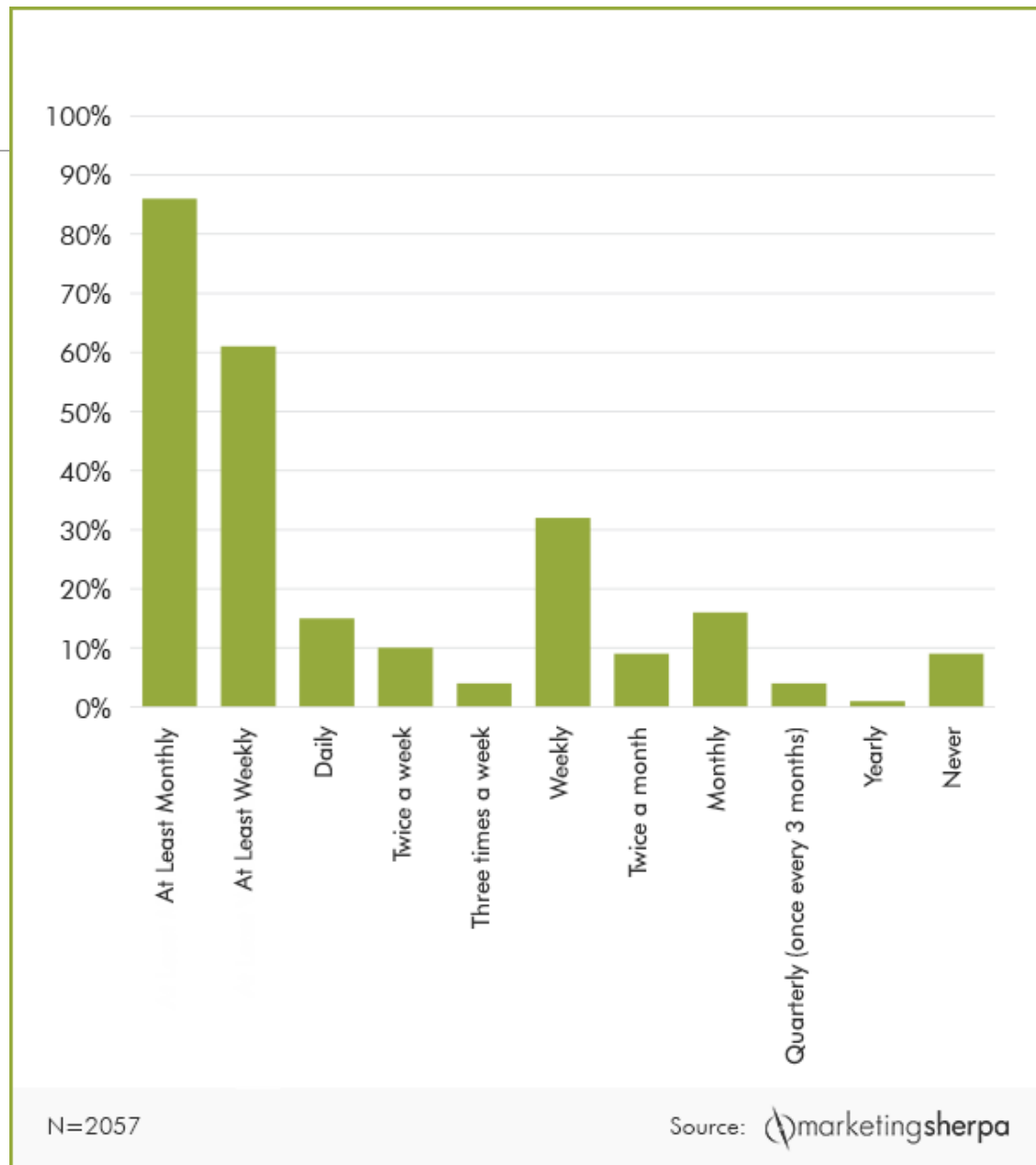
56% of people are more likely to open an email if the subject line contains emojis, compared to text-only subject lines ([Campaign Monitor](#))

42% of individuals will look at the sender of the email first before deciding to open it or not ([Mirabel's Marketing Manager](#))

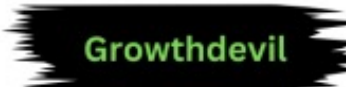
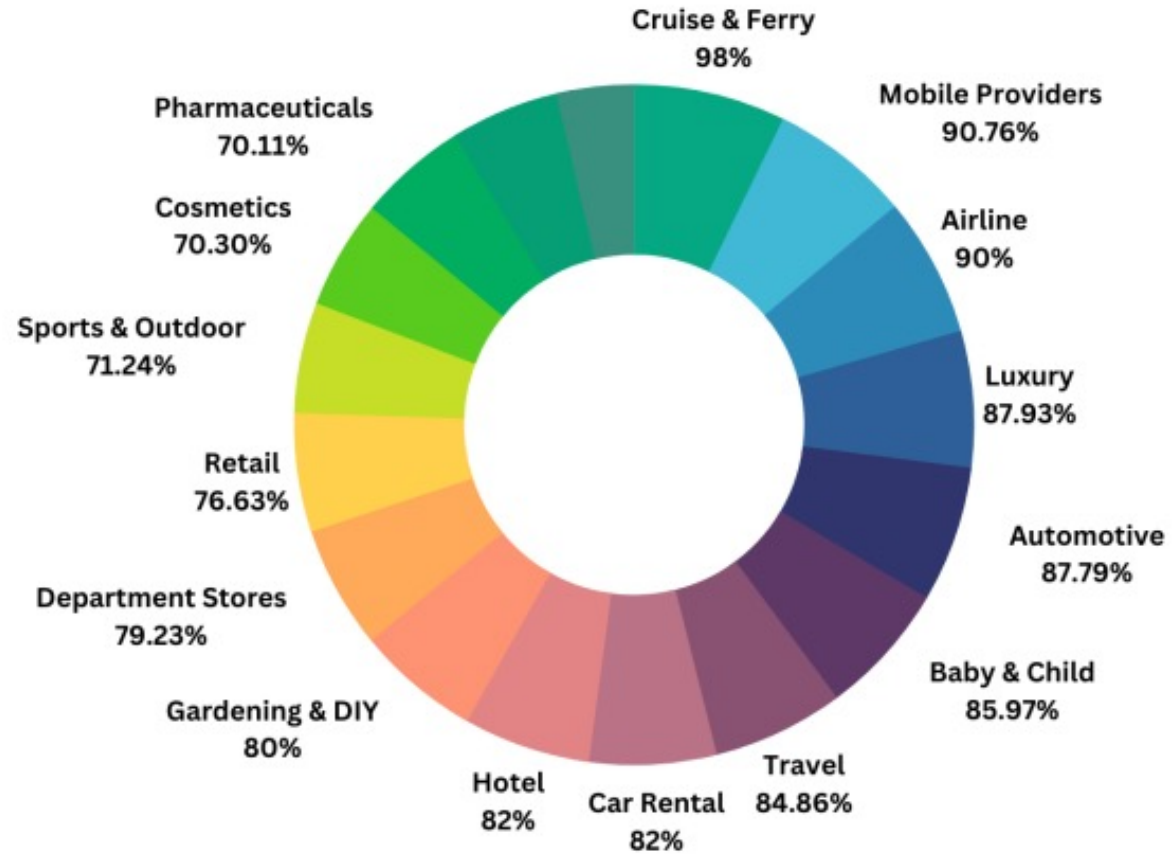
60% of consumers reported that they have made a purchase as a result of a promotional email ([OptinMonster](#))



How often do consumers want to get emails from their favorite brands (That's you if they signed up for your emails!)



Abandoned Cart Rates By Industry



Top Reasons	Share of Respondents
Extra Costs too high (Fees, Taxes, or Shipping Charges)	47%
The site wanted to create an account	25%
Slow Delivery	24%
Not ready to give credit card information	19%
Complex checkout process	18%
Could not calculate the final cost	17%
The return policy was not satisfactory	16%
Website crashed	14%
Wanted more payment methods	11%
A credit card was declined	6%

Open rates by email type

Here we look at the open rates for campaign and automated emails for H1 2022 and compare it to H1 2021.

Email type	Open rate (H1, 2021)	Open rate (H1, 2022)
Campaigns	11.8%	22.9%
Abandoned Cart	28.4%	40.3%
Birthday	31.7%	40.6%
Browse Abandonment	38.3%	35.9%
Cross-sell	33.2%	36.7%
Feedback Request	24.0%	46.2%
Lapsed Purchase	37.8%	38.6%
Product Abandonment	35.2%	40.9%
Product Review	37.3%	46.9%
Welcome	28.9%	38.4%
Shipping Confirmation	61.8%	63.9%
Order Confirmation	55.4%	61.1%

Source: Omnisend • Embed • Created with Datawrapper

E-Mail Marketing:

Opens
Clicks
Conversions

Conversion rates by email type

Here we look the conversion rates for each automation type and compare them to the average conversion rate for campaigns.

Automation type	Conversion rate	Lift over campaigns
Campaigns	0.10%	-
Abandoned Cart	2.31%	2202%
Birthday	0.66%	553%
Browse Abandonment	0.60%	497%
Cross-sell	0.54%	441%
Feedback Request	1.16%	1056%
Lapsed Purchase	0.79%	690%
Product Abandonment	0.92%	821%
Product Review	0.92%	815%
Welcome	2.86%	2750%
Shipping Confirmation	1.66%	1553%
Order Confirmation	3.22%	3113%

Source: Omnisend • Embed • Created with Datawrapper

Click rates by email type

This table looks at the click rates for each automation type and compares them to the average click rate for campaigns.

Email type	Click rate	Lift over campaigns
Campaigns	1.47%	-
Abandoned Cart	5.50%	273%
Birthday	5.90%	300%
Browse Abandonment	3.83%	160%
Cross-sell	2.34%	58%
Feedback Request	5.84%	296%
Lapsed Purchase	2.76%	87%
Product Abandonment	5.23%	255%
Product Review	4.85%	229%
Welcome	5.22%	254%
Shipping Confirmation	21.81%	1379%
Order Confirmation	9.93%	573%

Source: Omnisend • Embed • Created with Datawrapper

Personalization Works Wonders For Email

Emails with personalized subject lines generate

50%

higher open rates

(Yes Lifecycle)



Interactive Emails Are the Way Forward



Adding videos to your email can increase click rates by

300%



90% of email gets delivered to the intended recipient's inbox,

whereas only

2%

of your Facebook fans see your posts in their News Feed.

Forrester Research



72%

people prefer to receive promotional content through email,

compared to

17% who prefer social media.



MarketingSherpa

Just a few email platform options out there....how do you choose?

 **Infusionsoft**



ConvertKit

ActiveCampaign >

TWILIO
 **SendGrid**


Constant Contact

 **iContact**

 **AWeber**
we are email marketing

 **mailchimp**



klaviyo

E-MAIL PLATFORMS BASICS

- Easy To Use?
- Cost? Do they offer a free trial or free under certain subscribers?
- Do they offer automation features? How sophisticated?
- Customer Support
- Any additional features—spam testing, platform testing, etc



E-Mail Marketing Basics

COLLECT

CLEAN

CALENDAR

CREATE

CONSISTENCY

California
WINE MARKETING

COLLECT

website sign-up

In store

Event Ticketing

Events

Networking

Social media

contests

Wi-Fi Marketing

Lead Magnets

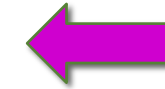
ABC=ALWAYS BE COLLECTING



Website OPT-IN Areas

Do you have an easy to find Sign-Up box?

Best Practice- Upper right of all pages





Home > Contact

Contact Lucky Dogg Winery

We are also available for special events, private tastings, and more.

Phone: (805) 331-3698

Email: luckydoggwinery@gmail.com



Tasting Room

Hours:

Monday-Friday 3pm-7pm

Saturday-Sunday 12pm-7pm

Location:

447 Atterdag Rd.
Solvang, CA 93463



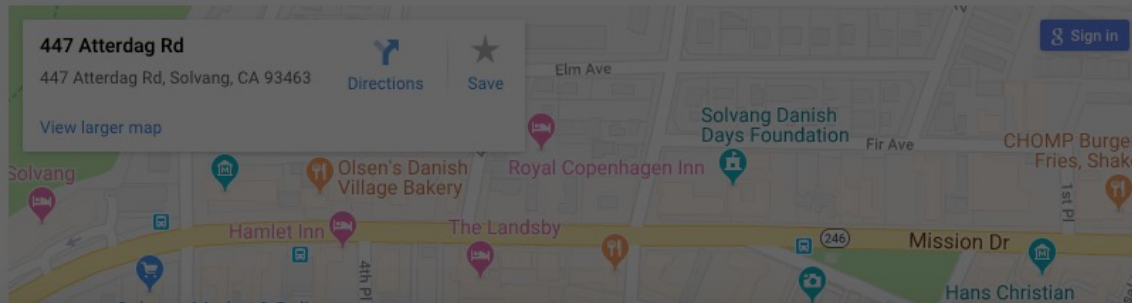
Sit. Stay. Join.

