AUTOPILOT SALES

HOW TO BUILD AN AUTOMATED MARKETING MACHINE





HOW TO BUILD AN AUTOMATED EMAIL MARKETING MACHINE

Brought To You By: Digital Marketer



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THIS 3-PART EMAIL SERIES CONSISTENTLY DOUBLES SALES

If you're looking for a simple way to bump your conversions (without having to write new sales copy), then download this copy-and-paste followup series today...



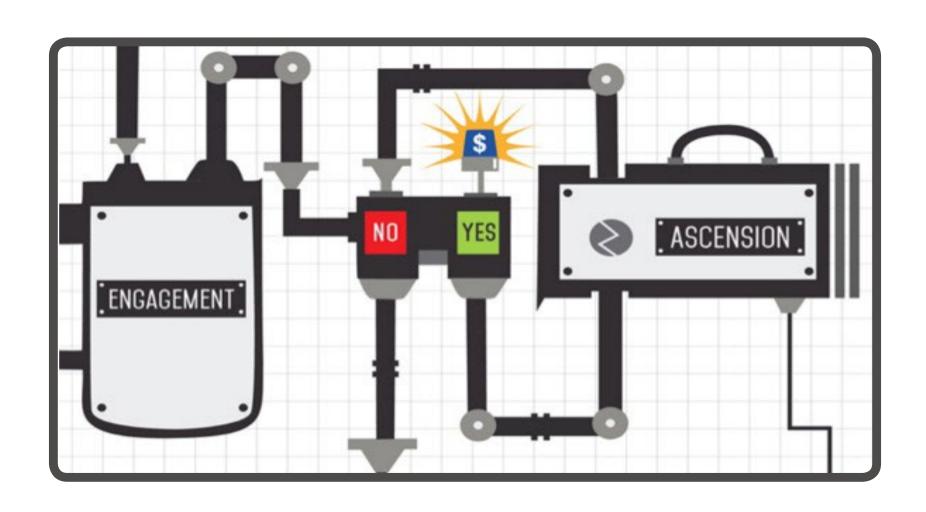
ABOUT DIGITAL MARKETER

DigitalMarketer.com is a community where marketers, growth hackers, entrepreneurs and small business owners come to get ideas on:

<u>Driving More Traffic</u> <u>Increasing Conversion Rates, and...</u> <u>Boosting Social Engagement</u>

NOTE: If you're new to DM, you can click one of the links below for free, instant access to our most popular articles and case studies on the subject that interests you most: Traffic, Conversion or Engagement.

If you like what you see, you can subscribe to our Digital Marketer Newsletter and get new case studies and reports in your inbox every week...



Imagine this...

Each day you wake up, type up an email, press SEND and watch the sales roll in.

Could there be anything more satisfying than that?

Actually... yes. It's much more satisfying (and lucrative) to...

... set up a <u>SERIES</u> of emails <u>ONCE</u> and watch sales roll in <u>EVERY</u> <u>DAY</u> on <u>AUTOPILOT</u>.

We'll send over a million emails in over a dozen markets... today. And we'll do it again tomorrow. I know a thing or two about getting ROI from email marketing and I'm going to share my system with you now.

But before I do... you should know that you don't need a big email list or fancy software to start seeing amazing results from email marketing.

You simply need a plan.

We call that plan "The Machine."

Here's how it works...

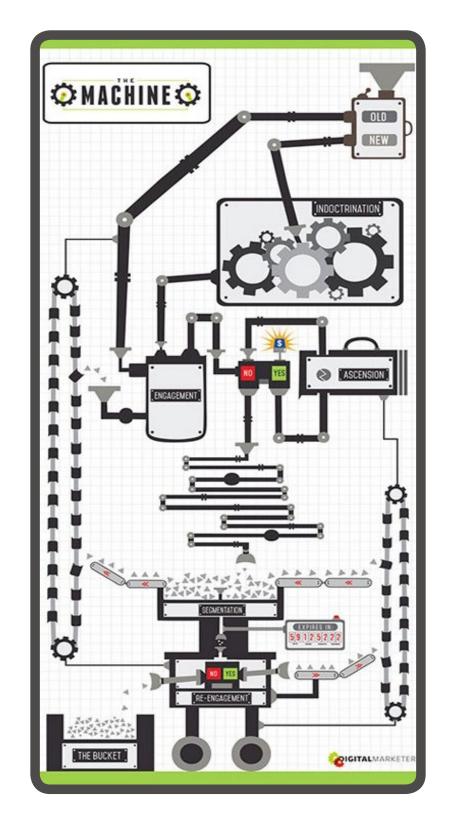
Each email we send has one of five purposes:

- Indoctrinate Teach them who you are
- Engage Get them to buy
- Ascend Get them to buy more
- Segment Learn what they want to buy next
- Reengage/Win Back Bring them back

Each purpose is dependent upon the last — creating 5 stages of email marketing.

It looks like this...

NOTE: I'll walk you through this entire Process Map and give you a copy of it at no charge. <u>Just click here to grab your copy.</u>



Your competitors aren't using all five stages...

... and this is an expensive mistake.

Once you understand the stages of email marketing — you'll be able to plug in a couple of autoresponder series (maybe you need to add an Engagement Series or an Ascension Series) and create a new revenue stream.

Here's the thing...

Your prospect can't be ENGAGED until they are INDOCTRINATED. And they can't ASCEND until they are engaged. And so on... make sense?

This is how you maximize profit through email marketing — you send email with purpose — moving customers and prospects from one stage to the next.

Let's go through these five stages in turn...

STAGE 1: INDOCTRINATION EMAILS.

Congratulations! You have a new opt in to your email list.

Now what?

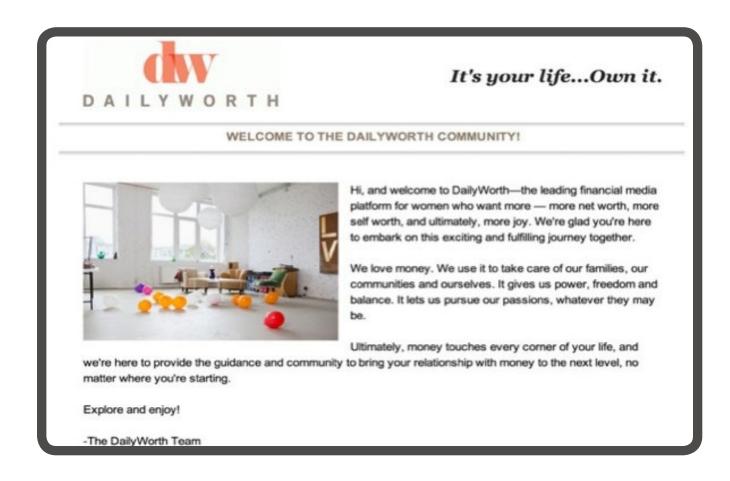
The first step is to teach your new prospect about you and your organization. You need to indoctrinate them.

- Who are you?
- What do you stand for?
- Why are you different?
- What should they expect from you?
- How often?
- What should they do next?

Your new prospect will only receive the indoctrination series once.

Daily Worth has an email list approaching 1 million subscribers.

Here's what you receive after opting in...



You've been indoctrinated. Every sentence in the above email is designed to teach you what Daily Worth is about.

<u>Trunk Club</u> is a clothing business that assigns men a personal stylist and ships clothing to you based on your personal taste.

The Trunk Club model is a bit hard to understand at first and Trunk Club knows that.

They got me to opt-in to a contest offer and hit me with this indoctrination email that teaches new leads about the business...

We'll announce the winner on Monday, May 19th.

Until then, you probably have a few questions about how Trunk Club works. To answer those questions we put together this <u>brief video</u> that guides you through the entire experience.

Enjoy the video, and if you have additional questions, just let us know.



Even the mighty Apple knows they need to explain themselves to new prospects and customers.

When you sign up for Apple's iCloud service you'll get this...



You might find that a single indoctrination email is sufficient... but more likely it will be more effective sent as a series.

Here's the second email in a series from the guys over at Fizzle...

I noticed you signed up for Fizzle. Welcome to the group!

If you have a second, I'd love to know:

Why did you sign up for Fizzle?
What do you hope Fizzle can help you achieve?

Thanks for joining us, we're really glad to have you.

