



Proudly delivered in Queensland
(Southern, Central & Whitsunday) by:

Using Mailchimp to Increase Your Customer Engagement & Profitability



Welcome to Country

We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians



What is your Overarching Game Plan?



Generate better pre-qualified leads



Increase sales conversion



Create more referral partners



Stronger relationship with database

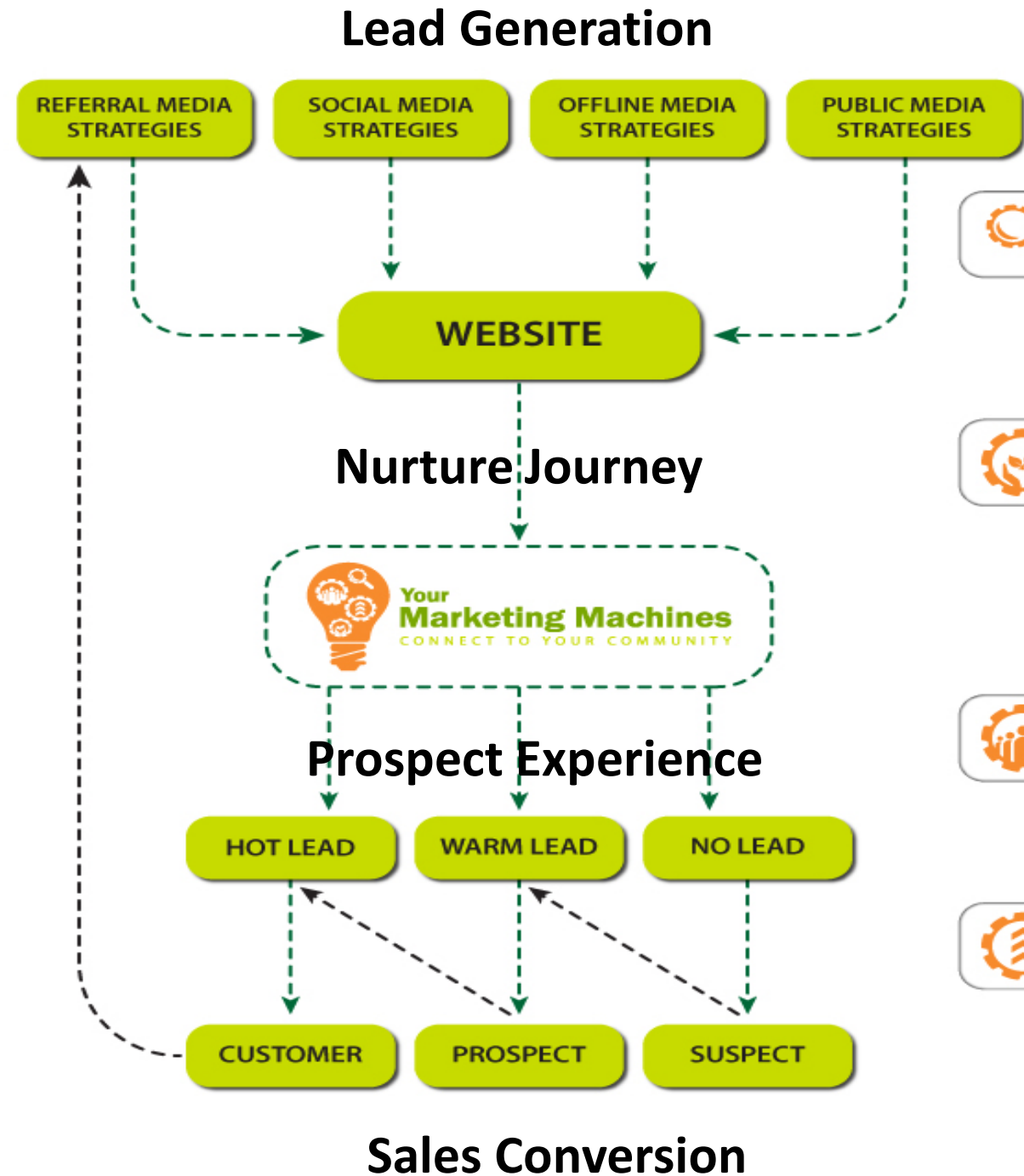


