



# How to use email marketing

You are a publisher

*Online is now your magazine*

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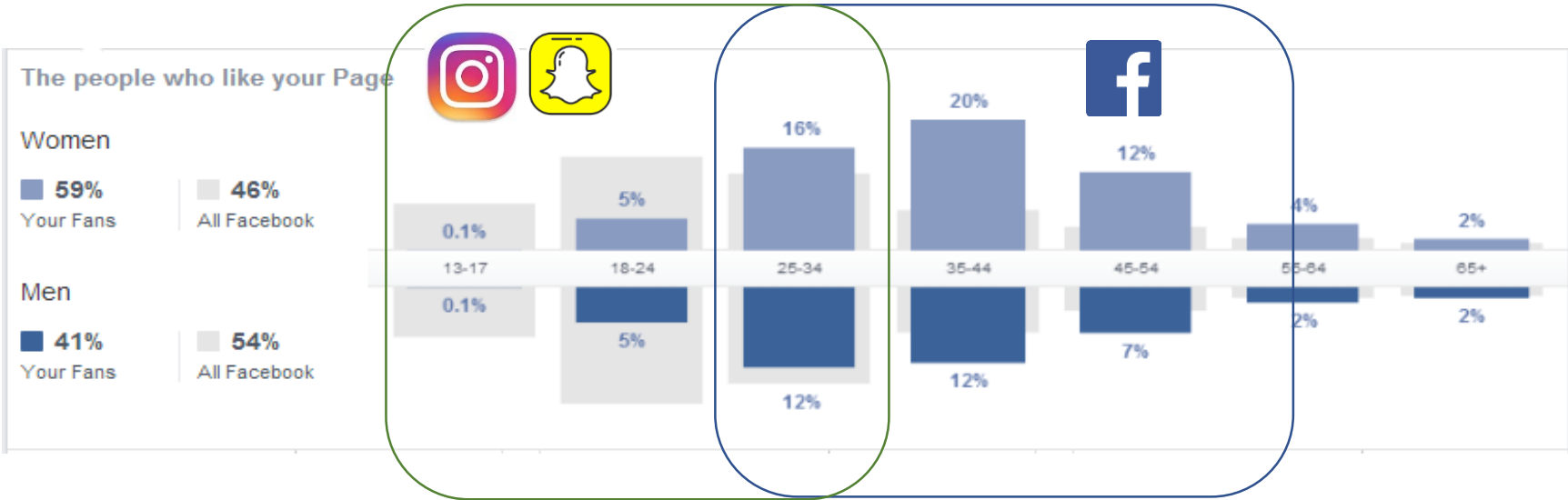
# Who are you posting to?



EMAIL

WEBSITE – WEBSITE - WEBSITE

Viewer ...  How to ...



A close-up photograph of a hand holding a vanilla soft-serve ice cream cone. The cone is a golden-brown wafer with 'SWISS' embossed on it. The ice cream is a thick, creamy white with a chocolate wafer stick sticking out of the top. The hand is holding the cone with a white paper napkin. The background is a blurred blue sky and water.

# Why use email

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# Retention and relationships

*How many repeat bookings do you get?*



# Reduce lead time

*On the bucket list!*

Average 40% of emails are  
opened

2% of Facebook posts are  
shown

# Social media is rented ground



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A close-up photograph of a hand holding a vanilla soft-serve ice cream cone. The cone is a golden-brown wafer with 'SWISS' embossed on it. The ice cream is a thick, white, creamy swirl. A chocolate wafer stick is tucked into the top of the swirl. The hand is holding the cone with a white paper napkin. The background is a blurred blue sky and water.

# What content to share

# Who is your ideal customer?



- ✓ Start with a name
- ✓ Age
- ✓ Where they live
- ✓ Are they bringing a family
- ✓ What type of holiday
- ✓ How long do they have
- ✓ Problems and fears related to a holiday in the Isle of Man

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# How can you collaborate

- Special OFFERS
- Rewards
- Other peoples content
  - Tourism
  - Blogs
  - Links
  - News online

# Repurposing content ...



# Repurposing content ...

Body

Paragraph **B** *I* U A 11pt


It's great to welcome you!

Our monthly emails are about all things 'holiday' on the Isle of Man

Our Island is an extraordinary place to visit at any time of the year and we are here to make your stay extra special.

We'll be sending you snippets of life throughout the year at [Grove Farm](#) and [Special Offers](#) to share with family and friends.


What to do when it's cold in the Isle of Man - [Watch Here](#)

A video thumbnail showing a woman in a winter coat standing in front of a red double-decker bus in London. The text on the thumbnail reads 'WHAT TO DO WHEN IT'S COLD IN LONDON 3:19'. A red arrow points from the text above to this thumbnail.