Lucky Dogg news, events and specials.

Email Address

Sign me up!

Subscribe





2016 Lucky Bubbles
Price: \$45.00



2016 Rosé of Pinot Noir
Price: \$27.00



2017 Lucky Cougar Chardonnay
Price: \$32.00

Subscribe

Email Address * indicates required

Subscribe



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Embedded



WELCOME TO TOBACCO MOTORWEAR

GET FREE SHIPPING

Enter your email below for exclusive offers and VIP updates.

ENTER YOUR EMAIL

ACTIVATE

No thanks, I don't like free stuff.

We respect your privacy. You can unsubscribe at any time.



Questions? We can help. Chat with us now.

Collect With Lead Magnets

the Customer Experience cookbook

Engaging and Delighting Customers with Microsoft Dynamics CRM

If there was a single recipe for success in today's business environment, a great customer experience might just be it. A memorable customer experience can help organizations of all kinds attract new customers, increase revenue, boost customer loyalty, create a competitive advantage and much more.

In *The Customer Experience Cookbook*, you will learn:

- What is customer experience and how it is managed and measured within organizations
- How to create tools that contribute to an effective customer experience like personas and journey maps
- The role CRM and marketing automation play in creating, maintaining and continuously improving a customer experience
- How to build compelling customer experience campaigns
- The ROI of a memorable customer experience
- And more!



Download your copy of this free eBook today, and start cooking up your own delectable customer experience. Bon appetit!



Download the Free eBook

First Name *

Last Name *

Company *

Email *

Job Function *

What CRM system are you using? *

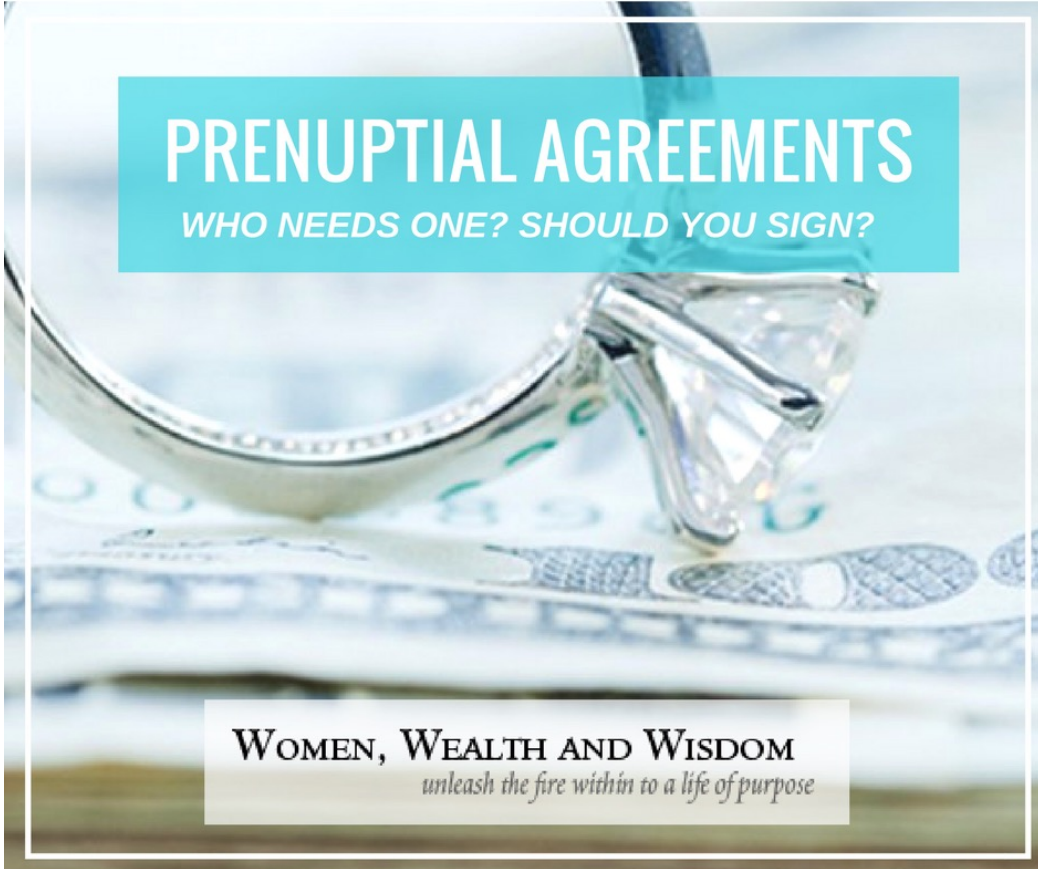
Sign up for the Marketing with MSCRM Newsletter

Notify me of special events/webinars (a few times per year)

Tap the lock icon or slide bar to unlock

[Download Now](#)





< Facebook Post



Sign up to download the article!
Read it and learn all about Prenuptial Agreements

Email Address

Send My Download!

Landing Page >



Lead Magnet Examples

FOR: Business mindset coach to appeal to burned out corporate executives on how to have work life balance for them and the employees they manage to prevent employee turnover

1. "10 Proven Strategies to Overcome Burnout and Achieve Work-Life Balance"
2. "Master Work-Life Balance: A 5-Day Email Course"
3. "The Work-Life Balance Assessment"
4. "The Ultimate Guide to Employee Retention"
5. "Exclusive Webinar: The Mindful Executive": A live or recorded webinar featuring expert advice on mindfulness techniques, stress management, and productivity hacks for busy executives.
6. "The Power of Delegation: Tips & Tricks for Effective Leadership"
7. "One-on-One Strategy Session": A limited-time offer for a free 30-minute consultation with the business mindset coach to discuss individual challenges, goals, and strategies for achieving work-life balance.
8. "Burnout Recovery Checklist"
9. "The Balanced Leader's Toolkit"
10. "Success Stories: Real-Life Examples of Work-Life Balance"

Lead Magnet Examples

FOR: Winery to appeal wine enthusiasts who are either well educated on wine or new to drinking wine

1. "Ultimate Wine Pairing Guide"
2. "Wine Tasting 101: A Beginner's Guide"
3. "Exclusive Winery Tour Video"
4. "Wine & Dine Recipe Collection"
5. "Seasonal Wine Recommendations"
6. "Wine Tasting Webinar": Host a live webinar with your winery's expert sommelier, discussing wine tasting techniques, wine history, and answering questions from participants. This interactive experience will draw in wine lovers of all experience levels.
7. "Discounted First Wine Club Shipment"
8. "Monthly Wine Trivia Quiz"
9. "Wine Cellar Essentials Checklist"
10. "Vineyard Travel Planner"

CREATE

- Do promote your product or services but DON'T make it all about sales!
- Do make it about your customer- Be helpful
 - Recipes if you sell food/beverage related products
 - Expert Interview emails (B2B)
 - FAQ's (company or industry specific)
 - Case studies
 - Company milestones
 - Behind the Scenes (images or video)
 - Weekly Tips
 - Recent studies or stats



Anatomy of an email

LOGO



HERO IMAGE

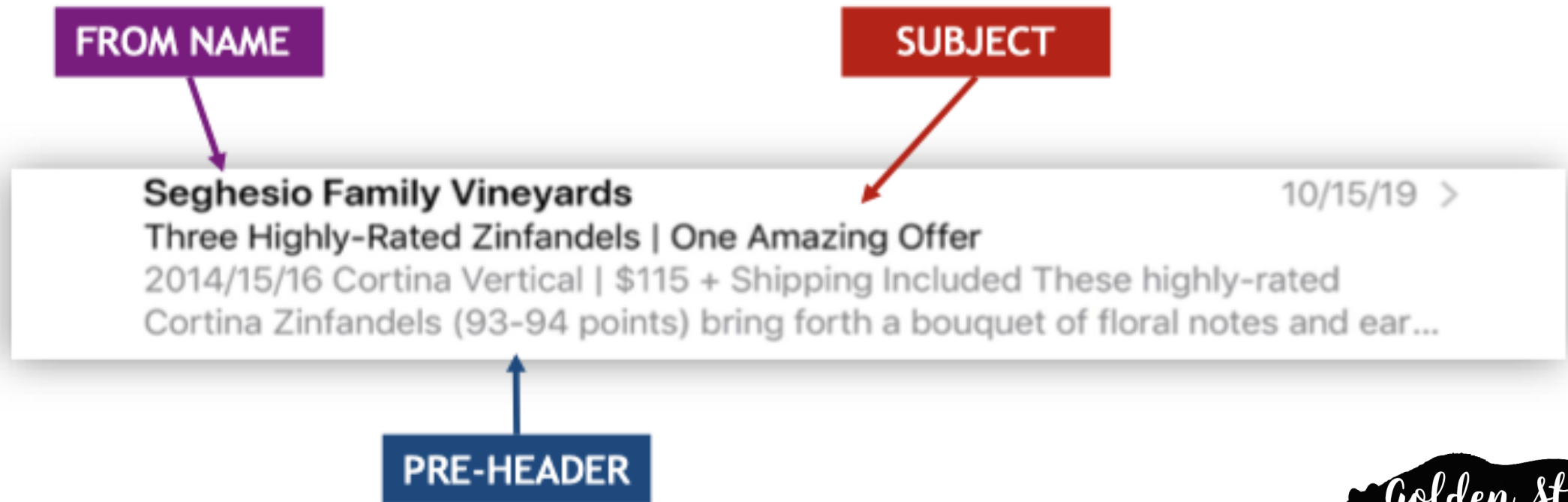
CALL TO ACTION

TIP: Design for mobile with a mobile-responsive template

- Fonts, images, justification, margin, buttons, link colors



Anatomy of an email



Subject: Lobster Feast Tickets Selling Quickly!

The screenshot shows the Trentadue Winery website. At the top, there's a navigation bar with 'HOME', 'SHOP', 'WINE', 'TRENTADUE WINERY', 'VISIT', 'EVENTS', and 'CLUB'. Below this is a banner for the 'LOBSTER FEAST' event, featuring a large red lobster illustration and the text 'BACK BY POPULAR DEMAND!'. The event details are: 'Saturday, September 10, 5:30-9:00PM, \$125 per person - \$100 per person for club members'. A quote reads: 'Laissez les bon temps rouler! (Let the good times roll!)'. The text describes the event as a transformation of the Arbor into Bourbon Street, featuring Cajun/Zydeco style food and music. There are three small images at the bottom: a plate of lobster, a group of people eating, and a colorful band. A red button at the bottom says 'Get My Tickets!'. A blue arrow points to this button from the bottom of the slide.

This screenshot shows the event details page. It lists the 'Main Course' (Fresh Maine lobster, prawns, corn, roasted garlic, artichokes, red potatoes, Louisiana hot links) and 'Dessert' (It's-It Ice Cream Sandwiches, Port and French Roast coffee). A red button labeled 'JOIN' is highlighted with a blue arrow pointing upwards. Below the button are three photos of the winery: a fountain, a house, and a vineyard. Social media icons for Facebook, Instagram, Pinterest, and Twitter are also present. A blue arrow points to these icons from the right side of the slide. The text 'Social media links' is written to the right of the icons. At the bottom, the text 'Clear call to action buttons' is written with a blue arrow pointing to the 'JOIN' button.


Social media links

Clear call to action buttons

DON'T MISS OUT: It's BOGO Time! Buy 1 Case Get 1 Case For \$1 🍷🍷

To: pattyanne@sbcglobal.net,

Reply-To: Sanger Family of Wines

 This message is from a mailing list.

[View this email in your browser](#)

SPREAD THE NEWS AND SHARE THE LOVE:

 Share  Tweet  Forward

SANGER FAMILY OF WINES

It's BOGO Time!

BUY ONE CASE GET ONE CASE FOR \$1

SHOP BOGO SALE

Stock up on one varietal... or mix it up!



2012 CONSILIENCE GSM RED BLEND

Immediately after opening a bottle of GSM you're greeted with the aromas of cranberries, rich dark fruit, and a hint of oak. This vintage has a good body to it with an earthy, smooth finish that can be enjoyed with or without food. If you choose to pair it with food, it would go perfect with smoky BBQ ribs, or a Tri-Tip sandwich.