-Corbett

P.S. - The door is always open. If you have any questions or feedback, email anytime.

Oh, and here's a bonus question if you're inclined to answer: What do you hope to contribute to the Fizzle community?

Corbett Barr

Co-Founder and CEO, Fizzle.co

Notice how they ask you to engage with their email by replying back. This is important and we'll take more about why in a second.

Once you've indoctrinated your prospect... you can move them into an Engagement series.

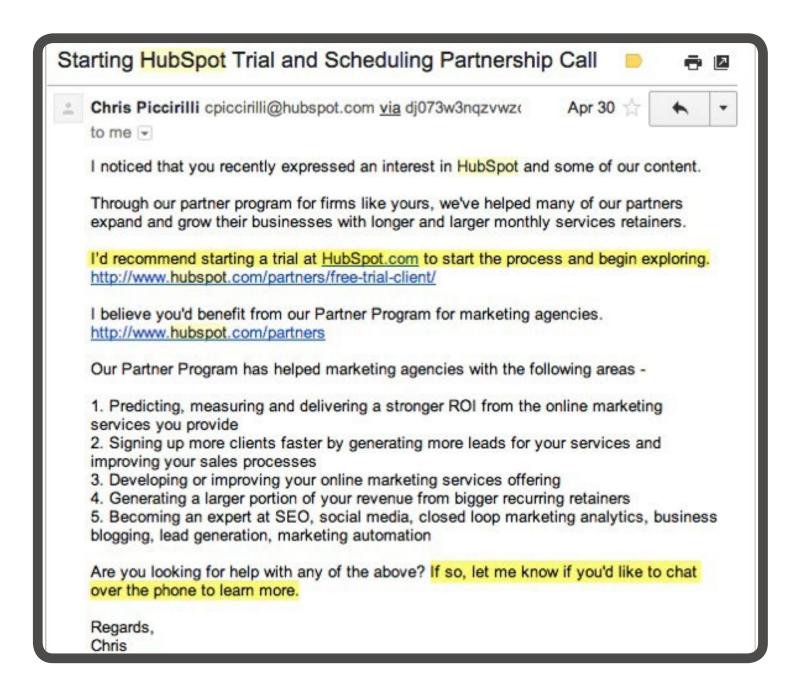
STAGE 2: ENGAGEMENT EMAILS.

Engagement emails convert prospects into customers.

They make offers.

In this example, HubSpot is attempting to engage me in their partner program.

This email was triggered when I downloaded one of their free reports and I indicated that Digital Marketer is an agency...



The cart abandonment series is a staple Engagement email for smart online retailers.

Lowe's knows the drill...



Your business can see big gains by simply plugging in an Engagement Series.

Check out the first video in <u>this training</u> series where <u>I'll walk you</u> <u>through a 7-Day Engagement Series</u> you can put to work right now.

Once you've engaged your audience... it's time for an ascension series.

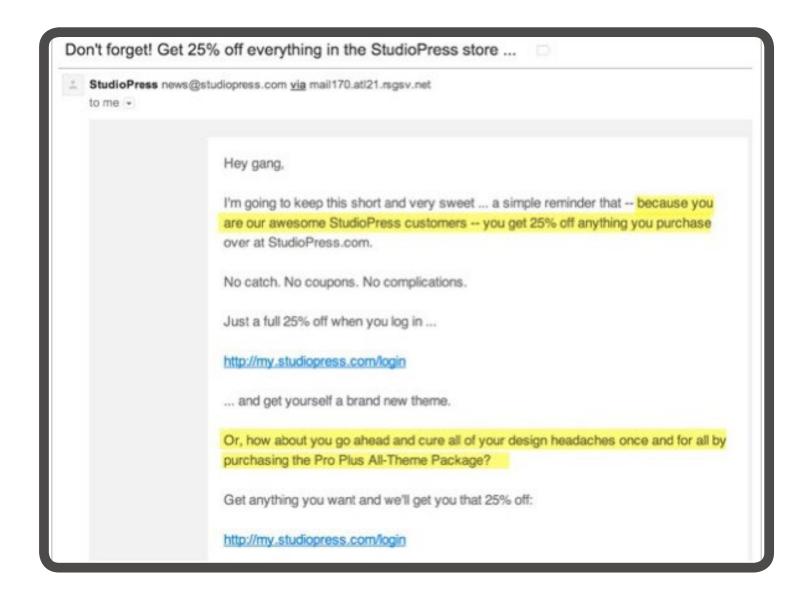
STAGE 3: ASCENSION EMAILS.