What to Do in London When It's Cold ❄️

With best wishes,

xxxxxx

Two small icons at the bottom right of the editor: a red smiley face and a green refresh/circular arrow icon.

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# Content everywhere ...

Facebook post

Facebook advert

Video

Instagram post

Instagram story

Tweet

YouTube video

Radio interview

Podcast

Blog post

Press release

Poster

Postcards

Website

Other peoples

audiences

Collaboration

TripAdvisor

Guest book

Pinterest

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# Repurpose Testimonials

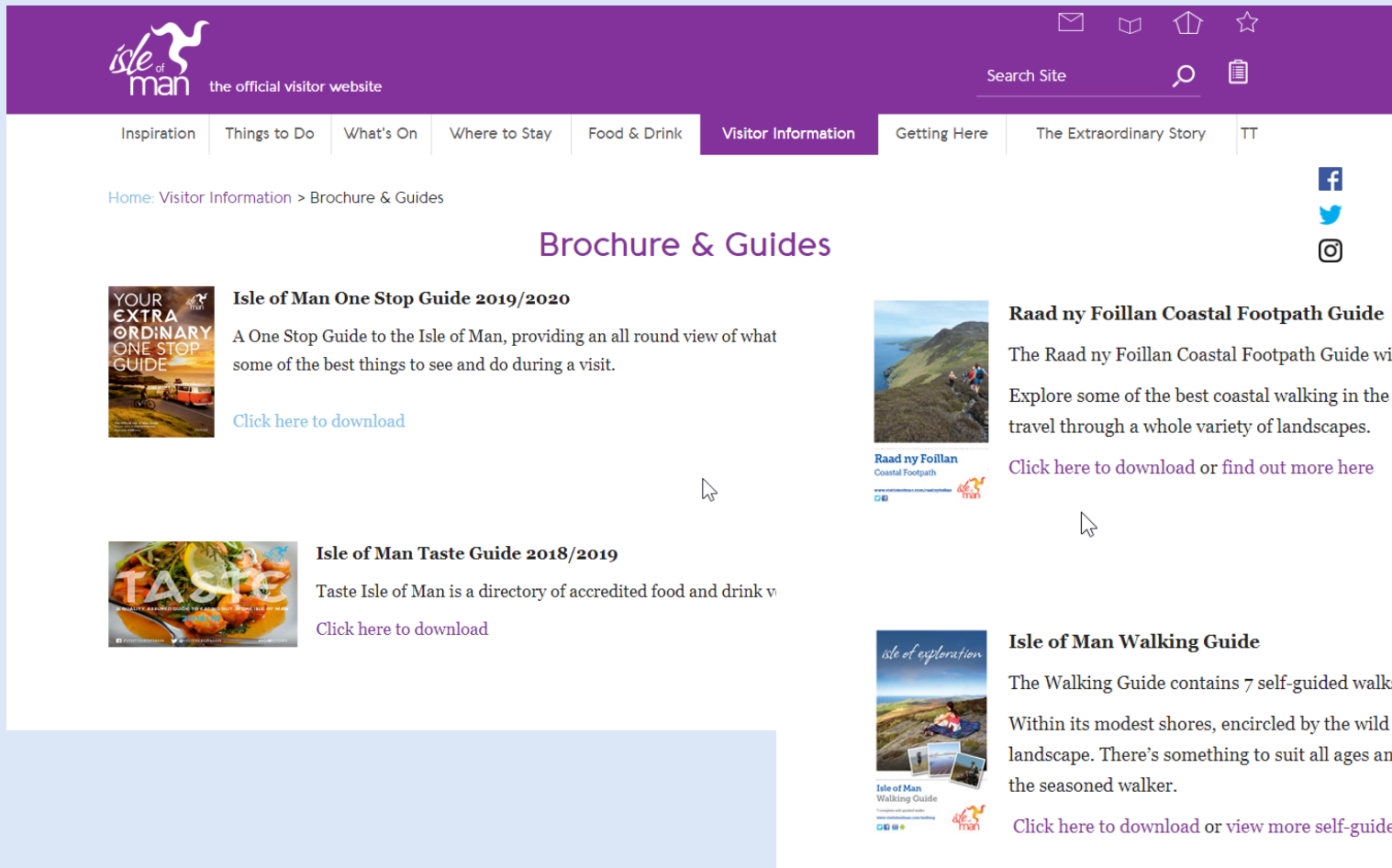
- ✓ TripAdvisor reviews
- ✓ Taken from visitors book
- ✓ Video testimonials – Facebook/YouTube/ Website
- ✓ From social media – screenshot add to highlights







# Repurposing content ...



The screenshot shows the website's navigation menu with 'Visitor Information' selected. The breadcrumb trail is 'Home: Visitor Information > Brochure & Guides'. The main heading is 'Brochure & Guides'. There are three guide cards:

- Isle of Man One Stop Guide 2019/2020**: A One Stop Guide to the Isle of Man, providing an all round view of what some of the best things to see and do during a visit. [Click here to download](#)
- Isle of Man Taste Guide 2018/2019**: Taste Isle of Man is a directory of accredited food and drink v. [Click here to download](#)
- Raad ny Foillan Coastal Footpath Guide**: The Raad ny Foillan Coastal Footpath Guide will take you around the Island's premier long distance footpath section by section. Explore some of the best coastal walking in the British Isles on cliff footpaths, quiet sandy beaches, wooded glens and farmland as you travel through a whole variety of landscapes. [Click here to download or find out more here](#)
- Isle of Man Walking Guide**: The Walking Guide contains 7 self-guided walks - each shown with instructions and a handy map. Within its modest shores, encircled by the wild Irish Sea, this Celtic gem is home to a wealth of walks in a beautiful and diverse landscape. There's something to suit all ages and abilities, from gentle rambles on the level to long distance footpaths with challenges for the seasoned walker. [Click here to download or view more self-guided walks here](#)

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Create the title for an email  
for this couple?



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Email for this couple?



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# What is a lead magnate?

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# Lead magnets are pieces of content



- You exchange a piece of content in return for an email address and name – and the permission to contact

# Lead magnets are pieces of content

- Guide to ..
- Tips for ...
- Best places ...
- PDF Sheet
- Link to a video
- E-Book
- Competition



*Lead magnets are pieces of content*



### Simply-5 Day Marketing Challenge

In simple easy steps - I'll walk you through 5 days of marketing activities to BOOST your confidence and your marketing skills.

<input type="text" value="Name"/>	<input type="text" value="Email"/>	<input type="submit" value="Submit"/>
-----------------------------------	------------------------------------	---------------------------------------

**FIND OUT MORE ABOUT THE 5 DAY CHALLENGE**

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A close-up photograph of a hand holding a vanilla soft-serve ice cream cone. The cone is a light brown wafer with 'SWISS' embossed on it. The ice cream is a thick, creamy white with a chocolate wafer stick sticking out of the top. The hand is holding the cone with a white paper napkin. The background is a blurred blue sky and water.

# Delivering your email

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Use an email provider

# What email providers can you use



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# Why is open rate important

40% is a good open  
rate

How often should I send?

What time of day?

40% is a good open  
rate

# Why do emails end up in spam?

- Wrong address (bounce)
- Too many links
- Too many images
- Not using double opt in

*Best delivery?*



- Time of day
- Trusted source
- Keep it short and simple
- Being consistent

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## Writing your email

Subject ?

Special OFFER October Break - 'Grove Barn Cottage'

Body

<> Paragraph B I U A 11pt

Hi {{first\_name}},

How would you like a short break for a very [special price](#).

We have one week available in our beautiful 'Grove Barn Cottage'

Arriving 14th October 2019

If you see yourself taking time out and relaxing in our luxury cottage, reading a great book in front of a roaring fire. We have a fabulous OFFER for you

