

# EMAIL MARKETING ACTION PLAN

PREPARED BY:  
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# INTRODUCTION

## GREETINGS FROM RACHAEL

Hello there,

Thank you very much for ordering a custom email sales funnel via Fiverr. I appreciate your business and want to make sure you are satisfied with your product and service.

This Email Marketing Action Plan contains instructions on how to use the email templates provided. Of course, these are suggestions and the templates can be used however you see fit.

Since Global Learning Center stated that no email sales funnels currently exist, no analysis of current sales funnels was performed. Please reach out in the future when you're ready for an analysis.

There are some notes at the end of the document that I suggest you read.

With your package, you get one revision of the entire email template series. Please note that "revisions" typically include additions or modifications, not complete overhauls. Please be respectful of my time. If you are completely dissatisfied with your product and service, let's discuss in detail before requesting a complete overhaul.

Thank you again for your time and interest! I hope you enjoy your new email sales funnel and reap many profits because of it!

Please take the time to provide a review on Fiverr and keep me in mind for any future work.

Many thanks!

Rachael

# TAILORED ACTION PLAN

## EMAIL SALES FUNNEL TO UPGRADE FREE MEMBERSHIPS

Members that are signed up under the free membership plan can be placed into this automated email sales funnel that delivers five emails over the course of 20 days. The email sequence is as follows:

### DAY 1

Free member receives the “Master Your Career” email (email\_template\_01.html), which provides links to popular courses and wets the member’s appetite. There is an offer at the bottom of the email to upgrade the membership and receive unlimited access to the course library.

### DAY 5

Free member receives the “Learn and earn more” email (email\_template\_02.html), which provides a description of each paid membership. Multiple links to upgrade are provided. A testimonial is also located at the bottom of the email along with a button to upgrade.

### DAY 10

Free member receives the “Earn While You Learn” email (email\_template\_03.html), which provides enticing copy about the affiliate program and an upgrade button.

### DAY 15

Free member receives the “Earn Cash When You Shop” email (email\_template\_04.html), which includes descriptions of the cash back program and upgrade links and buttons.

### DAY 20

Free member receives the “Build Your Dream Life” email (email\_template\_05.html), which provides original language to entice members to upgrade. Upgrade links are provided as well as links to other landing pages.

# EMAIL MARKETING REPORT

## ANALYSIS OF CURRENT EMAIL SALES FUNNELS

Global Learning Center stated that they have no current email sales funnels in place. Therefore, an email marketing report cannot be provided.

Please contact Rachael Pasini via Fiverr (<https://www.fiverr.com/rachaelpasini>) to request an email marketing report once email sales funnels are in place.

## COMMENTS

### ADDITIONAL NOTES FROM RACHAEL

The templates contain links to images and various pages of the website. You will need to verify the links and images, especially the "unsubscribe" and "view this email in your browser" links. You will also need to change the contact address at the bottom of the email.

Some language was taken directly from the website; some is original marketing language.

The fonts and colors of links and buttons were matched as closely as possible to the fonts and color scheme on the website.

## NEXT STEPS

### CONTINUE TO GROW YOUR EMAIL MARKETING CHANNELS

It is recommended that an additional automated email sequence be created for free members who do not upgrade within the 20-day sales funnel. This additional automated sequence will update free members with new courses and events, and will also always provide upgrade options.

It is also recommended that information about the free members is collected (if not done so already) to further classify the members and provide tailored email sales funnels according to occupation, learning goals, etc. Personalization increases the potential for members to upgrade.

Please contact me when you're ready to create additional sales funnels and analyze your current email marketing strategy.