Seek cross-promotional opportunities



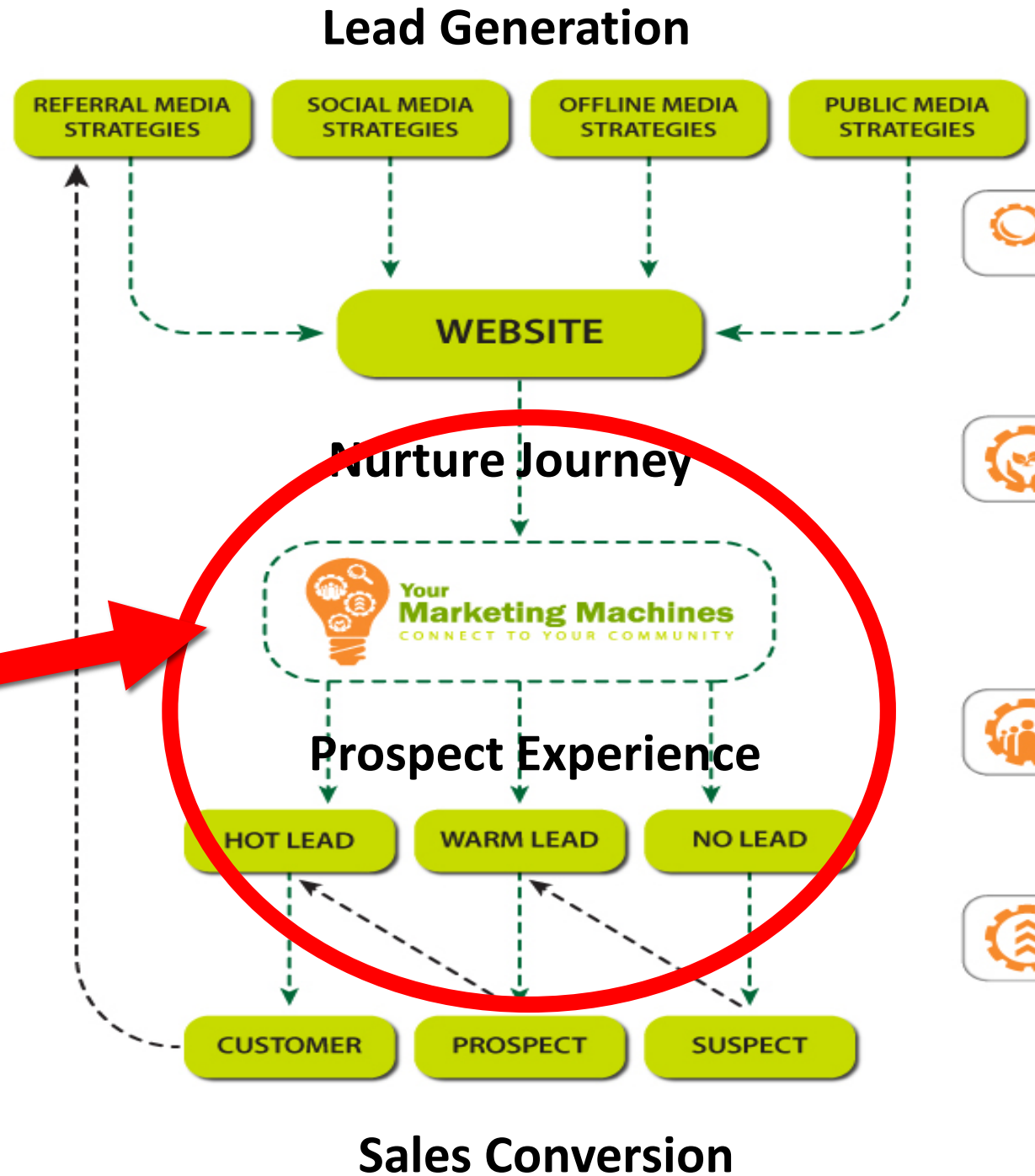
Why are you here?

Your Marketing Blueprint



Your Marketing Blueprint

This is what we are talking about today



Database Statistics – Leads & Customers



Think about Follow up Vs ACTUALLY Follow up



5 – 7 touch points to get the first conversion (this includes google searches, website visits, ads, emails, messages, phone calls, Face to Face...