[Book today](#) and SAVE £200

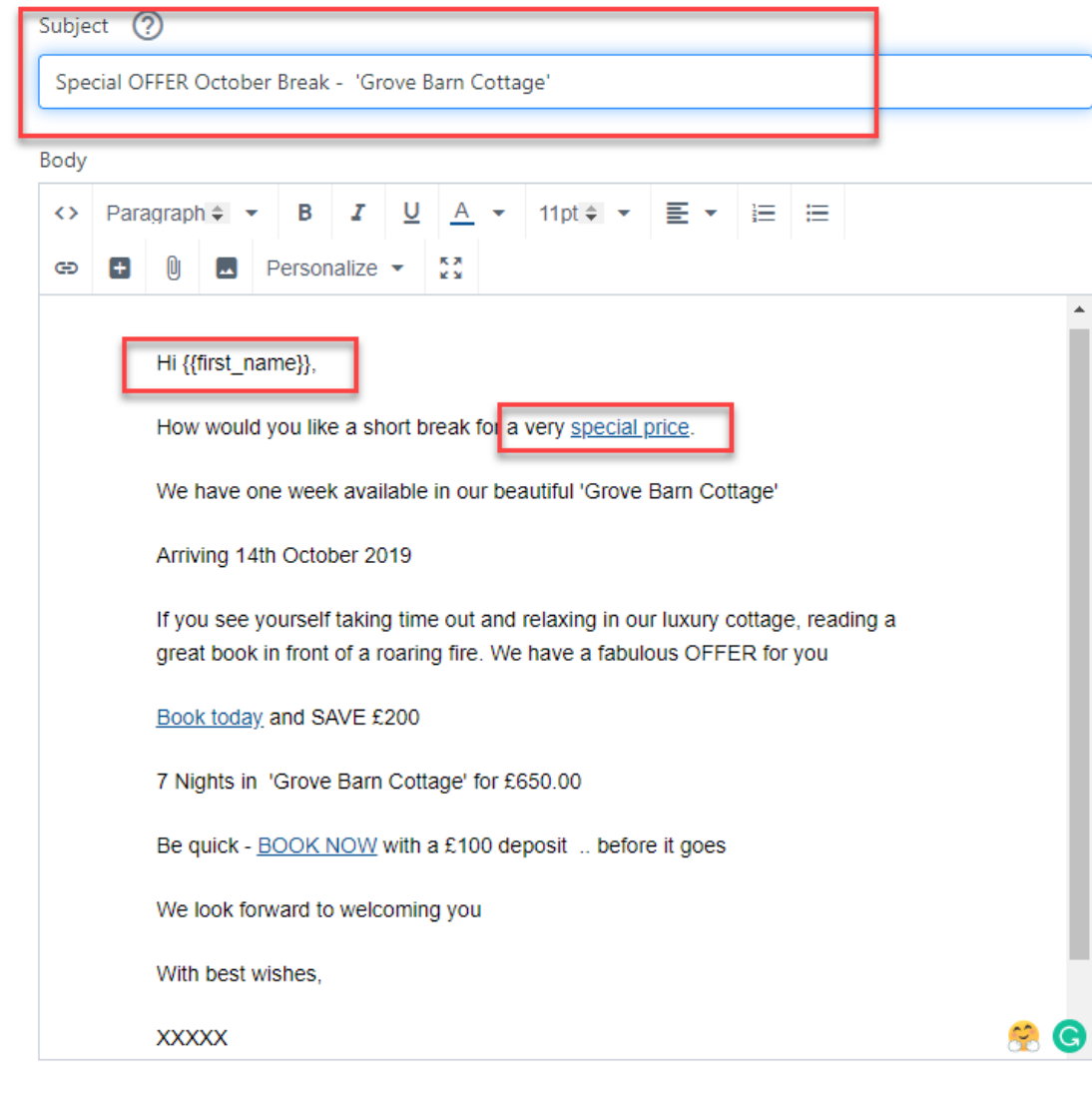
7 Nights in 'Grove Barn Cottage' for £650.00

Be quick - [BOOK NOW](#) with a £100 deposit .. before it goes

We look forward to welcoming you

With best wishes,

XXXXX

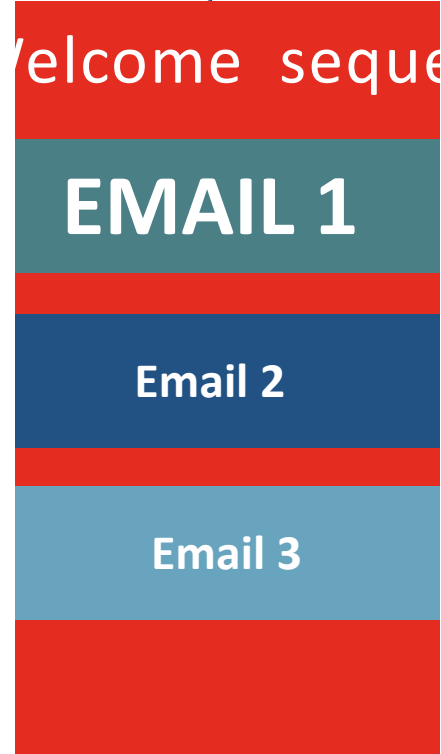
A screenshot of an email editor interface. The subject line is 'Special OFFER October Break - 'Grove Barn Cottage'' and is highlighted with a red box. The body text includes a personalized greeting 'Hi {{first\_name}}', a link to a 'special price', and promotional details for a cottage stay. The editor has a rich text toolbar with options for paragraph, bold, italic, underline, text color, font size, bulleted list, numbered list, link, insert, and personalize. There are also icons for emojis and a refresh button at the bottom right.






# What is a funnel?





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Body

<> Paragraph **B** *I* U A 11pt   

   Personalize 

Hi {{first\_name}},

It's great to welcome you!




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Our Island is an extraordinary place to visit at any time of the year and we are here to make your stay extra special.

We'll be sending you snippets of life throughout the year at [Grove Farm](#) and [Special Offers](#) to share with family and friends.

With best wishes,

XXXXX



## The WELCOME email

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Body

<> Paragraph ▾ B I U A ▾ 11pt ▾ ☰ ☰ ☰


🔗 + 📎 🖼️ Personalize ▾ 🔄

We'll be sending you snippets of life throughout the year at [Grove Farm](#) and [Special Offers](#) to share with family and friends.