2013 MARIANELLO ESTELLE BIANCO

Winemaker Brett Escalera sources a range of grape varieties from several different vineyards to develop a blend that is an homage to the Northern Italian wines we love: Sauvignon Blanc, Viognier, Chardonnay and Roussanne. This is an elegant wine that's a perfect accompaniment to seafood or grilled chicken.

GSM Regular Case Price: \$600.00

Estelle Bianco Regular Case Price: \$504.00

First Case: \$240.00

Get an Additional Case For \$1

SHOP BOGO SALE

BOGO Sale Terms:

*BOGO Pricing only on 2012 GSM and 2013 Estelle Bianco.
No additional coupons, discounts or promotions can be applied.*

GET SOCIAL WITH US:



Copyright © 2020 The Sanger Family of Wines, All rights reserved.
You are receiving this email because you opted in via our website.

Our mailing address is:
The Sanger Family of Wines
1584 Mission Dr
Solvang, CA 93463-2656

[Add us to your address book](#)

Basic E-Mail Setup

The screenshot shows a user interface for setting up an email campaign. At the top, there is a navigation bar with tabs for 'Campaigns', 'Templates', 'Lists', and 'Reports'. On the right side of the navigation bar, there is a user profile for 'Patty' with a notification badge showing '90' and the text 'Virtually For You', along with a 'Help' link. Below the navigation bar, the main content area is titled 'Let's get started!' and 'Draft email'. There are three buttons: 'Finish later' (a link), 'Schedule', and 'Send'. The main content area is divided into four sections, each with a checkmark icon and a button:

- To**: Who are you sending this campaign to? [Add Recipients](#)
- From**: Who is sending this campaign? [Add From](#)
- Subject**: What's the subject line for this campaign? [Add Subject](#)
- Content**: Design the content for your email. [Design Email](#)

At the bottom of the content area, there is a placeholder image of a laptop screen showing a generic email layout.

The "To" Field

Campaigns Templates Lists Reports

90 Patty Virtually For You Help

Keep it up! Draft
Draft email

Finish later Schedule Send

To
Who are you sending this campaign to?

List Segment

E-Mail Test List All subscribers on list

Personalize the "To" field > What's this?

Merge tag

|FNAME| *|LNAME|* ▾

Save Cancel

☆ Travis Credit Union

Exclusive TurboTax discount and more for members

To: Patty@pattyaneross.com,

Reply-To: Travis Credit Union

TRAVIS CREDIT UNION

intuit turbotax.

Social Media Examiner: Michael Stelzner

BREAKING NEWS: Facebook Zero? Is this the end of the Facebook era?

To: Patty Ross

Hi Patty, for the first time in the history of Social Media Examiner, I'm making an update based on breaking news from Facebook.

Just hours ago Mark Zuckerberg and Facebook announced a new feature that will impact all of us.

The “From” Field

Keep it up! Draft
Draft email Finish later Schedule Send

✓ **To** Edit Recipients
Send to all subscribed contacts in the list [E-Mail Test List](#). [4 recipients](#)
Your 'To' field is personalized with merge tags.

✓ **From**
Who is sending this campaign?

Name 90 characters **Email address**

Use something subscribers will instantly recognize, like your company name. Verify Domain

Save [Cancel](#)

✓ **Subject** Add Subject
What's the subject line for this campaign?

The Subject/Preview Lines

Campaigns Templates Lists Reports 90 Patty Virtually For You Help

Keep it up! Draft
Draft email [Finish later](#) [Schedule](#) [Send](#)

From
Patty Ross • patty@virtuallyforyou.com [Edit From](#)

Subject
What's the subject line for this campaign?

Subject 104 characters Preview text 128 characters

Celebrate Zinfandel Month With 6 Great Deals 🍷 [How do I write a good subject line? • Emoji support](#)

Sale Ends January 31st


This snippet will appear in the inbox after the subject line.

[Save](#) [Cancel](#)

Content
Design the content for your email.

Paso Wine
Plan Your Perfect Paso Zinfandel Weekend!
To: Patty Ross,
Reply-To: Paso Wine

MARCH 16-18, 2018



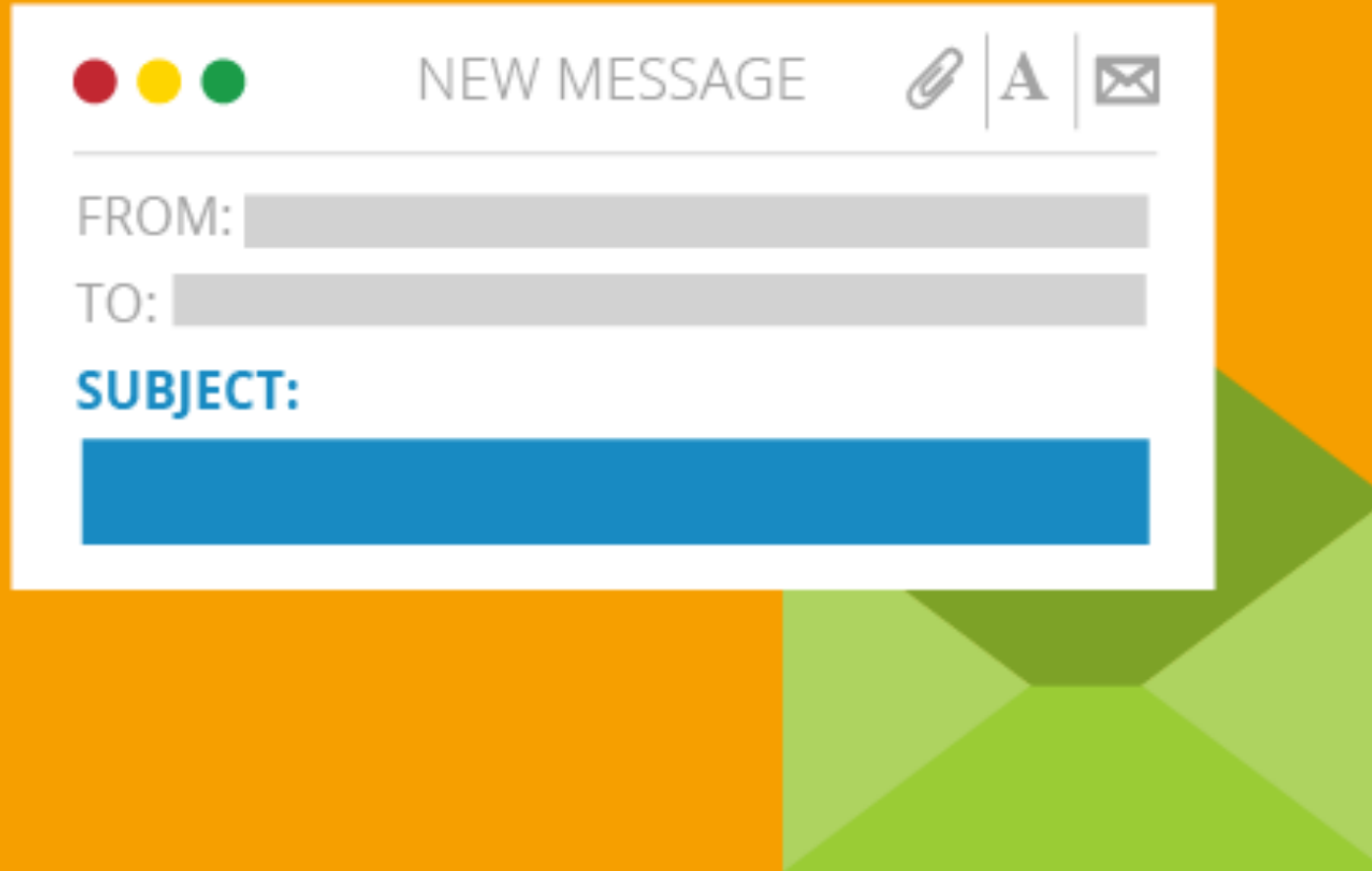
VINTAGE PASO

Zinfandel Weekend

CHEERS TO ZINFANDEL

Once a year Paso Robles toasts our heritage variety, Zinfandel. The 3-day celebration features winery events, a Zin seminar, and the Z After Party.

Let's Talk SUBJECT LINES!



NEW MESSAGE

FROM:

TO:

SUBJECT:



1.The informational

Cloud security live webinar: August 8

Big news: New stores opening near you

Our new product is here!

2.The personal

Thanks for joining us, Joe.

Great to meet you at Dreamforce last week.

Susan, try these new partner apps.

3.The urgent

2 days left to register!

Don't miss these great deals!

TODAY ONLY: Save 50% on everything!

4.The clever & catchy

Keep those buns warm

Rock star treatment for lullaby singers

Put a ring(tone) on it

5.The short & sweet

The perfect app

Checking in

Hello

6.The list

10 pieces to add to your wardrobe now

5 must-have metrics for HR

3 ways to make your small company look big

7.The question

What's next for cloud computing?

How safe are your family jewels?

What's the best way to handle a tantrum?

8.The how-to

How to grow your email list

How to remove stains

How to save for retirement

9.The scarce

Just 10 tickets left!

Limited-time offer from Rip Curl

BBQ Festival: Only a few spots remain

10.The local

Hot in Houston: This week's events

Where to eat right now in Seattle

Join us at Moscone next week in San Francisco

11.The trendy topic

Cool colors for Spring

The latest features, the coolest apps

Now trending: Yeti coolers

12.The controversial

Why your sales team sucks

Terrorism in your backyard

Your toddler knows more about technology than you do

13.The keyword

Switching to electronic forms made easy

The 10 best subject lines for email marketing

Anti-aging skin care treatments: What works

14.The command

Subscribe to our monthly email

Join us in Boston

Stop wasting your money

15.The sneak peek

Exclusive look: the iPhone 7

Sneak peek at our new feature

Be the first on your team to try Email Automation

16.The offer

Win a trip to Hawaii

30-day free trial

New eBook: The Essential Guide to Social Media

Fear of Missing Out

1. Warby Parker: **“Uh-oh, your prescription is expiring”**
2. JetBlue: **“You’re missing out on points.”**
3. Digital Marketer: **“[URGENT] You’ve got ONE DAY to watch this...”**
4. Digital Marketer: **“Your 7-figure plan goes bye-bye at midnight...”**
5. Digital Marketer: **“[WEEKEND ONLY] Get this NOW before it’s gone...”**
6. Jersey Mike’s Subs: **“Mary, Earn double points today only”**
7. Guess: **“Tonight only: A denim lover’s dream”**

Curiosity

8. Manicube: **“*Don’t Open This Email*”**
9. GrubHub: **“Last Day To See What This Mystery Email Is All About”**
10. Refinery29: **“10 bizarre money habits making Millennials richer”**
11. Digital Marketer: **“Check out my new “man cave” [PICS]”**
12. Digital Marketer: **“Is this the hottest career in marketing?”**
13. Thrillist: **“What They Eat In Prison”**
14. Eat This Not That: **“9 Disgusting Facts about Thanksgiving”**
15. Chubbies: **“Hologram Shorts?!”**
16. The Hustle: **“A faster donkey”**
17. Mary Fernandez: **“? a surprise gift for you! {unwrap}”**

Funny Subject Lines

18. Eater Boston: **“Where to Drink Beer Right Now”** (Sent at 6:45am on a Wednesday.)
19. OpenTable: **“Licking your phone never tasted so good”**
20. Groupon: **“Deals That Make Us Proud (Unlike Our Nephew, Steve)”**
21. The Muse: **“We Like Being Used”**
22. Warby Parker: **“Pairs nicely with spreadsheets”**
23. UncommonGoods: **“As You Wish”** (A reference to the movie [The Princess Bride](#).)
24. Travelocity: **“Need a day at the beach? Just scratch n’ sniff your way to paradise...”**
25. TicTail: **“Boom shakalak! Let’s get started.”**
26. Thrillist: **“Try To Avoid These 27 People On New Year’s Eve”**
27. Baby Bump: **“Yes, I’m Pregnant. You Can Stop Staring At My Belly Now.”**
28. Gozengo: **“NEW! Vacation on Mars”**
29. The Hustle: **“Look what you did, you little jerk...”** (This one’s a reference to the movie [Home Alone](#). We hope.)