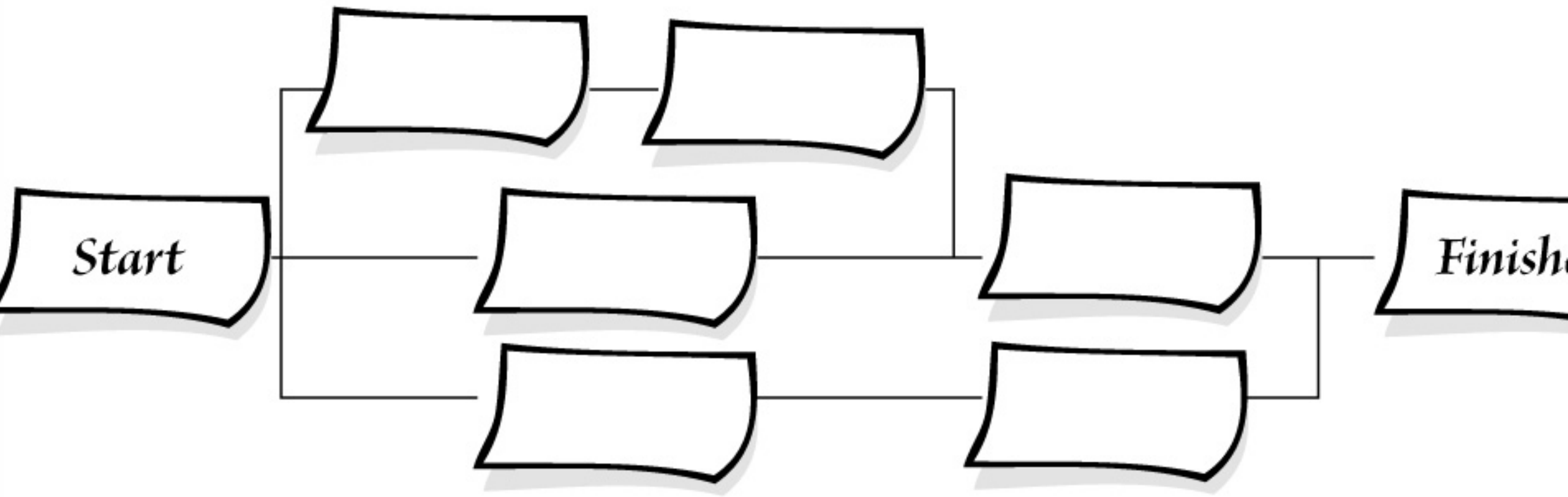


The most expensive sale is this first one



3 Ways to increase
customer lifetime value
are:

- Increase Frequency of Purchase
- Increase Value of transactions
- Increase the length of time they are your customer



Create an Email Marketing Plan

1. DEFINE YOUR AUDIENCE

Define Your Audience...



Who are you wanting to communicate to



What are their unique characteristics



Where do you meet them



Why would they interested in your products/services/information



How often do you plan to talk to them

Example - Skin care products...

Who are you wanting to communicate to?

4 types of audiences – 3 women, 1 men

What are their unique characteristics?

Natural/organic Australian ingredients, with products made locally designed for those aged 35 to 65

Where do you meet them?

Online through google, social media platforms, magazines, You Tube

Offline through retail stores, expos, sample giveaways

Personal presentations, referrals and recommendations



Example – Skin care products...

Why would they be interested in your products/services/information?

Prefer to use natural ingredient based products

Want to support home-grown businesses

How often do you plan to talk to them?

Email communication is a monthly general newsletter with a second email communication to different audiences