This is where the big money is made so listen up...

For every offer you make there is some percentage of buyers that would buy more.

Every buyer you acquire through an Engagement email series should receive an ascension series.

This ascension offer from <u>StudioPress</u> was sent to customers that had previously purchased WordPress themes...



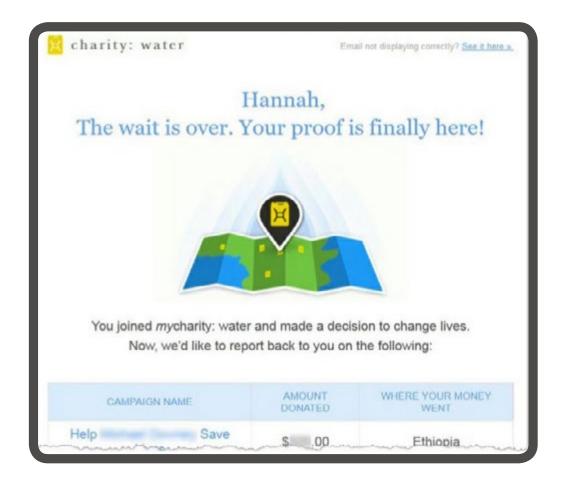
The folks over at StudioPress know I buy WordPress themes so why not offer to sell me more.

The entry level offer over at <u>Marketing Profs</u> gets you access to their free content but they are quick to move me into an Ascension Series to upgrade me to Marketing Profs Pro.



Notice the use of social proof to convince me to ascend.

The non-profit <u>charity: water</u> follows up with contributors to show them the impact their donation is having — and closes with a call to action to ascend to start their own fundraising campaign...



Learn more about how we tied your dollars to projects here »

START A FUNDRAISING CAMPAIGN OF YOUR OWN!

Now that you've seen proof of your donation, why not do even more?

Start a fundraising campaign. We'll track every donation you get and show you proof. 100% of every dollar directly funds water project costs in the field.

Get started now »

So... what do you do when customers and prospects say "NO" to the Engagement or Ascension series you send them?

Simple... you change the message until they respond.

STAGE 4: SEGMENTATION EMAILS.

The goal of the Segmentation Series is to get your prospect to raise their hand (open, click or opt in) and show interest in something you sell.

When they do... they will be placed in the appropriate Engagement Series.

Notice how Joe Polish over at <u>Pirahna marketing</u> uses questions to determine my interest in his Genius Network Event...

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Joe Polish's Office gina@joepolish.com via infusionmai

Apr 6



to me -

Joe Polish wanted me to get this to you right away...

=> Watch this video now <=

Successful Entrepreneurs like you are 100% committed to the value you create.

But... does creating that value sometimes get in the way of your health, or in the way of the relationships that are most important to you?

We just got official confirmation from Arianna Huffington that she will be at the upcoming Genius Network® Annual Event. Arianna is President of Huffington Post Media Group and author of the New York Times Bestseller, Thrive.

What she is going to share at the Genius Network® Annual Event will help you to lead a sustainable, creative life and never have to choose between "thriving" and actually achieving your business goals.

In fact, Joe and Arianna recorded a short video for you about it.

If life-long success, happiness, confidence, and gratitude are important to you, please watch this video:

>> Arianna's Video <<

Thanks! Gina DeLong Joe Polish's Genius Network® By clicking through (segmenting myself) I then received this follow up email Engagement Series...

Thanks so much for checking out the Genius Network® Annual Event Preview package along with the bonus videos that Joe's making available to help you get more clarity and capabilities to grow your business.

In fact, here's one of the many bonus segments below...



click here to see the video

Applying Forward Thinking to your business is the key to making the income and impact you deserve.

Look. If Joe can build a highly profitable business that reaches millions by starting out as a dead broke carpet cleaner with nothing other than passion and a lot of persistence — I know you can grow your business — with the <u>'right connections'</u>, best practices, and inspiration.