Vanity

- 30.Guess: **“Don’t wear last year’s styles.”**
- 31.Fabletics: **“Your Butt Will Look Great in These Workout Pants”**
- 32.Jeremy Gitomer: **“How Have You Progressed Since the Third Grade?”**
- 33.Rapha: **“Gift inspiration for the discerning cyclist”**
- 34.La Mer: **“Age-defying beauty tricks”**
- 35.Pop Physique: **“Get Ready. Keep the Pie Off Your Thighs Returns.”**
- 36.Rapha: **“As worn in the World Tour”**
- 37.Sephora: **“Products the celebs are wearing”**

Greed

- 38.Topshop: **“Meet your new jeans”**
- 39.Topshop: **“Get a head start on summer”**
- 40.HP: **“Flash. Sale. Alert.”**
- 41.HP: **“New must-haves for your office”**
- 42.Seafolly: **“A new product you won’t pass on”**
- 43.Guess: **“25% off your favorites”**
- 44.Rip Curl: **“Two for two”**
- 45.La Mer: **“A little luxury at a great price”**
- 46.Rapha: **“Complimentary gift wrap on all purchases”**
- 47.The Black Tux: **“Get priority access.”**

Sloth

- 48.Syed from OptinMonster: **“✓ 63-Point Checklist for Creating the Ultimate Optin Form”**
- 49.Syed from OptinMonster: **“Grow your email list 10X ⚡ faster with these 30 content upgrade ideas”**
- 50.Ramit Sethi: **“How to email a busy person (including a word-for-word script)”**
- 51.Digital Marketer: **“Steal these email templates...”**
- 52.Digital Marketer: **“A Native Ad in 60 Minutes or Less”**
- 53.Digital Marketer: **“212 blog post ideas”**

Pain Points

- 54. Pizza Hut: **"Feed your guests without breaking the bank"**
- 55. IKEA: **"Where do all these toys go?"**
- 56. IKEA: **"Get more kitchen space with these easy fixes"**
- 57. HP: **"Stop wasting money on ink"**
- 58. Sephora: **"Your beauty issues, solved"**
- 59. Uber: **"Since we can't all win the lottery..."**
- 60. Thrillist: **"How to Survive Your Next Overnight Flight"**
- 61. Guess: **"Wanted: Cute and affordable fashions"**
- 62. Evernote: **"Stop wasting time on mindless work"**
- 63. Duolingo: **"Learn a language with only 5 minutes per day"**

Personal

- 74. Guess: **"Mary, check out these hand-picked looks"**
- 75. Rent the Runway: **"Happy Birthday Mary – Surprise Inside!"**
- 76. Bonnie Fahy: **"Mary, do you remember me?"**
- 77. Kimra Luna: **"I didn't see your name in the comments!?"**
- 78. John Lee Dumas: **"Are you coming?"**
- 79. UrbanDaddy: **"You've Changed"**
- 80. Influitive: **"So I'll pick you up at 7?"**
- 81. James Malinchak: **"Crazy Invitation, I am Going to Buy You Lunch..."**
- 82. Brooklinen: **"Vanilla or Chocolate?"**
- 83. Sam from The Hustle: **"I love you"**
- 84. Ryan Levesque: **"Seriously, Who DOES This?"**
- 85. Jon Morrow: **"Quick favor?"**
- 86. Mary Fernandez: **"you free this Thurs at 12PM PST? [guest blogging class]"**
- 87. Mary Fernandez: **"? your detailed results..."**
- 88. Syed from OptinMonster: **"300% increase in revenue with a single optin + a neat growth trick from my mastermind!"**
- 89. Revolution Tea: **"Thanks for helping us"**
- 90. Harry's: **"Two razors for your friends (on us)"**

Retargeting

- 64. Nick Stephenson: **"How you can afford Your First 10,000 Readers (closing tonight)"**
- 65. Bonobos: **"Hey, forget something? Here's 20% off."**
- 66. Target: **"The price dropped for something in your cart"**
- 67. Syed from Envira: **"Mary, your Envira account is on hold!"**
- 68. Syed from Envira: **"I'm deleting your Envira account"**
- 69. Ugmonk: **"Offering you my personal email"**
- 70. Animoto: **"Did you miss out on some of these new features?"**
- 71. Pinterest: **"Good News: Your Pin's price dropped!"**
- 72. Unroll.Me: **"⚠️ Unroll.Me has stopped working"**
- 73. Vivino: **"We are not gonna Give Up on You!"**

91. Al Franken: **“Yes, this is a fundraising email”**

92. AYR: **“Best coat ever”**

93. Barack Obama: **“Hey”**

...and these “boring” subject lines performed the highest out of [40 million emails](#), with open rates between 60-87%...

94. **“[Company Name] Sales & Marketing Newsletter”**

95. **“Eye on the [Company Name] Update (Oct 31 – Nov 4)”**

96. **“[Company Name] Staff Shirts & Photos”**

97. **“[Company Name] May 2005 News Bulletin!”**

98. **“[Company Name] Newsletter – February 2006”**

99. **“[Company Name] and [Company Name] Invites You!”**

100. **“Happy Holidays from [Company Name]”**

101. **“Invitation from [Company Name]”**

ThePerfect3

We've got the best recipe for you today!
It is our Focus Boosting Hot Cocoa ☕

Here are the details:



What this drink will do for you:

- ➔ The MCT oil in the collagen creamer will give you better focus & energy.
- ➔ The cocoa increases blood flow to the brain, helping your brain get more of what it needs to function optimally.
- ➔ The prebiotic fiber will help move things out of your body 🗑️ keeping you feeling light and energized.

Ingredients:

- 🥛 1.5 cups of your favorite milk
- 🥄 2-3 tbsp of our [Chocolate Collagen Creamer](#)
- 🍯 1 tsp maple syrup or honey
- 🍫 1 tsp cocoa powder (optional for those who want a stronger chocolate kick)
- 💜 dash of cinnamon to top

Directions:

1. Heat the milk on the stove top (or in the microwave).
- 2.) Add the Collagen Creamer & honey.
- 3.) Froth to give it that cozy, latte foam.
- 4.) Sprinkle with cinnamon & enjoy!

Use code WELCOME10 for 10% off your first order!

I highly recommend stocking up today as we're running low with the holiday rush!

[Order Our Chocolate Collagen Creamer](#)



Jenn

Founder & CEO

ThePerfect3³ Collagen

70% OFF

Our Healthy Habits Starter Bundle



- ♥ 1 bag of our premium Collagen Creamer -- \$36 value
- ♥ 1 handheld frother -- \$18 value
- ♥ Travel size collagen creamer -- \$3 value

ThePerfect3³

If you love Starbucks Chai Lattes, but hate that they have over 50 grams of sugar & inflammatory ingredients -- this recipe is for you!





Jenn @ ThePerfect3 <hello@thepperfect3.com>

Get that healthy glow - 70% off our best seller!

To: Patty Ross

Trash - patt...atemarketing.net January 3, 2023 at 7:45

ThePerfect3³
Collagen

70% OFF
Happy, Healthy 2023 Sale!

Make 2023 your healthiest year! Pick up our Starter Kit at the lowest price of the year!



Breathe deep. Give thanks. Live your strength. Make someone's day. Explore nature. Dream big. Love fully. Put your hat in the ring. You've got this.

Say goodbye to brain fog, cravings, low energy, dry skin, thinning hair, and so much more with this new healthy habit!

Discount automatically applied!

ORDER NOW →

Sales runs Dec 31 - Jan 3 or while supplies last

No longer want to receive these emails? [Unsubscribe](#).
ThePerfect3 1701 South Figueroa #1080 Los Angeles, CA 90015



Jenn @ ThePerfect3 <hello@thepperfect3.com>

1 simple hack to reduce fine lines & hydrate skin

To: Patty Ross

Trash - patt...atemarketing.net 8:11

ThePerfect3³
Collagen

WHAT'S THE EASIEST WAY TO NEVER MISS YOUR COLLAGEN?

COLLAGEN WATER

Our customers love adding our totally flavorless Pure Collagen to their water when they are busy or traveling.

We know that the biggest benefits from collagen come from consistent, daily use!



Jenn @ ThePerfect3 <hello@thepreperfect3.com>

Want 18% fewer wrinkles & fine lines?

To: Patty Ross

Inbox - PRo...lachamber.com

January 11, 2023



Jenn @ ThePerfect3 <hello@thepreperfect3.com>

Our best deal of 2023 -- Complimentary Collagen!

To: Patty Ross

Trash - patt...tyanneross.com

January 2, 21

ThePerfect3³ Collagen

Does collagen really work?



Here's what the research says:

Skin

After 8 weeks of use, collagen helped...

- ♥ Boost skin hydration by 28%
- ♥ Decrease wrinkles & fine lines by 18.9%
- ♥ Increase fullness of the skin by 24.8%

Hair

ThePerfect3³ Collagen

FREE COLLAGEN CREAMER

with purchase of our Pure
Collagen Peptides!



Most of our customers keep our Pure
Collagen Peptides AND Collagen Creamer



ThePerfect3

Did you know that women are 2x more likely to experience depression and anxiety.

I don't tell you this to scare you, because there is actually a lot we can do to safeguard ourselves against anxiety & depression.

Here's what you need to know:



First, research shows that inflammation in the gut is a BIG contributor to anxiety and depression. Gut inflammation can be caused by:

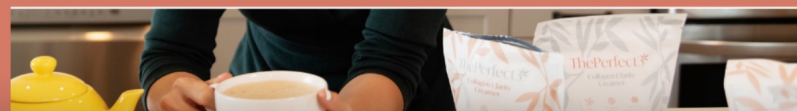
ThePerfect3 Collagen

Only 5 tubs left!

Get

**FREE
COLLAGEN
CREAMER**

**with purchase of our Pure
Collagen Peptides!**



JT

Jenn @ ThePerfect3 <hello@thepperfect3.com>

Share Your Feedback for a Free Gift 💖

To: Patty Ross

Inbox - pat...tyanneross.com January 22, 4

ThePerfect3³ Collagen

We want to hear from you!

As a valued customer, we take your
feedback very seriously.

Would you be interested in participating in
a short customer feedback survey?

In exchange for your time, we'd love to send you
our Glowing Skin Guide (\$30 value) for free as a
thank you.



JT

Jenn @ ThePerfect3 <hello@thepperfect3.com>

We've never done THIS before!

To: Patty Ross

Inbox - pat...oss@gmail.com January 17, 2023 at 7:0

ThePerfect3³ Collagen

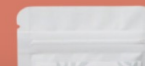
\$5 OFF OUR STARTER KIT

72 hours only!



We've never done this before!

We truly want to make 2023 your healthiest year yet!
So for the next 72 hours we are offering \$5 off our Starter Kit.





Jenn @ ThePerfect3 <hello@thepperfect3.com>

Because we adore you...💕

To: Patty Ross

Inbox - pat...oss@gmail.com February 6, 2023 a

ThePerfect3[®] Collagen

Show yourself some
love this Valentine's
Day!

Because we adore you, we'd love to
offer you 15% off the
4 pack bundle!



Jenn @ ThePerfect3 <hello@thepperfect3.com>

Want to sleep like a baby tonight? 🌙

To: Patty Ross

Inbox - pat...tyanneross.cor

ThePerfect3[®] Collagen

WANT TO SLEEP
LIKE A BABY?

TRY THIS DELICIOUS
HOMEMADE HOT
CHOCOLATE

Stir these ingredients gently over heat:



JT

Jenn @ ThePerfect3 <hello@thepperfect3.com>

A little Valentine's Day Gift for You 💕

To: Patty Ross

Inbox - pa

ThePerfect3 Collagen

To say thank you for being part of our community, we wanted to share a small Valentine with you ❤️

Simply click below to download the beautiful, festive wallpaper for your phone.

May it serve as a reminder that you are beautiful, amazing, and loved just as you are right now!

[Click to Download](#)



JT

Jenn @ ThePerfect3 <hello@thepperfect3.com>

Top 5 Causes of Hair Loss in Women 🧐

To: Patty Ross

Inbox - pat...oss@gmail.com

February 1, 2023

ThePerfect3 Collagen

Did you know that 50% of women will experience noticeable hair loss during their life?



- Vitamin deficiencies
- Stress
- Hormone imbalance
- Hair brushing, styling, and coloring
- Poor gut health

Jenn @ ThePerfect3 <hello@thepperfect3.com>

You're Invited! Glowing Skin Workshop

To: Patty Ross

Inbox - patt...tlyanneross.com Marci

Top 8 Home Remedies for Hair Loss

To: Patty Ross

ThePerfect3³

You're Invited!