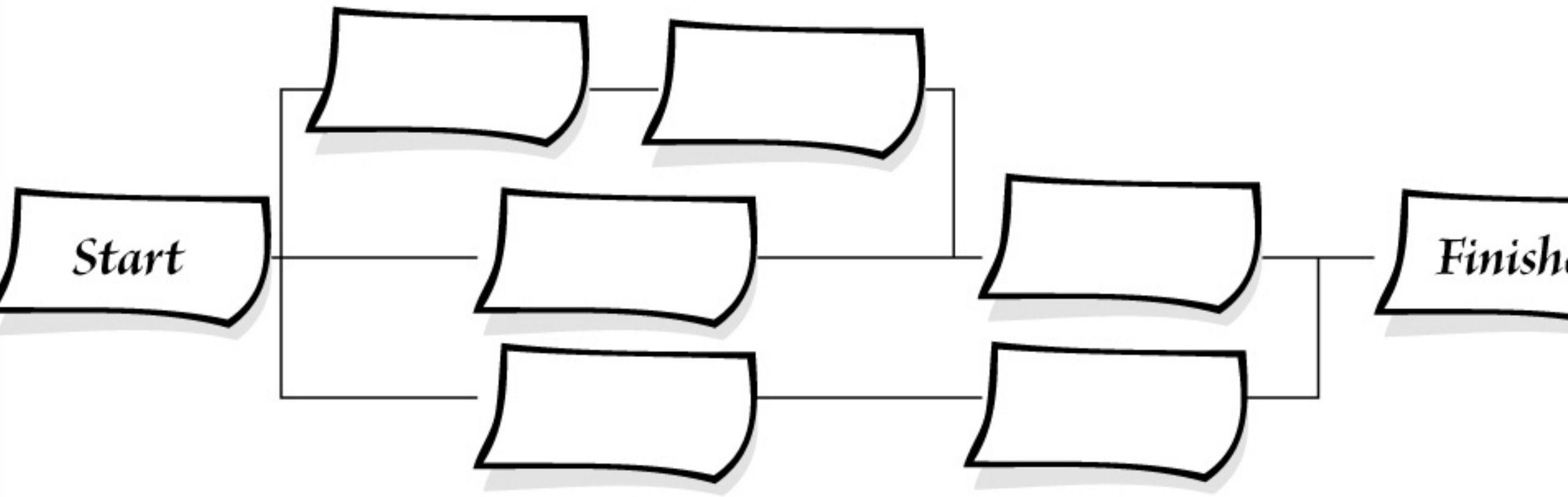


Discussion Time – Your Turn

Define your audience

- Who
- What
- Where
- Why
- How





Create an Email Marketing Plan

2. SIGN UP SOURCES

Sign Up Sources - Segments



Expo Competition



Newsletter sign up



Network groups



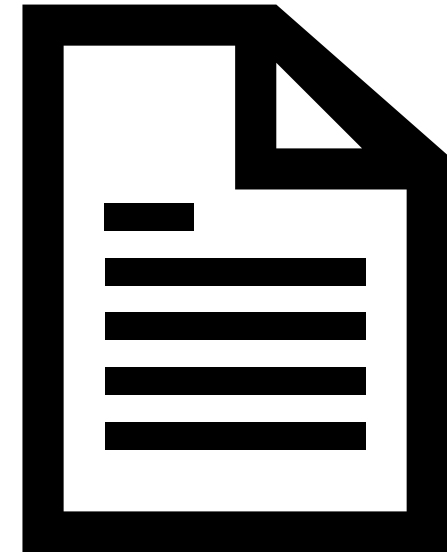
Contact us form



Workshop/Presentation



Customer



Example of Sign-up sources - Expo Competition

Similar layout to website contact us form

“Go in the draw to win” ...

Can be online form

Business card

Physical form

Segment as Expo Signup

Lead Type – is lukewarm as only interested in the prize and may want to know more before they commit

P.S. Make sure you pick the winner and notify!



Example of Sign-up sources – Newsletter sign up...

'Pop-Up' while searching or 'Static' on your website page

Required information: First name, Last name, Email address vs Optional information: Business name, City, Telephone number

Some curiosity but no commitment

Segment as Newsletter Signup

Lead Type is Cold to Lukewarm – may want to know more about you before they buy

Classic Form

SUBSCRIBE TO OUR MAILING LIST

Email Address

 *

* indicates required

First Name

Last Name

Subscribe

The Classic form offers more traditional signup form fields, and allows you to customize additional fields and options, including form title and width, visible and required fields, groups, and other format options.

Example of Sign-up sources – Network Groups

Groups of people willing to talk about their business

Sharing and passing of contact details

Segment as Business network group and date

Lead Type – Lukewarm as there is interest and may require more information

P.S Always send a follow up Email with a booking link to your calendar

Examples of sign-up sources – Website Contact Us Form ...

Invite	Invite an enquiry – Thank you for contacting us. Please provide as much information as possible, so we can best assist you.
Name	First name, email address, telephone number, business name (if relevant)
Message	Message – Use a Tick Box: Please tick as many as you wish so we can best assist you.
Outline	Outline each problem or solution
Return	Once they send, return with a “Thank You for Reaching Out To Us” email
Segment	Website Enquiry
Lead Type	Warm to Hot Lead – know they have a problem and confident you can assist

Mailchimp Contact Us Form

Thanks for reaching out to us.