This is worth and les would wate help-sumake the connection was a seed to my wally your

Here's how Marriot is handling segmentation... clicking on any of the offers below displays interest and segments the list.



Are you seeing the power of Segmentation and how it feeds prospects back into your Engagement and Ascension series?

Sending a single Segmentation email to your list can set off a chain reaction of sales.

Ok... now let's look at the simplest (and often the most impactful) stage of email marketing...

STAGE 5: RE-ENGAGEMENT/ WIN BACK EMAILS.

What happens when customers and prospects stop opening and clicking on your email?

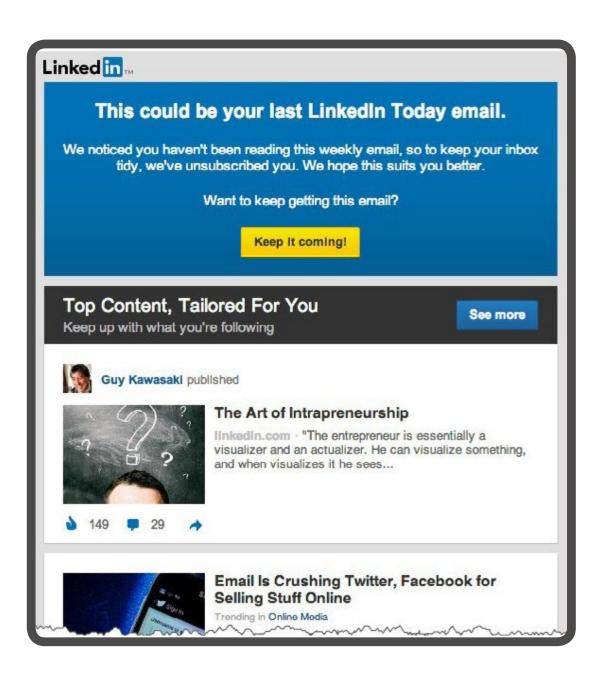
If your answer is NOTHING — you're leaving big money on the table.

Setting up a Reengagement and Win Back Series is the lowest of low hanging fruit. It just makes sense to put an autoresponder series in place that reenergizes disengaged subscribers and brings them back into an Engagement and Ascension Series to buy.

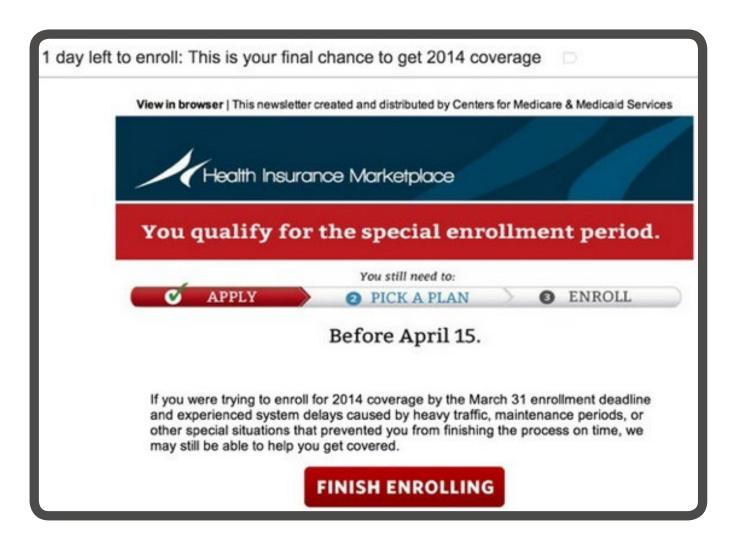
But that's just half the benefit...

Leaving disengaged emails on your list does tremendous damage to the deliverability of your email. By reengaging subscribers that have strayed from the pack you'll avoid the Spam folder.