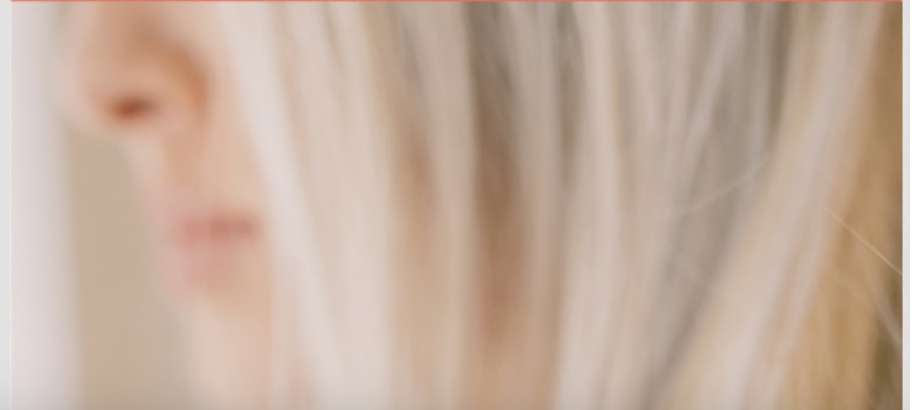
Join us for our
Glowing Skin Workshop!



Tuesday, March 14th 5 - 6 pm PST

ThePerfect3³ Collagen

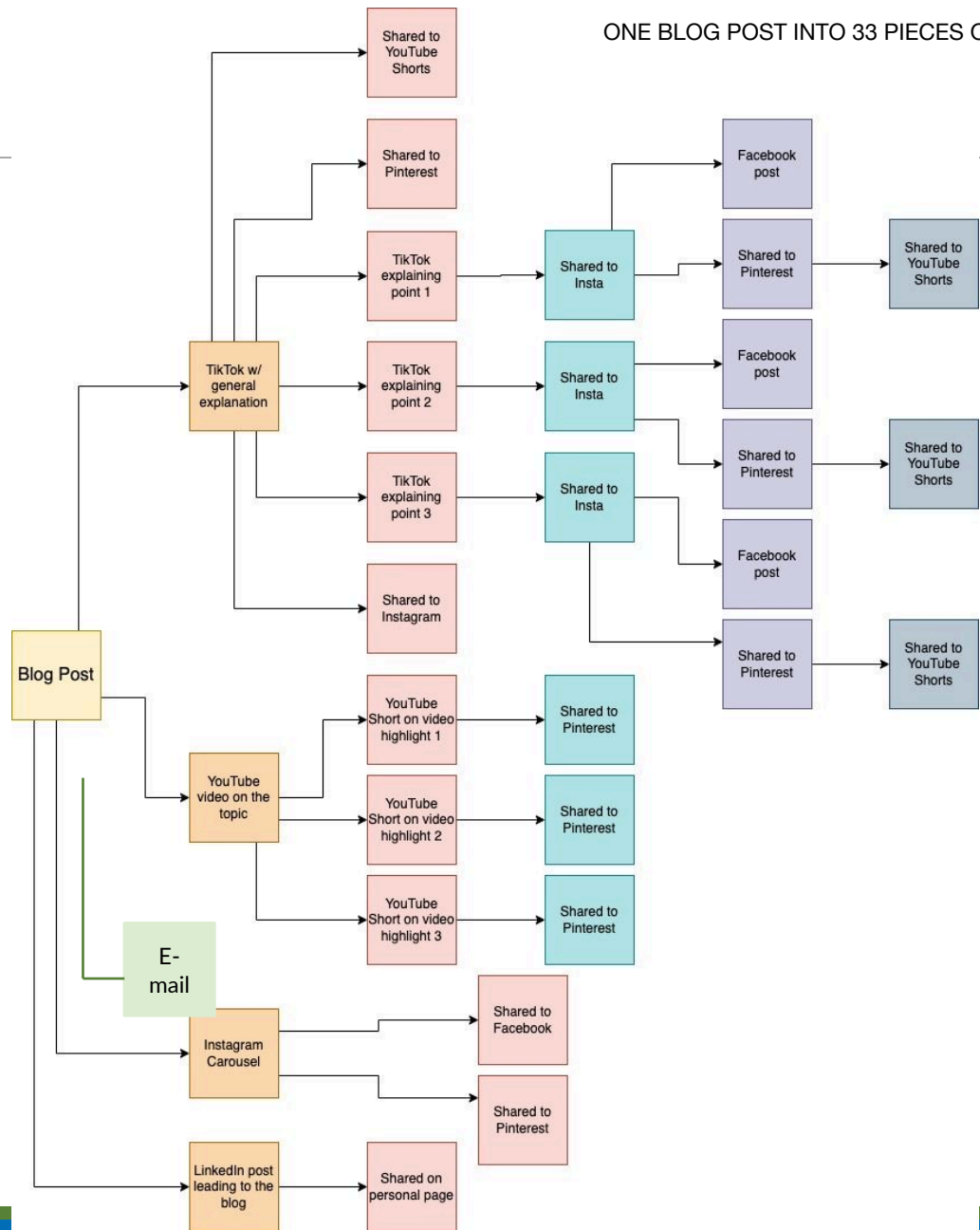
TOP 8 NATURAL REMEDIES FOR HAIR LOSS IN WOMEN



CONTENT



ONE BLOG POST INTO 33 PIECES OF CONTENT



CONTENT JOURNEY MAPPING

What would your map look like?



Content Pillars

Content pillars are the key topics or themes that your brand's content will revolve around. They provide structure to your content strategy and ensure consistency in your messaging.

The 4 Main Types of Content

Educational Content:

This type of content seeks to inform and educate your audience. It's designed to provide value, build trust, and position your business as an expert in its field. Examples include how-to guides, FAQs, tutorials, and industry insights.

Inspirational Content:

This type of content aims to inspire your audience and create an emotional connection with your brand. It often includes success stories, motivational quotes, customer testimonials, and behind-the-scenes stories.

Interactive Content:

This content engages your audience in active participation. It's designed to boost engagement and foster a sense of community around your brand. Examples include quizzes, polls, contests, user-generated content, and Q&A sessions.

Promotional Content:

This type of content directly promotes your products or services. While it's important to not overuse this type of content (as it can come off as salesy), it's crucial for driving conversions. Examples include product spotlights, sales announcements, special offers, and case studies.

Content Pillar Examples For A Winery

Pick up to 4

1. Vineyard Life: Posts under this pillar could include behind-the-scenes glimpses of daily life at the vineyard, such as harvesting grapes, the wine making process, or photos and videos of the beautiful landscape. This helps audiences feel more connected to the product and the people who make it.

2. Wine Education: This could be a series of posts that educate your audience on different wine varietals, how to taste wine, the process of winemaking, wine pairing suggestions, and more. This pillar can position your brand as an authority in the wine industry and can also provide value to your followers.

3. Events and Tastings: Share information about upcoming events, tastings, or tours at the winery. This could include photos and videos from past events to entice followers to attend future ones.

4. Promotions/Special Offers: Share posts about wine releases, special promotions, or discounts. This can drive sales and also keep your audience informed about new products.

5. Community Engagement: Highlight local partnerships, charity events, or community initiatives your winery is involved with. This helps to build a sense of community and shows your commitment to local causes.

6. Sustainability Practices: If your winery employs sustainable farming or winemaking practices, sharing posts about this can resonate with eco-conscious consumers.

7. Testimonials and Reviews: Share positive reviews and testimonials from customers. This can build trust with potential customers and foster a sense of community among your followers.

8. Pairings and Recipes: Share food and wine pairing suggestions or recipes. This not only educates your audience on how to best enjoy your wines but also provides them with practical value they can use in their daily lives.

Remember, the key with any content pillar is to create engaging and valuable content that resonates with your target audience. Tailor these suggestions to fit your specific brand and audience.

Content Pillar Examples For A Skin Care Brand

1. **Skincare Education:** Share information about different skin types, how various ingredients work, skincare routines for different skin issues, etc. This helps to establish your brand as a knowledgeable source in skincare.
2. **Product Spotlights:** Highlight specific products in your line, explaining their benefits, ingredients, and how to use them. This can help customers understand which products are right for them.
3. **Real Results/Testimonials:** Share before-and-after photos, customer reviews, or testimonials. This provides social proof and helps potential customers visualize the results they could achieve.
4. **Skincare Routines:** Provide recommendations for skincare routines based on different skin types or concerns. This could be in the form of blog posts, videos, or step-by-step guides.
5. **Behind-the-Scenes:** Give a glimpse into how your products are made, your company's values, or your team. This can help customers feel connected to your brand on a deeper level.
6. **Lifestyle & Wellness:** Share content related to overall wellness, such as diet, exercise, stress management, and sleep. Skin health is closely tied to overall health, and many skincare consumers are interested in wellness as a holistic concept.
7. **Sustainability Practices:** If your brand uses sustainable practices or packaging, shares this with your audience. Many consumers today are interested in sustainable and ethically-produced products.
8. **Community Engagement:** Highlight ways your brand is involved in the community, such as charity partnerships, local events, or initiatives your brand is taking to improve the industry.

Content Pillar Examples For A Travel Agency

1. Destination Spotlights: Highlight different destinations, providing information about culture, local attractions, cuisine, and unique experiences. This can inspire customers and give them ideas for their future travels.
2. Travel Tips and Advice: Share practical advice and tips for traveling, such as packing lists, best times to visit certain places, or how to navigate local customs. This can help establish your agency as a helpful resource for travelers.
3. Customer Testimonials and Stories: Share stories and testimonials from customers who have enjoyed trips organized by your agency. This can provide social proof and inspire other customers to book trips.
4. Behind-the-Scenes: Show your audience how your agency works, including how you choose and plan for destinations. This can help customers understand the value of using a travel agency.
5. Travel Deals and Promotions: Regularly share current deals, special packages, or promotions your agency is offering. This can drive bookings and keep your audience informed about potential travel opportunities.
6. Educational Content: Create content that educates your audience on various aspects of travel, such as understanding travel insurance, visa requirements, or sustainable travel practices.
7. Local Culture and Traditions: Share content that highlights the culture and traditions of various destinations. This can provide a more in-depth understanding of the destinations and make them more appealing to travelers.
8. Travel-related News and Updates: Share updates and news related to travel, such as changes in travel regulations, new flight routes, or new accommodations. This can help keep your audience informed and prepared for their travels.

Content Pillar Examples For A Non-Profit

1. **Impact Stories:** Share stories that demonstrate the impact of your organization's work. This could include success stories, testimonials, or before-and-after scenarios.
2. **Educational Content:** Educate your audience about the issue your organization is addressing. This could include statistics, research, infographics, or articles about the issue.
3. **Volunteer Highlights:** Showcase the work of your volunteers. This could include volunteer profiles, stories of their experiences, or posts thanking them for their contributions.
4. **Donor Spotlights:** Highlight stories from donors or fundraisers, why they support your organization, and what giving means to them. This can encourage others to donate as well.
5. **Behind-the-Scenes:** Share what goes on behind the scenes at your organization. This could include posts about your team, the day-to-day operations, or how projects are managed.
6. **Events and Fundraisers:** Promote upcoming events or fundraising campaigns. Share photos and updates from past events as well to show the community and excitement around your organization.
7. **Advocacy and Activism:** Share content related to broader advocacy efforts related to your cause. This could include news updates, ways for supporters to get involved, or resources for learning more.
8. **Community Engagement:** Highlight your organization's involvement in the local community, partnerships with other organizations, or community events.

CALENDAR

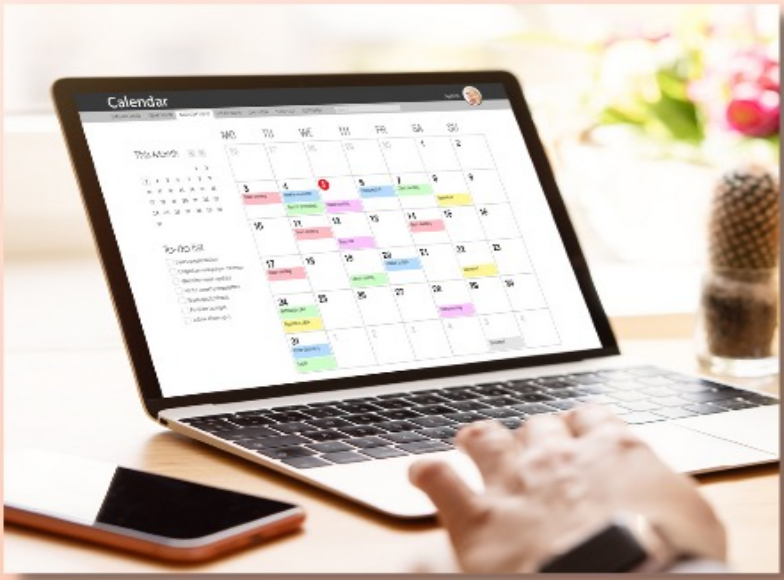
- Takes away the overwhelm of what to social post, email, blog
- Plan ahead! Q4 should be planned out by end of August. New year should be wrapped up by end of November.
- Use calendar for planning and archive purposes.
- Helps sync e-mail campaigns and social media posts!