We want to hear about your business accounting needs so contact us now

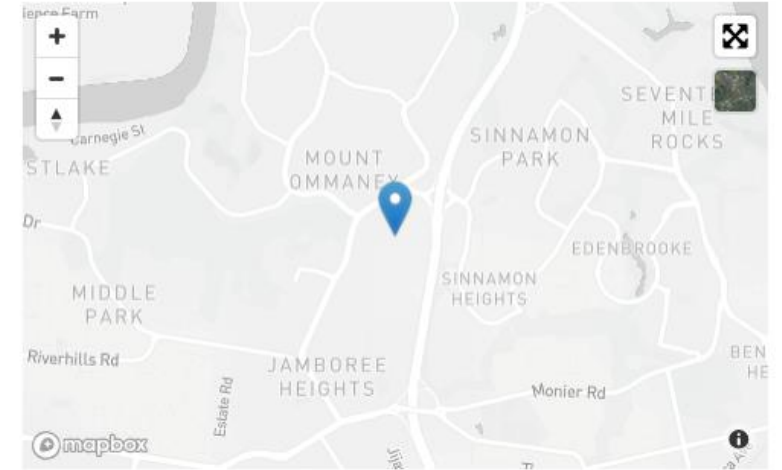
Po Box 553
Mount Ommaney
4074

Name	Business Name
<input type="text"/>	<input type="text"/>
Email	Phone
<input type="text"/>	<input type="text"/>

I need help to ... (tick as many as you wish)

- Improve my cash flow
- Increase profits
- Systematize my business
- Develop spending plans and forecasts
- Business growth strategy
- I would like to book for a 20 min consult
- Understand my financials
- Expand into new market
- I am a new business startup
- Structure my business for sale
- Something else

Get in Touch



Example of Sign-up sources – Workshop/Presentation



Request more contact information – First and last name, Email address, Contact telephone number, Business Name, Address, City

A great way to obtain contact details AND build rapport

Moves from Curiosity to Buyer more efficiently

Segment as Workshop Title, Date

Lead Type – is Warm to Hot as specific and relevant information is being shared and therefore more willing to take action

Examples of Sign-up sources - Customer

You have hit the Jackpot!!

Somebody bought your product!!

Collect all contact details

Segment as CUSTOMER!

Lead Type – Jackpot to Evangelist where they can become a Referrer in the future

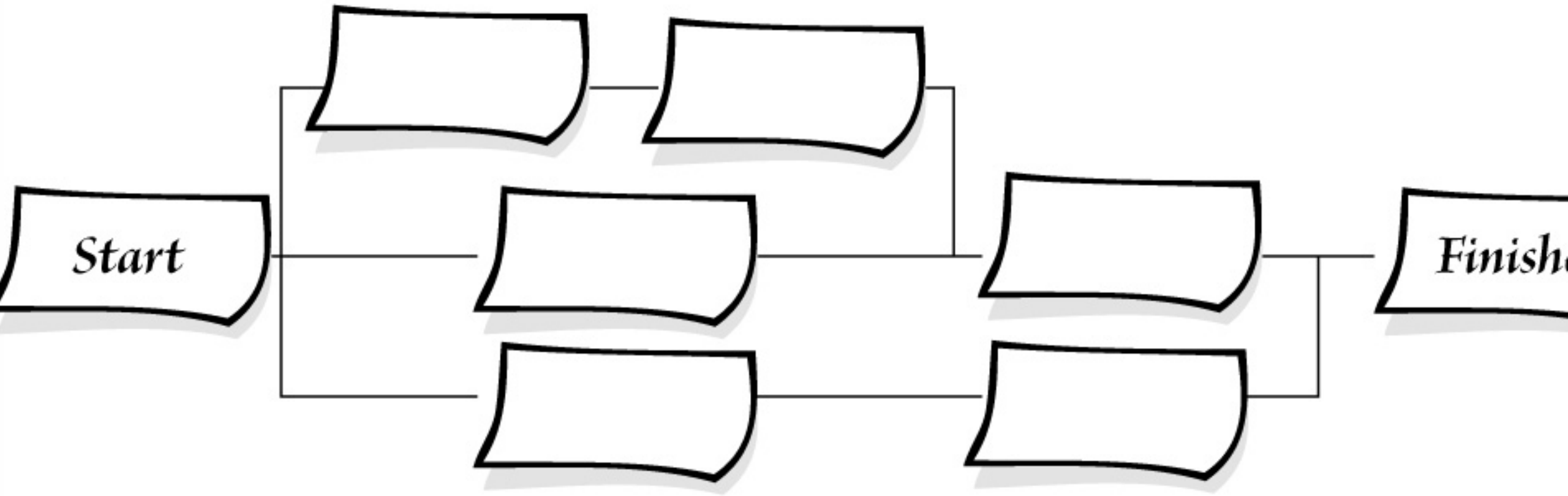
WINNER!!!