I

With best wishes,

XXXXX



←

**P.S.** If you don't wish to receive emails from you please let us know and we will unsubscribe you from our list|

👁️🔴 🟢

Automated

## Welcome sequence

Saying hello and welcoming in

Hello and welcome [Offer the ability to OPT out] - Set expectations what and when

EMAIL 1

Send something worth opening - OFFER / Discount

EMAIL 2

Send great [evergreen] information - Link to a Blog / Downloadable guide

EMAIL 3

NOW ADD to Main List

5

## Writing your email

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If you see yourself taking time out and relaxing in our luxury cottage, reading a great book in front of a roaring fire. We have a fabulous OFFER for you

[Book today](#) and SAVE £200

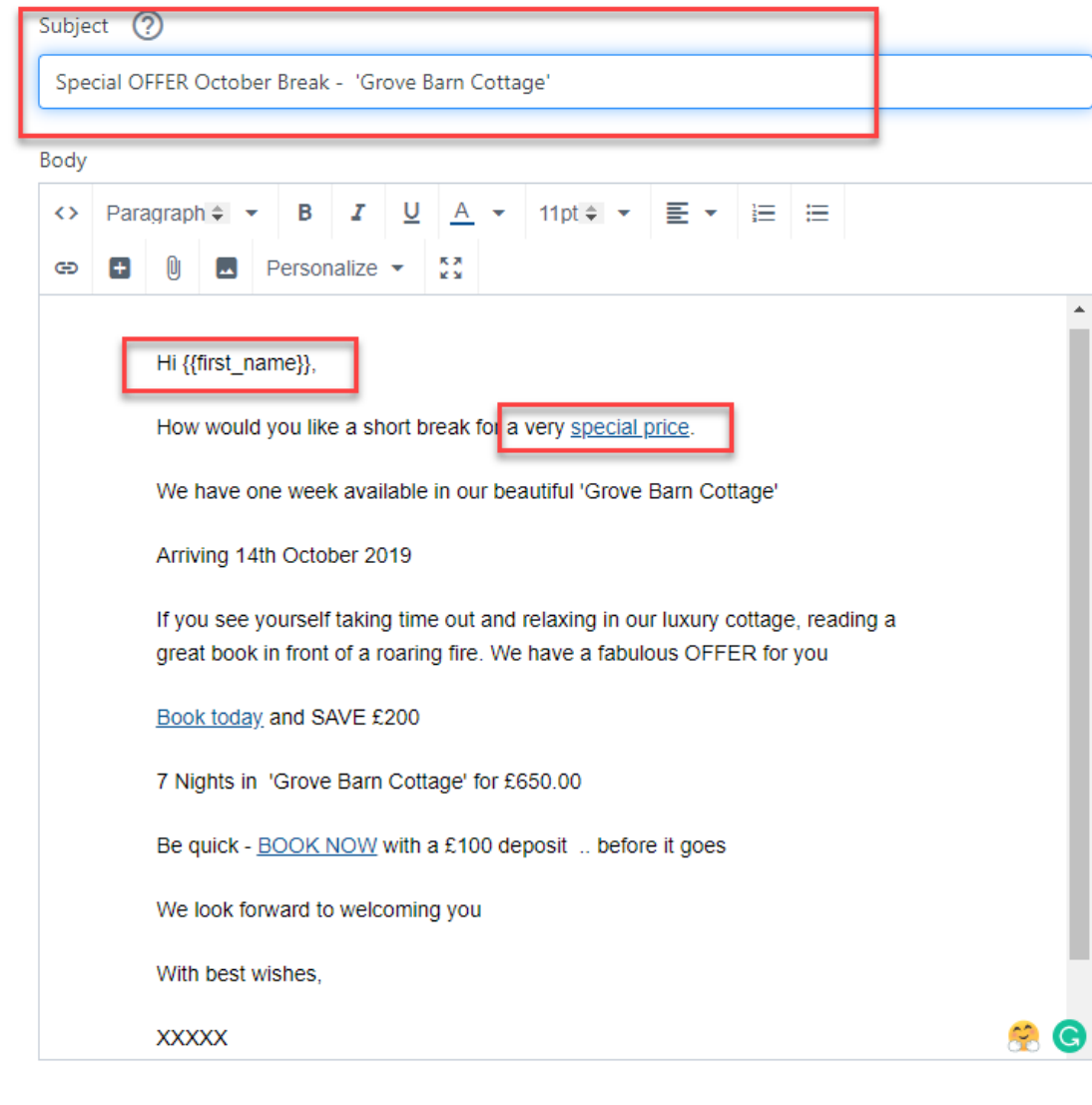
7 Nights in 'Grove Barn Cottage' for £650.00