**Overwhelmed
with how to
get it all
done??!!**

Let's Talk About The Process...



Calendar!

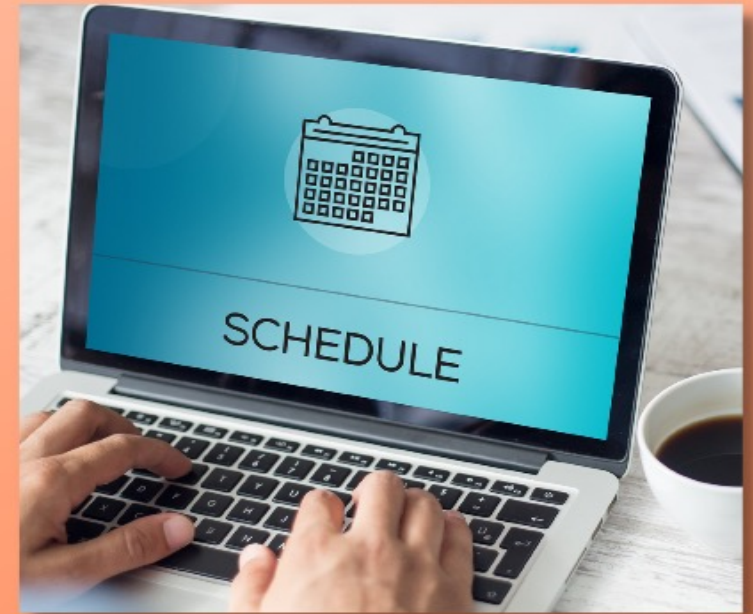
**Block
Your
Time!**



Create!



Schedule!



#mondaymotivation	If you are going for a more upbeat approach, #MondayMotivation is a great hashtag to show photos of a fantastic meal, a great workout, a team photo at th
#mondaymood	Monday Mood is a popular hashtag to show off a funny photo of a pet, start conversations surrounding being groggy from the weekend, or post an industry
#mondaymorning	
#mondayblues	Feeling a little low after the weekend? People use this hashtag to share ways to counteract melancholy on Mondays.Popular content shared using the #Mo
#mondayfunday	
#mondaynight	
#MondayMemories	This hashtag is a great way to wax nostalgic at the beginning of the week.Post a memory from your business's past or celebrate an anniversary that falls on t
#MeowMonday	Any excuse to post a cute cat photo is a good one. Many use this hashtag to share adorable pics of their feline companions.If your business has an in-house c
#MancrushMonday, #MCM	This hashtag is a trend on social where people reveal a male crush, typically accompanied by a photo. A professional take on this hashtag is to feature men y
#MusicMonday	People use this hashtag to tweet about their favorite music or what they're listening to right now. They also use it to share inspirational stories about musi
#MarketingMonday	
#MeatlessMonday	
#MaxoutMonday	
#MondayRun	
#MondayOutfit	
#MindfulMonday	
#ManicureMonday	
#mondayquotes	
#mondayssuck	
#mondayoff	
#mondaymuse	
#ManicMonday	

Hashtag Days

Tuesday:	
#tuesdayvibes	
#tuesdaythoughts	
#tiptuesday	This hashtag is a way for people to give helpful tips on pretty much any topic. Use this hashtag if you've got some industry advice you'd like to share and it f
#tuesdaytreat	
#tuesdaytruth	
#tuesdaytrivia	
#transformationtuesday	A popular hashtag for fitness coaches and businesses to show off the physical transformations of their clients, whether that be weight loss or muscle gain. Y
#TastingTuesday	Manage a social media feed for a restaurant, winery, or chef? Use this tasty hashtag to share all the delicious meals and dishes you've cooked up for custom
#TechTuesday	This is a great hashtag to share all the latest gadgets your business uses or sells. You can give tech reviews, offer up cool tips and hacks, or you can just show
#TopicTuesday	#TopicTuesday is a good opportunity to focus your posts on just one topic for the day. This topic can be anything related to your business, industry, or trer
#TravelTuesday	#TravelTuesday is for the voyager in all of us. People typically share vacation pictures, ask for travel tips, or express their desire to travel somewhere.If you'r
#TastyTuesday	
#tuesdayvibes	
#tuesdaythoughts	
#tuesdaytip	
#tuesdaytreat	
#tuesdaytruth	
#tuesdaytrivia	
#tuesdayturnup	
#tuesdaylook	



	A	B	C	D	E
1					
2	CONTENT PILLARS				
3	In the context of social media marketing, content pillars are a set of themes or topics that your brand can use to create posts. These themes, sometimes called 'buckets', are specific to your brand and should reflect the most popular content with your online audience. Content pillars are three to five topics your brand will consistently discuss, amplify, and create content for on social media. You should consider using pillars that touch upon the 4 main content types (educational, promotional, inspirational and engaging) You can also use your content pillars for emails and blog content.	Use ChatGPT to create your content pillars: On the paid version , select GPT4 and copy/paste in the following prompt: Create content pillars for my business to use for social media. My website address is (insert ENTIRE url here http://www.website.com). Create content pillars that will be a mix of the 4 content types including promotional, educational, inspirational and engaging.	Use ChatGPT to create your content pillars: On the free version , select GPT3.5 and copy/paste in the following prompt: Create content pillars for my business to use for social media. My business is (<i>describe in detail what type of business you have and who you serve. The more detail you can give, the better the response</i>) Create content pillars that will be a mix of the 4 content types including promotional, educational, inspirational and engaging.		
4	ChatGPT will give you 8-10 pillars. You DO NOT have to create content for all the pillars suggested. Pick the top 4 that you can create content for on a weekly basis. You can add in a few other pillars if you want to add additional content beyond the 4 main pillars.				
5					
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8	Your Content Pillars (paste from ChatGPT)				
9					
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36					

JANUARY HOLIDAYS		Check Holidays To Promote
WINE 1/1		
National Bloody Mary Day	<input type="checkbox"/>	
National Hangover Day	<input type="checkbox"/>	
New Years Day	<input checked="" type="checkbox"/>	
1/2		
National Buffet Day	<input type="checkbox"/>	
National Cream Puff Day	<input type="checkbox"/>	
National Personal Trainer Awareness Day	<input type="checkbox"/>	
National Science Fiction Day	<input type="checkbox"/>	
National Thank God It's Monday Day – First Monday in	<input type="checkbox"/>	
1/3		
National Chocolate Covered Cherry Day	<input type="checkbox"/>	
National Drinking Straw Day	<input type="checkbox"/>	
1/4		
National Missouri Day	<input type="checkbox"/>	
National Spaghetti Day	<input checked="" type="checkbox"/>	
National Trivia Day	<input type="checkbox"/>	
1/5		
National Bird Day	<input type="checkbox"/>	
National Keto Day	<input type="checkbox"/>	
National Screenwriters Day	<input type="checkbox"/>	
National Whipped Cream Day	<input type="checkbox"/>	
1/6		
National Bean Day	<input type="checkbox"/>	
National Cuddle Up Day	<input type="checkbox"/>	
National Shortbread Day	<input type="checkbox"/>	
National Technology Day	<input type="checkbox"/>	
1/7		
National Bobblehead Day	<input type="checkbox"/>	
National Tempura Day	<input type="checkbox"/>	
National Play Outside Day – First Saturday Every Month	<input type="checkbox"/>	
1/8		
National Argyle Day	<input type="checkbox"/>	
National Bubble Bath Day	<input type="checkbox"/>	
National English Toffee Day	<input type="checkbox"/>	
National JoyGerm Day	<input type="checkbox"/>	
National Winter Skin Relief Day	<input type="checkbox"/>	

National “Holidays”



- Holiday
- Event
- Email Campaign
- Website Blog
- LinkedIn Article
- Social Media Post
- Social Story
- Social Media Video

JANUARY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	New Year's Day New Year's Day International Self Care Day International Self Care Day 5 Tips For Fresh Winter Skin	January Resolution Sale and Fairfax Farmers Mkt January Resolution Sale January Resolution Sale	#wellnesswednesday Skin Care Tip: Vitamin C Skin Care Tip: Vitamin C	How to use product video Lavender Face Wash	Fairfax Farmers Market Fairfax Farmers Market	
7	8	9	10	11	12	13
	Ask A Question How many skin care products do you use? January Resolution Sale	Blog: Menopause & Aging Skin Blog: Menopause & Aging Skin Blog: Menopause & Aging Skin	#wellnesswednesday Skin Care Tip: Sun Protection Skin Care Tip: Sun Protection	How to use product video Hyaluronic Acid Serum	Fairfax Farmers Mkt Fairfax Farmers Market	Fairfax Farmers Market
14	15	16	17	18	19	20
	MLK Day MLK Day MLK Quote_I had a Dream	Contest:Win a skin care trio Contest:Win a skin care trio Contest:Win a skin care trio	#wellnesswednesday Skin Care Tip: Food For Skin Skin Care Tip: Food For Skin	How to use product video Extra Creamy Night Cream	January Resolution Sale	
21	22	23	24	25	26	27
National Hyaluronic Acid Day National Hyaluronic Acid Day Sale on Hyaluronic Acid Serum Sale on Hyaluronic Acid Serum	#motivationmonday Aging Gracefully Quote	January Resolution Sale	#wellnesswednesday Skin Care Tip: Jade Rollers Skin Care Tip: Jade Rollers	How to use product video Tea Tree Face Oil		
28	29	30	31			
	#motivationmonday Changing your skin routine		#wellnesswednesday Skin Care Tip: Jade Rollers Skin Care Tip: Jade Rollers January Resolution Sale			

B2C Version








Holiday
Event
Email Campaign
Website Blog
LinkedIn Article
Social Media Post
Social Story
Social Media Video



B2B Version

FEBRUARY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 #ThursdayThoughts Quote 17	2 Webinars Post	3
4	5 Webinars Email	6 Webinar: Social Media Essentials Webinars Email-Same Day	7 Blog:AI Marketing Tips Article:AI Marketing Tips Blog:AI Marketing Tips Blog:AI Marketing Tips	8 Webinar: Marketing Plan 101 Webinars Email-Same Day	9	10 Webinars Post
	11 #MarketingMonday Quote 23	12	13 Webinar: E-Mail Essentials Webinars Email-Same Day	14 Valentine's Day Valentine's Day Webinars Email	15 #ThursdayThoughts Quote 19	16 Random Acts of Kindness Day Random Acts of Kindness Day
18	19 President's Day Social Media Post Webinars Email	20 Webinars Email	21 Webinar: Social Media DIY Webinars Email-Same Day	22 California Day California Day	23	24
	25 #MarketingMonday Quote 25	26	27 Webinars Post	28 #ThursdayThoughts Quote 20	29	
	30 Webinars Email #MarketingMonday Quote 26	31 Webinars Email	32 Webinar: Marketing With AI Webinars Email-Same Day	33 #ThursdayThoughts Quote 21		



	B	C	D	E	F	G	H	I	J	K	L
1	THEME	CAPTION	LINK (IF ANY)	HASHTAGS	GRAPHIC	EDITS	APPROVED	PUBLISHED			
2											
3											
4											
5	New Year	We want to thank you for being loyal customers, friends and family throughout the year. We wish you the best and brightest new year ahead!		#skincarecompany #newyear2024			<input checked="" type="checkbox"/>	<input type="checkbox"/>			
6											
7	International Self Care Day	On this day of self care, we want to share 5 tips on keeping your skin healthy in the winter: 1. Drink plenty of water. 2. Use heavier moisturizer than usual 3. Use hyaluronic acid serum 4. Eat plenty of fruits and veggies 5. Cover your face when possible from the elements. Check out our shop for winter skin products.	www.skincare.com/winterskin	#skincarecompany #internationalselfcareday #skincare #beauty #skincareroutine #beautifulskin #selfcare INSTAGRAM: #instaskin #skincareofinstagram			<input checked="" type="checkbox"/>	<input type="checkbox"/>			
8											
9	January Resolution Sale	Make one of your new year's resolution to take better care of your skin! We have the products to help you out on sale now through January 15th. Get your cleansers, serums, lotions and creams now!	www.skincare.com/januaryresolut	#skincarecompany #skincare #beauty #skincareroutine #beautifulskin #selfcare INSTAGRAM: #instaskin #skincareofinstagram			<input checked="" type="checkbox"/>	<input type="checkbox"/>			