Discussion Time – Your Turn

What are your current Sign-up sources you engage right now?

What can you implement in the future?





Create an Email Marketing Plan

3. SEGMENTS AND GROUPS

THE POWER OF DATABASE SEGMENTATION



Communicate Targeted messaging



Personalised approach “he is talking to me”



Identify buyer behaviour



Greater consumer insight



Increase Sales Conversion

Segments and Tags

Segments:

How you met the contact e.g. expo, BNI

Referral Partner

Industry Influencer

Groups Individuals

Tags:

Industry they belong to

Sensitive skin

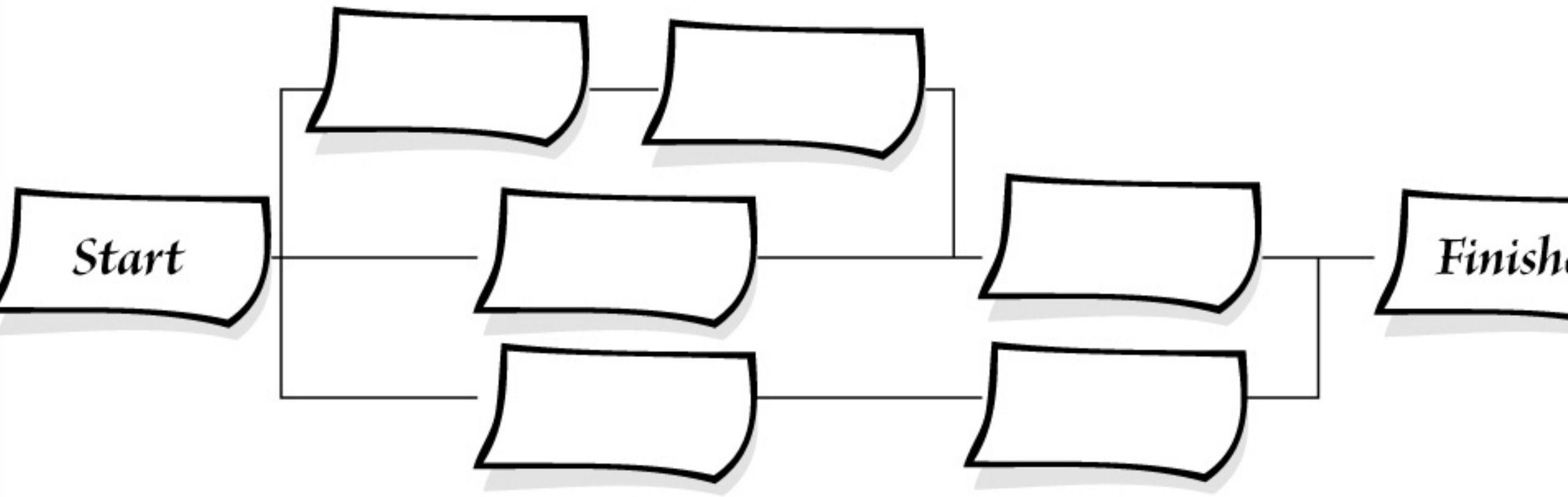
Purchase Microsoft products only

Individual characteristics

Discussion Time – Your Turn

What segments and tags do you need
to create?





Create an Email Marketing Plan

4. DECIDE WHAT TO WRITE

How you can communicate



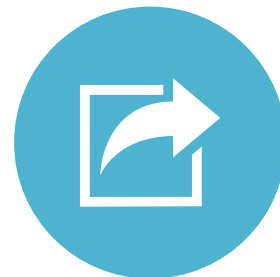
Newsletter – combination of information which may be of interest



Polls and survey – ask to complete a poll or survey and send a free gift or promo code when they complete it



Online competition – use contests, giveaways to generate interest in your campaigns



Coupons or promo codes – send a special promo code or coupon, along with a message letting them know that its been a while