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We look forward to welcoming you

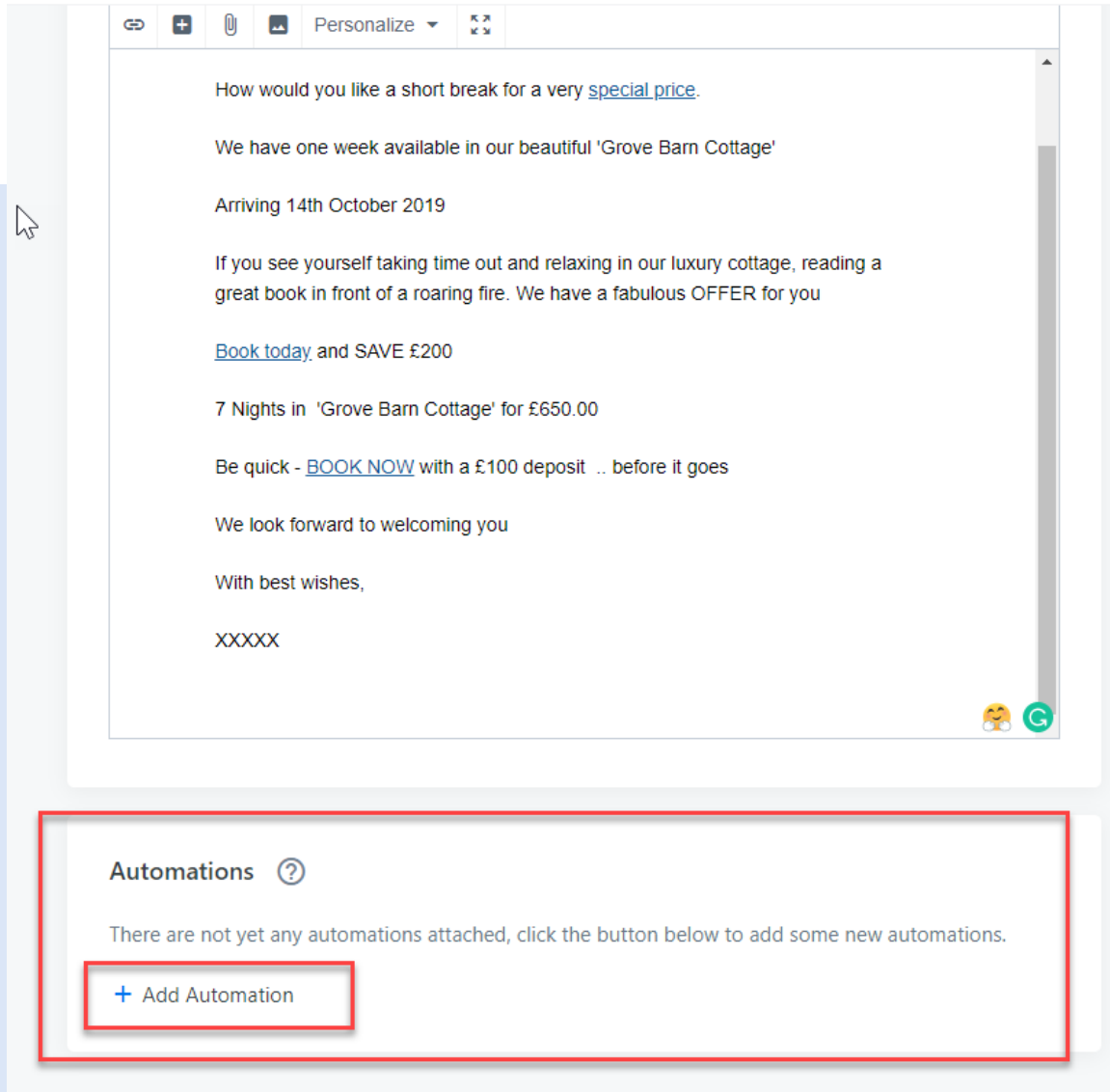
With best wishes,

XXXXX

A screenshot of an email editor interface. The subject line is 'Special OFFER October Break - 'Grove Barn Cottage'' and is highlighted with a red box. The body text includes a personalized greeting 'Hi {{first\_name}},', a link to a 'special price', and promotional details for a cottage stay. The editor has a rich text toolbar with options for paragraph, bold, italic, underline, text color, font size, bulleted list, numbered list, link, insert, and personalize. At the bottom right, there are icons for emojis and a refresh/clear button.