BLOG CONTENT							
Instructions: Put all your blog topics on this page. You can then create a blog image for the website (check your website platform for blog header size) and one for social media to promote the blog (1080x1080 will work for most social platforms)		You can use the approval check marks as you wish depending on how your organization works and how many people involved in the blog creation.		Once you create your blogs, you can move the blogs to each month's calendar and add them to the social media and email content for each month		You can use the color key for Website Blog and LinkedIn Article. A LinkedIn Article is basically a blog. Always post to both your website and LinkedIn if you use both.	
		Go to Insert>Insert Image In Cell to add your images here		Go to Insert>Insert Image In Cell to add your images here			
Blog Topic	Google Drive Link	Blog Image	Social Image	Topic Approved	Blog Approved	Published	Publish Date
Benefits of Hyaluronic Acid	https://docs.google.com/document/d/17Aayf6RsXSFmujnwbkP0eew2yWlwXqmnCmFEbywzE64/edit			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
How To Eat To Help Your Skin	https://docs.google.com/document/d/17Aayf6RsXSFmujnwbkP0eew2yWlwXqmnCmFEbywzE64/edit			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
What Medications Do To Your Skin	https://docs.google.com/document/d/17Aayf6RsXSFmujnwbkP0eew2yWlwXqmnCmFEbywzE64/edit			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5 Nightly Skin Routines to Reverse Aging	https://docs.google.com/document/d/17Aayf6RsXSFmujnwbkP0eew2yWlwXqmnCmFEbywzE64/edit			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
	EMAIL CONTENT																	
	For each email, include the topics for each email separately if you will have more than one topic. Add more columns if you have more than 4 topics in your email.																	
											Go to Insert>Insert image in Cell to add your images here		Go to Insert>Insert image in Cell to add your images here					
	EMAIL DATE	Topic 1	Topic 2	Topic 3	Topic 4	Link 1	Link 2	Link 3	Link 4	Graphic 1	Graphic 2	Graphic 3	Graphic 4	Subject Line	Preview Line	EMAIL APPROVED	EMAIL SCHEI	
	January 2	January Resolution Sale	Fairfax Farmers Market			skincare.com/resolutionsale	skincare.com/events/farmersmarket							New Year's Resolution Sale Happening Now	Don't Miss Out On Your Skin Care Faves!	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
																<input type="checkbox"/>	<input type="checkbox"/>	
																<input type="checkbox"/>	<input type="checkbox"/>	

CLEAN

- Check bounces for obvious typos
- Hard Bounces vs Soft Bounces
- Remove inactive emails—look at activity history
- Can you re-engage inactive contacts?





Elden Selections
BURGUNDYWINE.COM

Case Study: Segment By AOV



THE PROBLEM

- Small list
- Older demographic
- Client didn't know why many purchasers stopped buying. Never bothered to look!

All current e-mail offers were \$500+



Many previous clients only purchased up to \$300



THE SOLUTION: Sent offers at \$300 AOV and customers who had not ordered for a few years came back and purchased!



Sent Mail

Spam (372)

Trash



How to Not End up in Spam folders

- Build your own email list- **DO NOT BUY LISTS!**
- Provide a double opt-in
- Authenticate your domain email with SPF, DKIM, and DMARC.
 - Sender Policy Framework (SPF) – ensures you are who you say you are by comparing the sender's IP (found in the domain's DNS record) with a list of IPs authorized to send from that domain.
 - Domain Keys Identified Mail (DKIM) – meeting this standard ensures that the email was not tampered with during transmission. Domain-Based Message Authentication Reporting and Conformance
 - (DMARC) – leveraging the power of both SPF and DKIM, DMARC requires both to pass in order to send and deliver email. **See your email provider/domain host for directions.**
- Regularly clean up your email list- **Develop a "sunset policy"**- **Cleaning less engaged emails can improve deliverability overall.**
- Send valuable content!
- Do Spam checks for spammy keywords

EMail List Cleaner/ List Append

List Cleaning Services:

- Use for older lists that may have high potential for bounces
- Don't use an email platform as your list cleaner! This could get your banned or list banned.
- Relatively inexpensive

List Append:

- Takes your customer list and matches post address/phone number with e-mail addresses to "append" your list with an e-mail if you don't already have it.
- Not perfect- May match another household member NOT already on the list (ie. husband vs wife)

Test the Spammyness of your Emails

FIRST, SEND YOUR EMAIL TO:

THEN CHECK YOUR SCORE

Not bad. Some inboxes might still refuse you



Subject : [Test] Boartooth Tattoo Latest & Greatest News

Bounce address : bounce-mc.us4_131651850.6359679-test-vi42foych@mail-tester.com@mail96.suw13.rsgsv.net

Received 33 minutes ago

+ Click here to view your message	✓
+ SpamAssassin thinks you can improve	-1.3
+ You're not fully authenticated	-3
+ Your message is safe and well formatted	✓
+ You're not blacklisted	✓
+ 1 broken link	-0.5

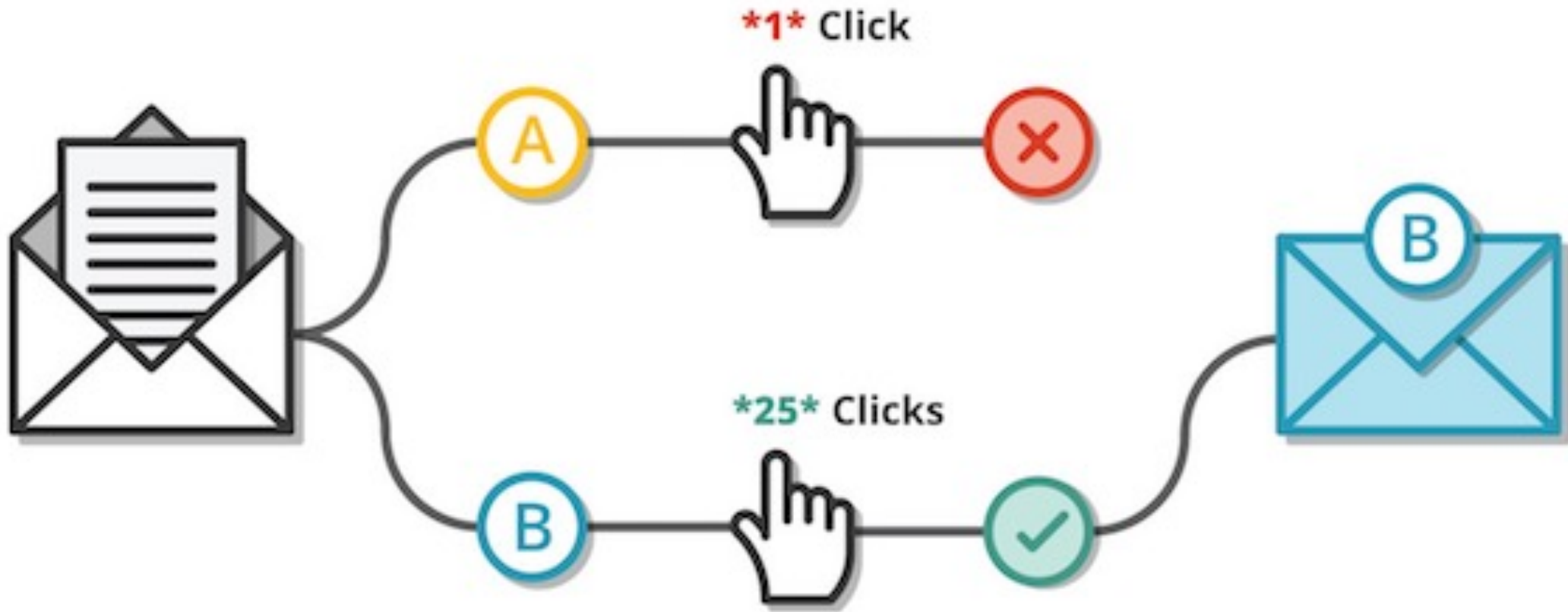
Your lovely total: 5.2/10

Link : <https://www.mail-tester.com/test-vi42foych>

Checklist Before You Hit Send!

- Mock-up your email and then double check:
 - **Copy** – look at dates, times (make sure you don't accidentally use MST when you really mean to use ET,) capitalization, italicization, etc.-
 - **Hyperlinks**—do they work?—Your from address, reply-to address, and friendly from—do want your email sent "on behalf" of a person or your organization?—
 - **Subject line**—errors in your subject line are the worst, so make sure you triple check this one.
- **Send yourself a test**
- **Double check your pre-header text**
- **Look for design flaws**
- **Get a fresh set of eyes on your email**
- **Double check your list and segments**

A/B Testing



A/B testing campaign ideas

1. What day of the week gets better open rates?
2. Does a subject line with an incentive or a teaser work best?
3. Does including your company name in your subject line increase engagement?
4. Is it better to use your name as the from name, or your company's name?
5. Does the time of day a campaign is sent affect the click rate?
6. Are subscribers more likely to click a linked image or linked text?
7. Do emojis work or not?

CONSISTENCY

1. Have a plan!!

Will you have time to execute a consistent email program yourself from start to finish?

2. Consistency & Frequency Matters

The same email should be sent three times:

Announce Offer
Reminder Offer
Final Offer

California
WINE MARKETING

Is this your e-mail marketing program??



← January-October

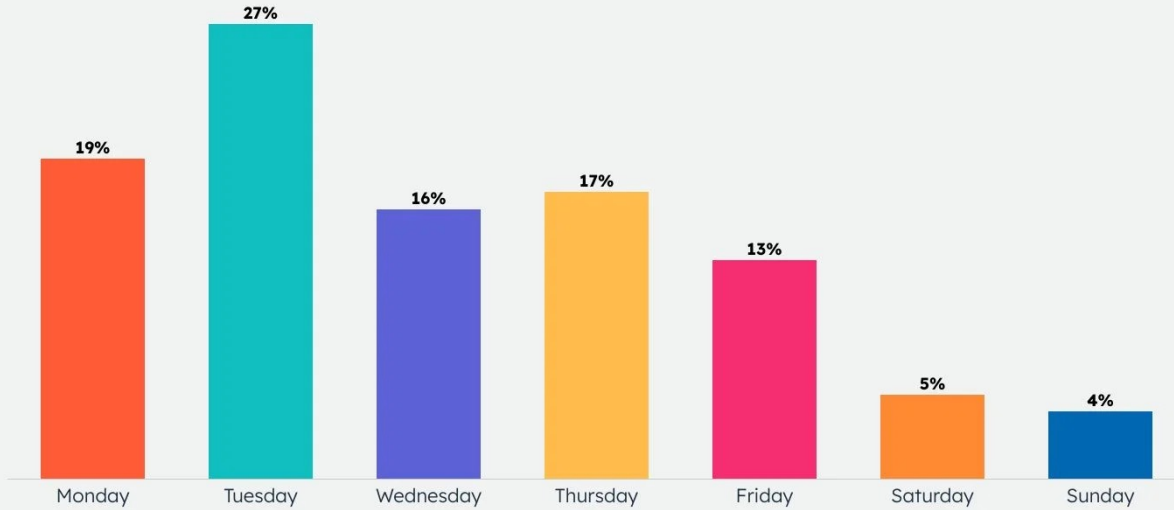


November-December →



Email Campaigns?

