

EMAILCOME

THE ULTIMATE EMAIL MARKETING GUIDES



Emailcome

Guide 1:

The Guide To Campaign Strategy

17 Keys To Creating A Profitable Promotional Calendar

So, you're going to build an email list... now what?

Some marketers just wing it, meaning they decide what they're going to send to their subscribers at the moment they sit down to craft an email. Failing to plan an email ahead of time won't hurt if you do it once in a blue moon. Truth is, however, the most successful email marketers plan their promotional calendar well ahead of time, anywhere from six months to a year in advance. And these are the folks that tend to have the most profitable lists.

So, with that in mind, you're about to discover how to plan out your own profitable promotional calendar. Read on...

1. Determine Your Goals

The first thing you need to do is decide on the primary and secondary goals for your mailing list. You'll define these goal in this order:

1. Define the overall goals for your mailing list as a whole. Note: you'll have different goals for each segment of your list. E.G., the goal of your prospect list is to get people to buy their first offer, while the goal of a customer list is to get repeat buys.
2. Define the goal for EACH sequence you intend to create.
3. Define the specific goal for EACH email you intend to create.

That way, you'll know that each email supports the goal of each sequence, and each sequence you create supports the overall goal for your mailing list.

For example, your overall mailing list goal might be to make \$X amount of money by promoting your offers as well as your partners' offers.

To support this goal, you plan on sending an email sequence for each offer you want to promote.

You then plan how each individual email will help you sell more of a particular offer.

So, start by writing down your goals. Then check out this next idea...

2. 7 Types of Email Sequences That Work

There are plenty of different sequences you can use to grow your relationship with your list and promote offers. Check out these popular types of sequences:

Onboarding. Here's where you send an initial sequence of emails to new customers to remind them of the benefits of the product they purchase, to show them how to get the most out of it, and to encourage them to start using it.

Indoctrination. This is a welcome series that you send to new subscribers to let them know what your business is about and how you can help them.

Ascension. This is the series you send immediately after a purchase to persuade a buyer to purchase more offers from you.

Special promos/sales sequences. This includes sequences for things like launch week specials, flash sales, holiday sales and similar events.

Fear-Logic-Gain. This is a three-part sales sequence, where each email appeals to a different emotion or rationale.

Objection handling. Here's where you raise and handle common objections (one objection per email).

Social proof sequence. This series is all about sharing case studies, testimonials and other proof.

Next...

3. 10 Questions to Ask Before Creating a Promotional Calendar

You've defined your goals and you know the different types of sequences that can help you achieve your goals. Now it's time to plan out your promotional calendar for at least the next six months.

Answer these questions:

Which of your own products will you promote?

How many emails will you send for each offer? (Be specific.)

Which of your partners' products will you promote?

How many emails will you send for each partner offer?

When will you promote each offer listed above? (E.G., a new launch needs to be promoted during that specific week, whereas an existing offer can fit anywhere into your calendar.)

What sort of sales/promos will you promote? Be specific.

Will you have any sequences tied to specific dates, such as a holiday sale? Of the offers that aren't tied to any specific date, is there a logical place they should fit into your calendar? For example, if you're promoting a fat-loss guide that's called "Get Ready for Bikini Season," then it makes sense to promote it a couple months before summer. Or if you're promoting something like a stop smoking guide, then it makes sense to make a big promotional push during the New Year when people are making resolutions.

Which of the above can go into your autoresponder, and which will need to be live broadcasts?

How will your indoctrination and onboarding sequences fit into the above?

Once you answer these questions, then you'll be able to plan a calendar that's designed to generate as many sales as possible.

Now read on to get more tips for refining your calendar...

4. Balance Autoresponder Messages With Live Broadcasts

Be aware of what sort of autoresponder messages your list is receiving when you send them live broadcasts. You need to balance these so that your audience doesn't become inundated with messages.

For example, you might segment your list so that those who are receiving onboarding messages every couple days aren't also hit with your live broadcasts. (Note: this is only temporary for a couple weeks – once someone is done with the onboarding sequence, then they can receive all your other emails too.)

5. Create Consistency/Continuity

When you're creating your emails and sequences, be sure everything about them matches the rest of your business. Your lead pages, lead magnets, blog posts, social media posts, products and everything else should all have a consistent message and overall feel (e.g., same writing voice).

TIP: If you're outsourcing some of this content, then tweak it as a needed to create a consistent message and voice. Whenever possible, hire the same writer to create all your content to help maintain consistency.

Here's the next set of ideas...

6. 8 Questions to Ask Yourself When Creating an Email Sequence

Before you plan a sequence, ask yourself these questions:

- What is the goal of this sequence?
- How many emails will be in the sequence?
- What is the outline for each email?