## Adding an automation ... NOW what

A screenshot of an email editor interface. The top part shows a preview of an email with the following text: 'How would you like a short break for a very [special price](#). We have one week available in our beautiful 'Grove Barn Cottage' Arriving 14th October 2019 If you see yourself taking time out and relaxing in our luxury cottage, reading a great book in front of a roaring fire. We have a fabulous OFFER for you [Book today](#) and SAVE £200 7 Nights in 'Grove Barn Cottage' for £650.00 Be quick - [BOOK NOW](#) with a £100 deposit ... before it goes We look forward to welcoming you With best wishes, XXXXX'. The bottom part of the screenshot shows a panel titled 'Automations' with a question mark icon. Below the title is the text 'There are not yet any automations attached, click the button below to add some new automations.' and a button labeled '+ Add Automation'. A red rectangular box highlights the 'Automations' panel and the '+ Add Automation' button.

Personalize

How would you like a short break for a very [special price](#).

We have one week available in our beautiful 'Grove Barn Cottage'

Arriving 14th October 2019

If you see yourself taking time out and relaxing in our luxury cottage, reading a great book in front of a roaring fire. We have a fabulous OFFER for you

[Book today](#) and SAVE £200

7 Nights in 'Grove Barn Cottage' for £650.00

Be quick - [BOOK NOW](#) with a £100 deposit ... before it goes

We look forward to welcoming you

With best wishes,

XXXXX

**Automations** ?

There are not yet any automations attached, click the button below to add some new automations.

+ Add Automation

**New Automation**

**WHEN**

Email broadcast is opened

Holiday

**THEN**

Send an email

To the person

To my team

Subject

Something to share!

Body

<> Paragraph B I U A 12pt

☰ ☰ 🔗 + 📎 🖼️ Personalize ↕

Hello {{ first\_name }},

Use this action to congratulate a user on reaching a milestone, send a quick product update, or leave a notification for your users.

Include images or links to create a fun, personal message for your recipients.

Tell it what to do next

A close-up photograph of a hand holding a vanilla soft-serve ice cream cone. The cone is a waffle cone with 'SWISS' embossed on it. The ice cream is white and topped with a chocolate wafer. The background is a blurred blue sky and water.

# Building an email list

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Tag your email contacts and create lists ....

Send emails specifically for them ....

Make them feel special

- Returning visitor
- New enquiry
- Old enquiry
- Competition entry
- Key customer – ambassadors



# Templates save you time ....

## Especially for frequently asked questions ...

- Families ... a list of family attraction links
  - Transport - containing links to timetables or special events
  - Restaurants – your eating out recommendations

A hand holding a large soft-serve ice cream cone with white vanilla ice cream and a chocolate wafer stick. The cone is a 'SWISS' brand. The background is a blurred blue sky and water.

# Clean Your existing list

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# If you don't do anything else ....

- Collect ALL your emails in one place
- Send out a WELCOME email – with the option to leave the list
- **NOW you have a CLEAN LIST**
- Commit to sending at least a monthly email to your list

Ask for consent on the phone



Welcome sequence

Email 1

Email 2

Email 3

Main List

Monthly email

Sequence



# Sorting by people and action

People ?

Manage Tags

All Members Subscribed

Filters Search People

Select filter

- Coupon Filters
  - Used coupon code
- Email Broadcast Filters
  - Sent email broadcast
  - Was not sent email broadcast
  - Opened email broadcast
  - Has not opened email broadcast
  - Clicked email broadcast
  - Has not clicked email broadcast
  - Email broadcast bounced
  - Email broadcast did not bounce
  - Email broadcast dropped
  - Email broadcast was not dropped
- Email Sequence Filters
  - Subscribed to email sequence
  - Is not subscribed to email sequence
- Event Filters
  - Registered to event
  - Is not registered to event
- Tag Filters

	JOIN DATE	LAST ACTIVITY	
3@gmail.com	Nov 14, 2019	—	✎ 🗑
@hotmail.co.uk	Nov 10, 2019	—	✎ 🗑
x.net	Oct 31, 2019	—	✎ 🗑
eliom.com	Oct 25, 2019	—	✎ 🗑