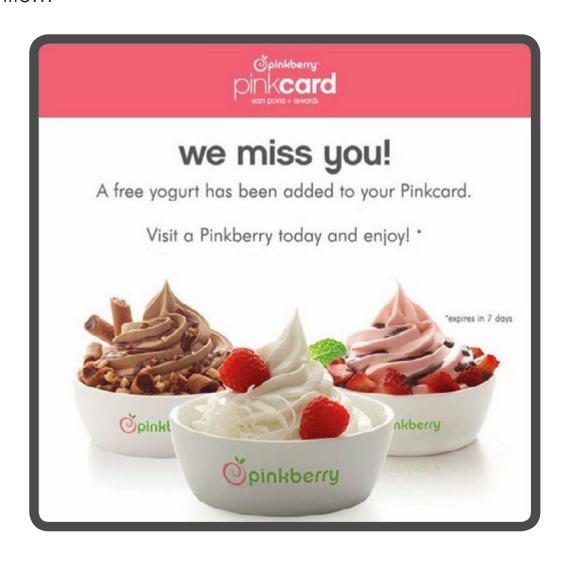
Notice how LinkedIn reinforces the value of their LinkedIn Today emails with this Reengagement email and threatens to take it away if no action is taken...



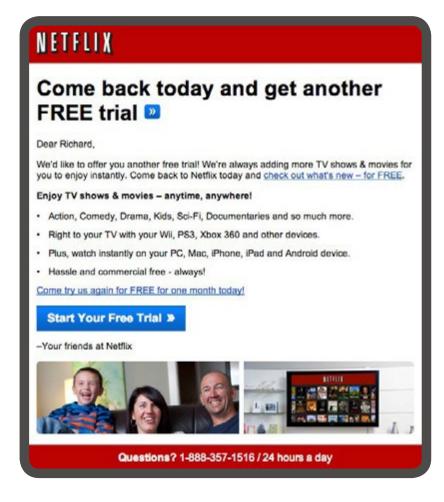
The folks over at <u>HealthCare.gov</u> had their work cut out for them after thousands of people created accounts but couldn't complete their registration...



At pinkberry, they use a loyalty rewards card to track defecting customers and make a win back offer when customers haven't visited in a while...



Netflix makes a win back offer to customers that cancel their subscription...



How could you use email to reengage and win back customers and prospects?

HOW DO I GET STARTED?

It starts with understanding that the 5 stages of email marketing exist.

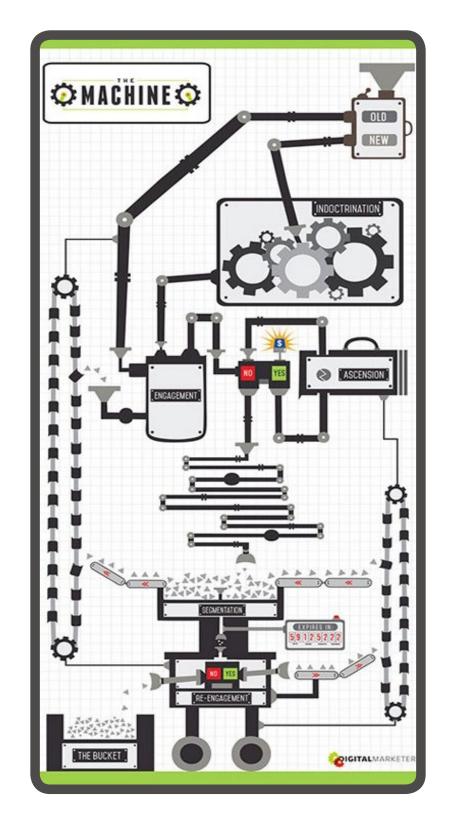
After that, it's a matter of determining where you can make the most impact on your business.

- Can an indoctrination campaign produce more engaged prospects that are eagerly awaiting your next email?
- Should you build an Engagement Series to revive an old product or service?
- Could you squeeze more ROI from your customers with an Ascension Series?
- Can you make relevant, high-converting offers to your list by sending a Segmentation email?
- Would a Reengagement and Win Back Series bring 5,
 10 or 15% of your list back to buy?

The answer is YES on all accounts.

I put together a <u>free 3-part training</u> that goes into much greater detail about this system and walks you through the Process Map below.

Click here to access the training videos and get your process map



CONCLUSION.

Consider the purpose of each email you send.

Is it intended to indoctrinate? Engage? Segment?

Applying a single stage of The Machine will increase the effectiveness of your email marketing.

Applying them all will make you unstoppable.