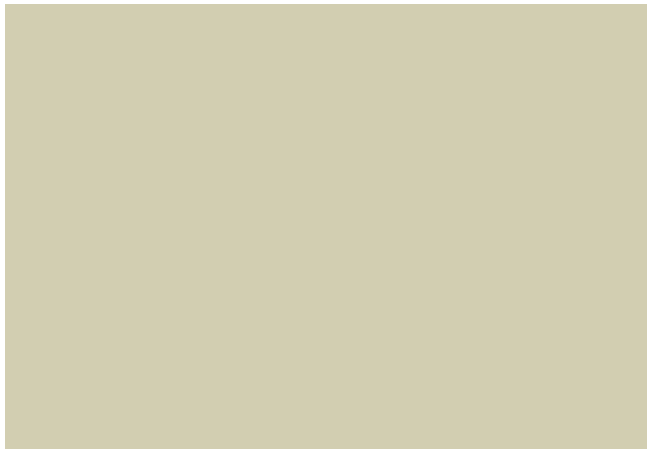
Plan Ahead... Your Victory

Determine what you want to achieve from your communication

Set KPIs to ensure you are on target

- I. Open Rates vs Unsubscribed Rates
- II. Click Through Rates to articles/blogs
- III. Hard vs Soft Bounce Rates
- IV. Purchases





Plan Ahead ... Your Voice

Plan your communication ahead of schedule to relate to the audience

- Topic of the month
- Product of the month
- Change in Legislation
- Fun article which relates to social media
- Customer success story
- Up coming events

ALWAYS INCLUDE THE NEXT STEP YOU WANT THE PROSPECT TO TAKE!

What you MUST consider:



Ensure email contains Links to other platforms



Write personally rather than formal



Ensure email makes sense and flows



Keep track of statistics – successful campaigns will engage up to 40%



Review tracking options for more specific data

Plan Ahead ... Your Visuals

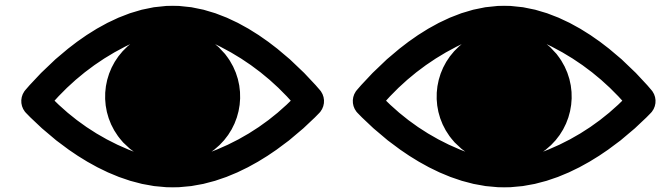
Choose a template which suits the audience

No more than 4 newsworthy items

Use appropriate images

Stick to your Branding to create consistency

Make it easy to read and follow



GOLDEN RULES OF EMAIL MARKETING

Where possible avoid using jargon unless audience specific

Keep the language simple and to the point

Make sure to include Call To Actions with everything you send

If they unsubscribe let them go

Avoid bribing someone to remain on your list

White writing on a black background is hard on the eyes

Red writing on a black background is hard on the eyes

Font size no smaller than 10

Use a simple plain-text font for most of the writing

Keep your campaigns compliant – you can't afford to be suspended

GOLDEN RULES OF EMAIL MARKETING



Let's Get Started!

What is your Overarching Game Plan?

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Create more referral partners