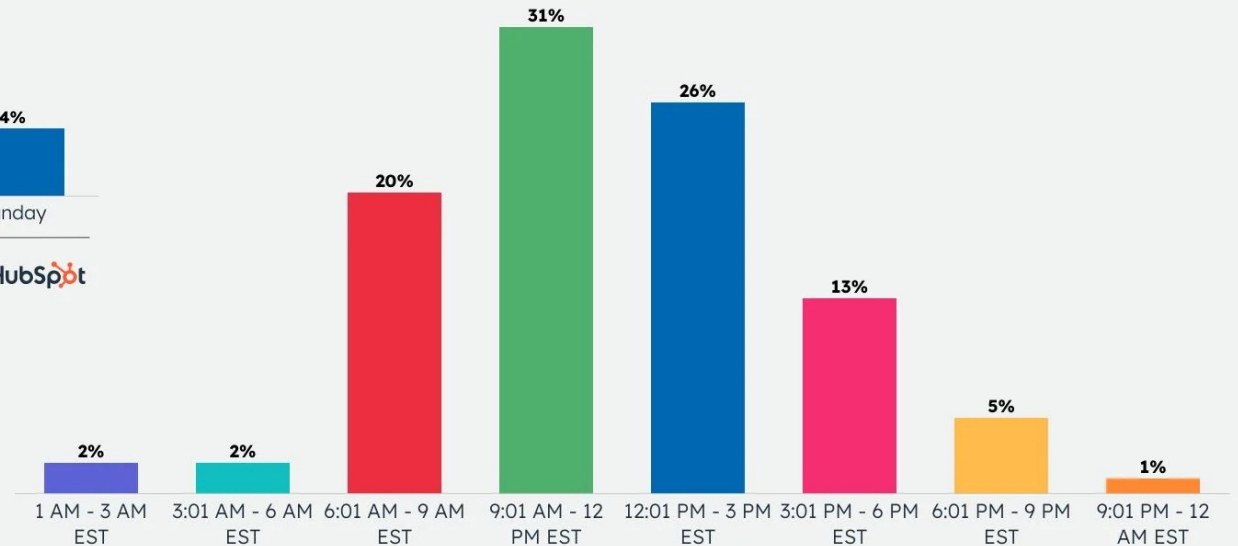
Best Day To Send Marketing Emails



HubSpot Blog Research, survey of 150+ Marketing and Advertising professionals in the U.S. in October 2023



Best Time To Send Marketing Emails



HubSpot Blog Research, survey of 150+ Marketing and Advertising professionals in the U.S. in October 2023





EMAIL AUTOMATION

MARKETING AUTOMATION TYPES

Customer Journeys

Pre-Built Journeys

Create Journey

Start with a pre-built map and make it your own. Every map is built to be used as is or fully customized to meet the needs of your business and customers.

Vertical: All

Objective: All

Use with: All

Sort By: Popular

+
Create from scratch

Nurture relationships

Welcome new contacts

Share information

Email tagged customers

Sell stuff

Send multiple offers to abandoned cart customers

Re-engage contacts

Recover lost customers

Sell stuff

Recover abandoned carts

Sell stuff

Create repeat customers

Sell stuff

Celebrate customer birthdays

Drive audience actions

Encourage online reviews



MARKETING AUTOMATION TYPES

Drive audience actions

Welcome contacts who subscribed via your pop-up form

Drive audience actions

Collect customer feedback

Nurture relationships

Reward VIP customers

Drive audience actions

Thank customers for answering a survey

Sell stuff

Remind customers to reorder

Sell stuff

Send personalized promotions for abandoned carts

Manage my audience

Identify high-value customers

Sell stuff

Promote cross-sell opportunities

Manage my audience

Identify high and low engagement customers

MARKETING AUTOMATION TYPES

Sell stuff

Celebrate annual events

Share information

Engage new group members

Share information

Welcome contacts and confirm their registration

Sell stuff

Promote future events to EventBrite sign ups

Share information

Welcome attendees to an event when they check in



Sell stuff

Promote future events to EventBrite event attendees

Basic Workflow

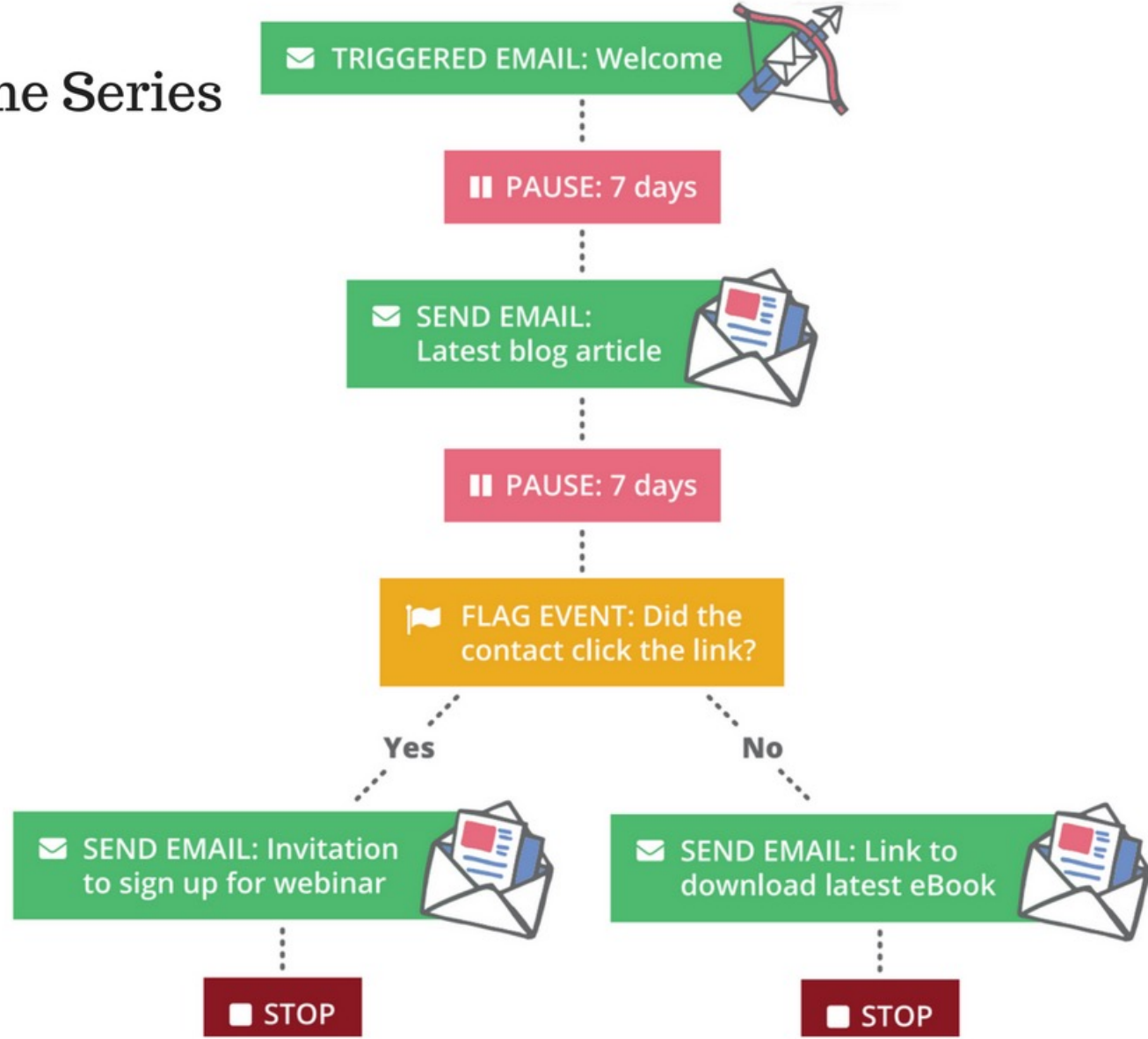
BlendFest Help Send a Test Email Sa

Trigger: Immediately after subscribers are manually added to workflow

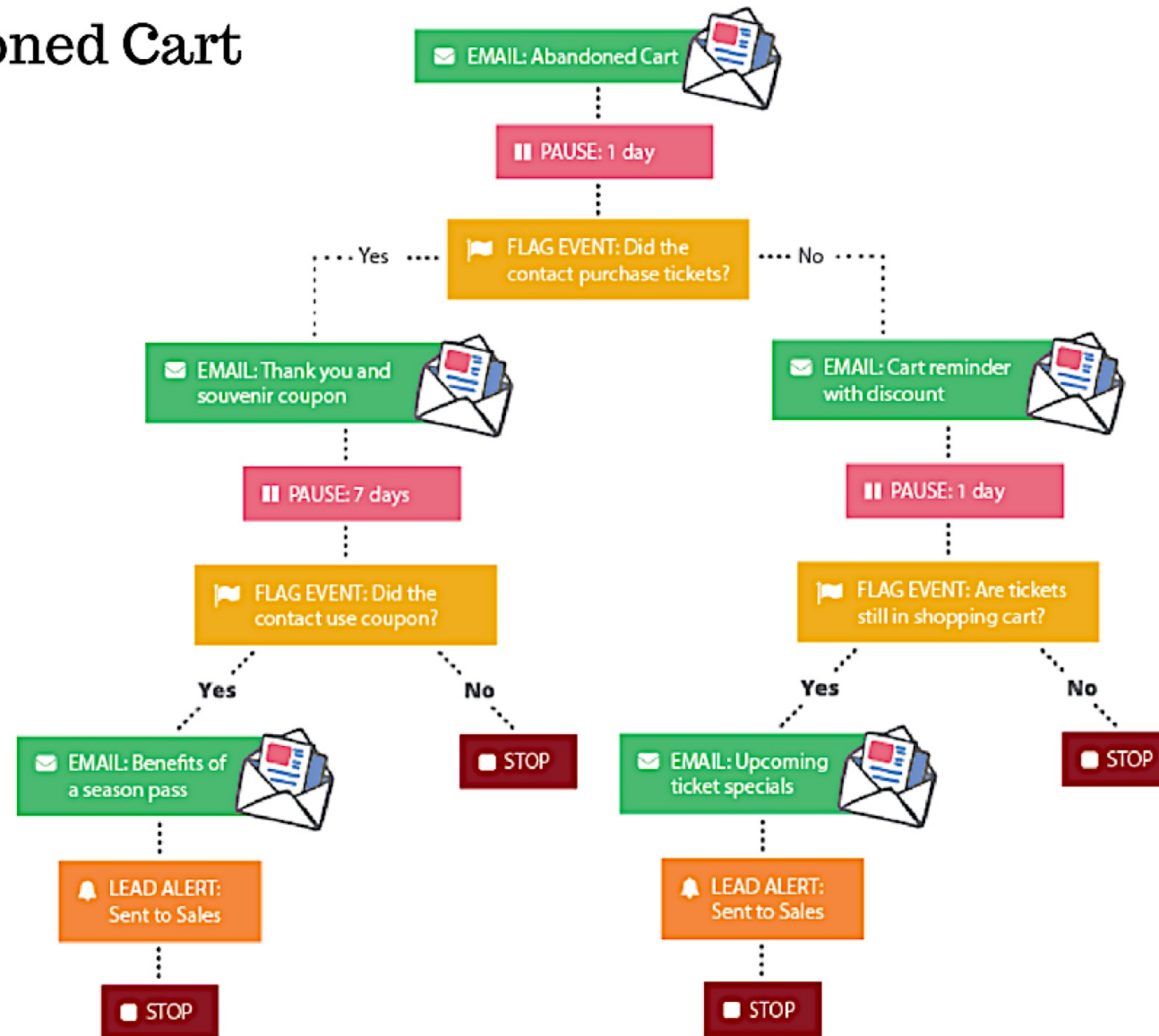
	My Custom Workflow Schedule: Every day, all day Segment: None Action: None	26.9% Open rate	1.4% Click rate	0 Queue	2,831 Subscribers	Pause & E
Trigger: 2 days after subscribers do not open previous email						
	Automation Email #2 Schedule: Every day, all day Segment: None Action: None	14.0% Open rate	0.6% Click rate	0 Queue	2,108 Subscribers	Pause & E

Emails > Confirm

Welcome Series



Abandoned Cart



Multi-Channel Event Campaign



E-MAIL WRAP UP

- Don't forget to segment your audiences for better conversion
- Automate!
- TEST! TEST! TEST!
- Be consistent throughout the ENTIRE year!
- Have a plan in place or it won't get done right or at all!
- Track results so you know what is working!
- NEVER GIVE UP!



are you
convinced



Next Steps For Your Business

1. Evaluate Your Email Marketing Efforts:

Are you satisfied with your results, or do you feel there's room for improvement?

2. Understand Your Resources:

Do you have the capacity to consistently create and send engaging email content? Do you have a sending strategy?

3. Exploring Opportunities for Growth:

Are there any untapped opportunities or areas for expansion in your email marketing strategy?

4. Plan for the Future:

Are you prepared to adapt your strategy and scale your efforts accordingly?



Tap Into My Expertise!

Schedule a Strategy Session Today!
Scan or go to callwithpatty.com

**Join The Marketing
Lab LinkedIn Group**



Helpful Links

- Find SCORE resources for small businesses at www.score.org/templates-resources
- Find more SCORE live and recorded workshops and courses at www.score.org/get-business-training
- Book an appointment with a SCORE mentor at www.score.org/find-mentor





Funded in part through a cooperative agreement with the U.S. Small Business Administration.

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