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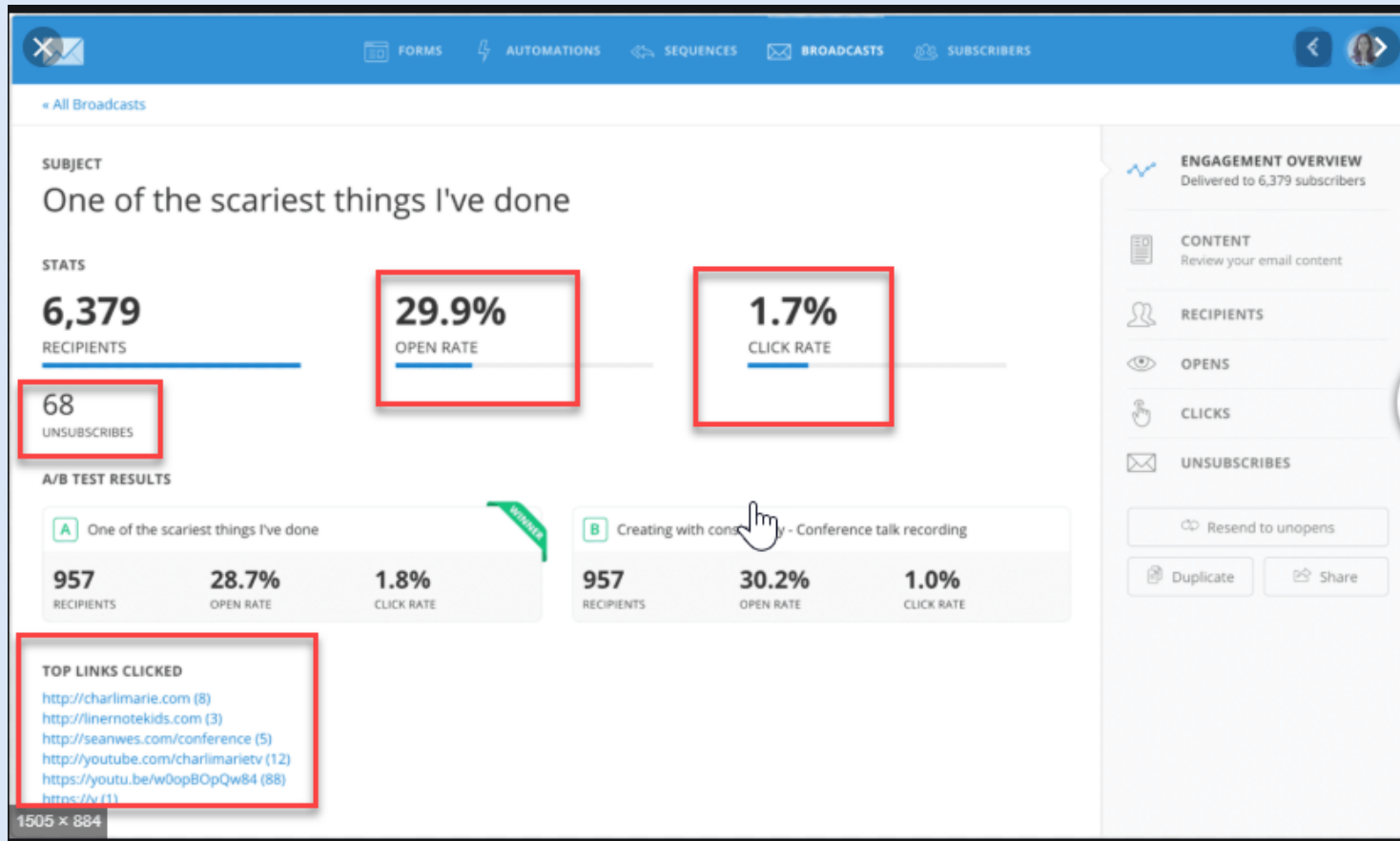
# Choose one piece of content – Based on your visitors experience



A screenshot of a CRM interface. At the top, there are tabs for 'All', 'Members', and 'Subscribed', with 'All' selected. Below the tabs is a search bar with a 'Filters' dropdown and the text 'Search People'. A red box highlights a filter dropdown set to 'Opened email broadcast' and a search dropdown set to 'Epi 43 - How to market a financial services business x', with an 'Apply' button to the right. Below this, another red box highlights the text 'Displaying people 1 - 25 of 444 in total'. At the bottom, a table header is visible with columns for 'NAME', 'EMAIL', 'JOIN DATE', and 'LAST ACTIVITY'. A small icon is visible on the left side of the table header.

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# Choose one piece of content – Based on your visitors experience



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# The *Big* three



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Number 1



Produce **great content**  
and be helpful

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Number 2



Be consistent

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Number 3



Consider your social media  
as a **community**

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Make your content count

So What



# Create content categories



- Out & about
- Eating out
- Things to do
- Family fun
- Seasons

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# Types of posts

- Spotlight – a guest/review/
- Announcement – new room/special rate
- Education – inform /explain
- Behind the scenes – the people /the faces



# Types of posts

- Video with a teaser – send them to your website
- Step-by-step – a guide to
- Inspirational / aspirational – a place you want to be



- 5 Reasons why
- 3 Underrated gems
- 8 Best walks
- 10 Pictures of what it's really like ...
- A cottage for all seasons



- Great places to eat
- 3 Things you should know before visiting
- Isle of Man in autumn
- 5 Family adventures
- 5 Ways to explore



# How to use email marketing