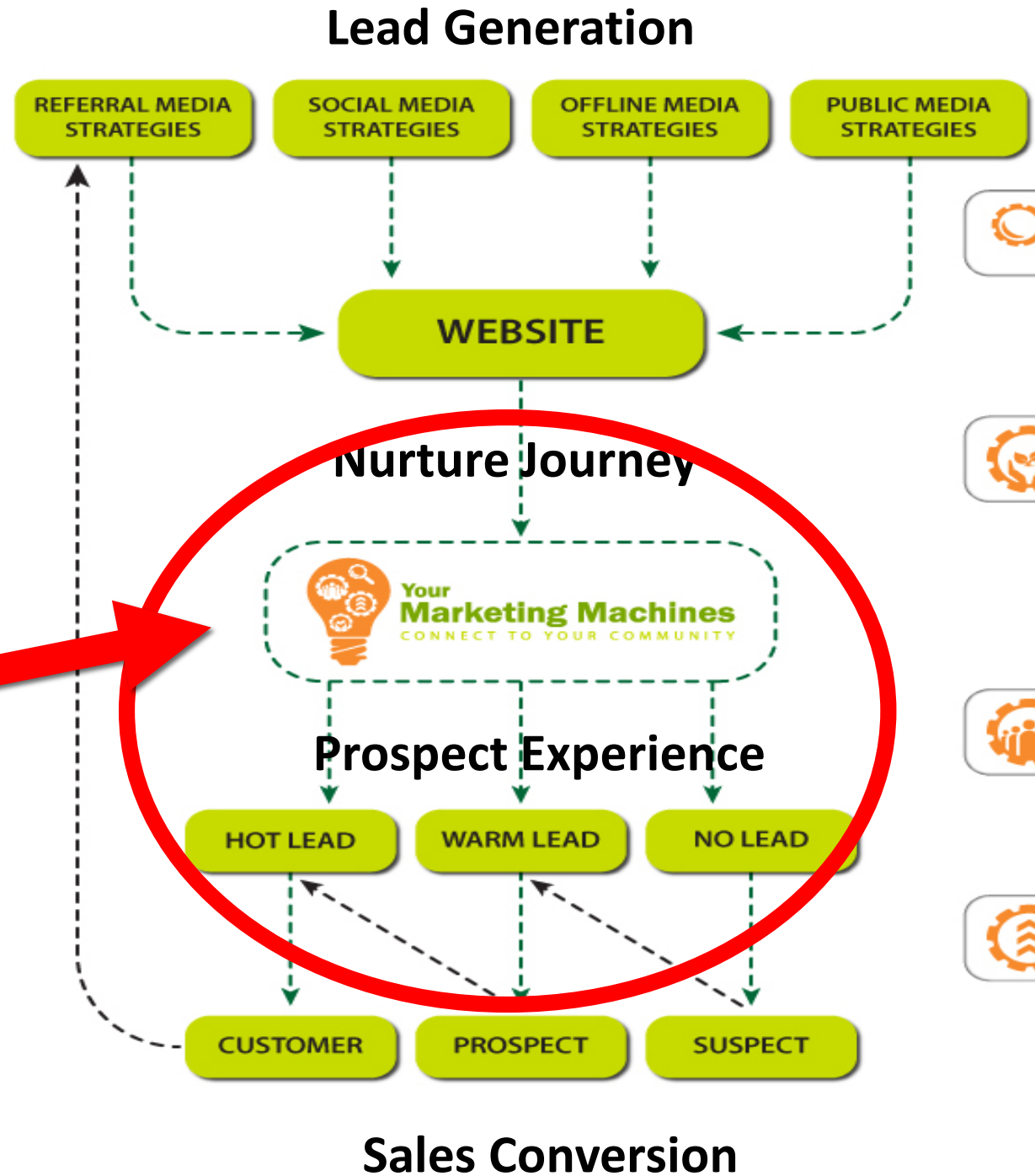
Stronger relationship with database

Seek cross-promotional opportunities

FAIL TO PLAN – PLAN TO FAIL

Your Marketing Blueprint

This is what we talked about today



Your Next Steps

Book for your 1 to 1 - <https://adams.bookafy.com/andrea-anderson>

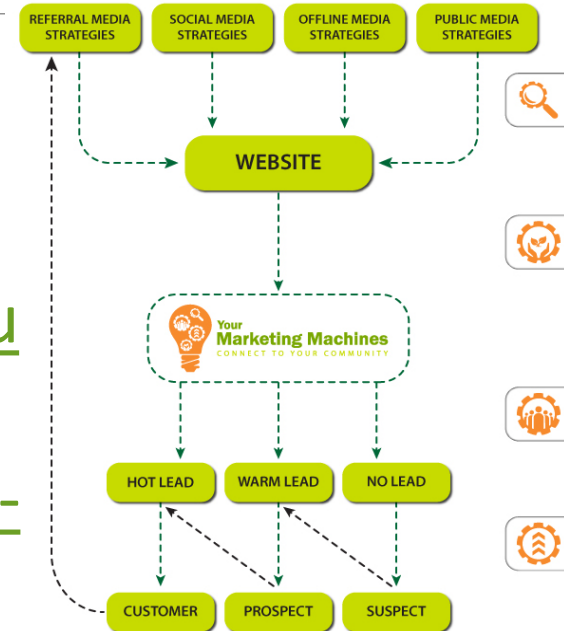
Book for the next workshop – www.asbas.rdabrisbane.org.au

Complete Digital Scorecard -

<https://www.business.qld.gov.au/running-business/it/digital-scorecard>

Send your report to me –

andrea@yourmarketingmachines.com.au





Using Mailchimp to Increase Your Customer Engagement & Profitability

