

EMAIL MARKETING

deconstructed



Andrew | The Email Guy

aim
to help you...



Andrew | The Email Guy



Remember the basics of good email marketing.
Bring back the easy, fun, sexy and profitable.
Simplify the process of writing your emails.



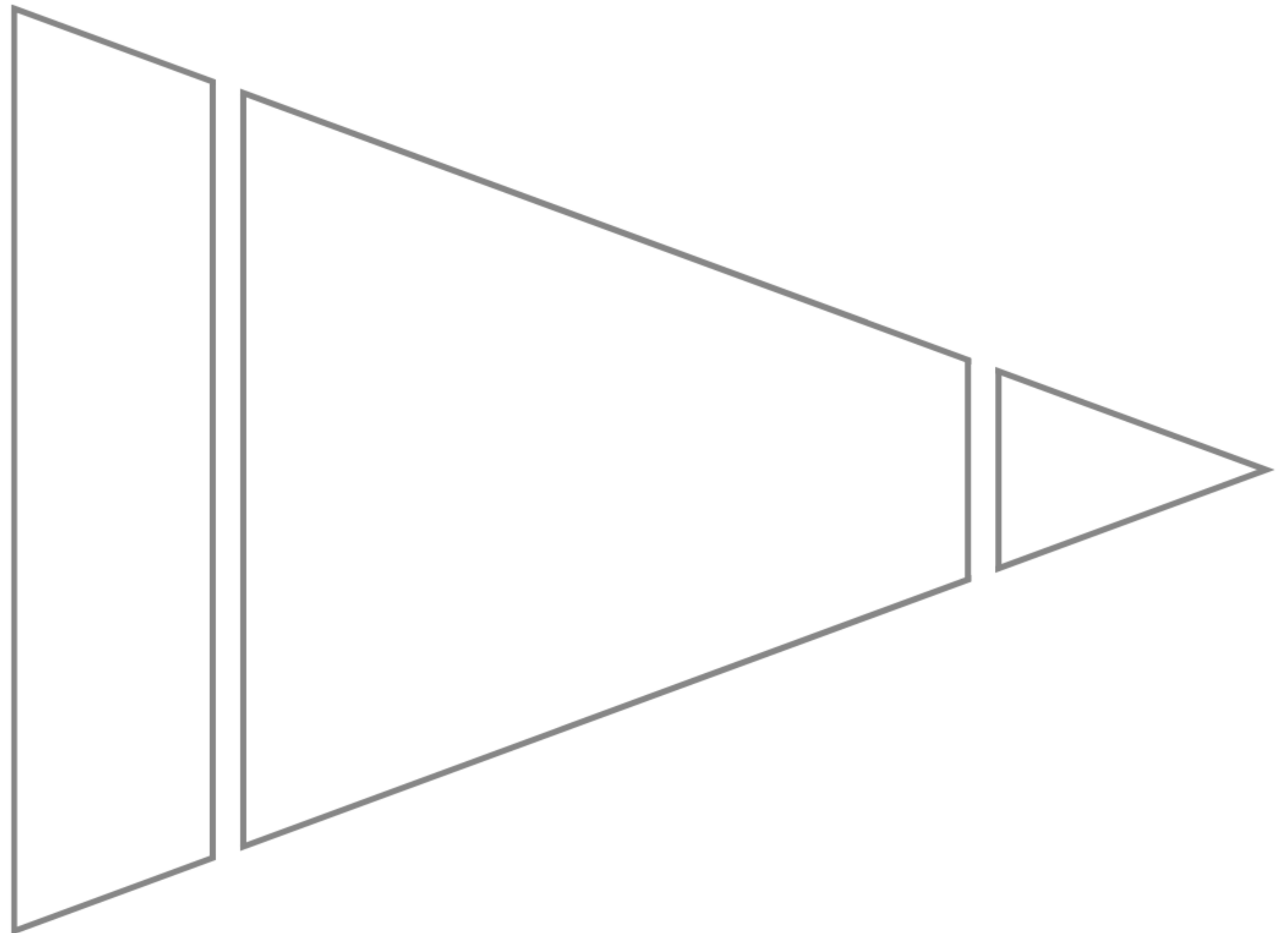
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The Big Picture



me

an introduction



Andrew Wong



Andrew | The Email Guy

me

an introduction

- Work with businesses to build deeper relationships with their prospects and customers so that sales becomes effortless.



Andrew | The Email Guy

me

an introduction

- Work with businesses to build deeper relationships with their prospects and customers so that sales becomes effortless.
- Geeked out on email marketing full time 2 years ago.



Andrew | The Email Guy

me

an introduction

- Work with businesses to build deeper relationships with their prospects and customers so that sales becomes effortless.
- Geeked out on email marketing full time 2 years ago.
- 30+ years across print media ad sales, web design and B2B sales (cyber security).



Andrew | The Email Guy

start
from here



Andrew | The Email Guy

start

from here

Context: Three frustrations, wants and mistakes.

Strategy: Three things - the Who, Why, What.

Content: Three guides to write your emails.

Creative: Email format.

Bonus: Two tools I use.



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three

frustrations



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Masters of Email Marketing (The Sequel) | 25 May 2002

three

frustrations

- Don't know what to write.
- Low response (Opens / Clicks) and afraid of unsubscribes.
- Low or no sales attributed to emails.



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three
wants



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Masters of Email Marketing (The Sequel) | 25 May 2002

three
wants

- Write emails effortlessly. Not full time.
- Higher engagement (Opens / Clicks / Engagement) and quality audience.
- Contributes to more sales...naturally.



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three

mistakes



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three

mistakes

- Emails as a sales closing tool.
- Treat subscribers as a “mark” to take money off them.
- No respect - sending content that’s irrelevant to them.



start

from here

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Strategy: Three things - the Who, Why, What.

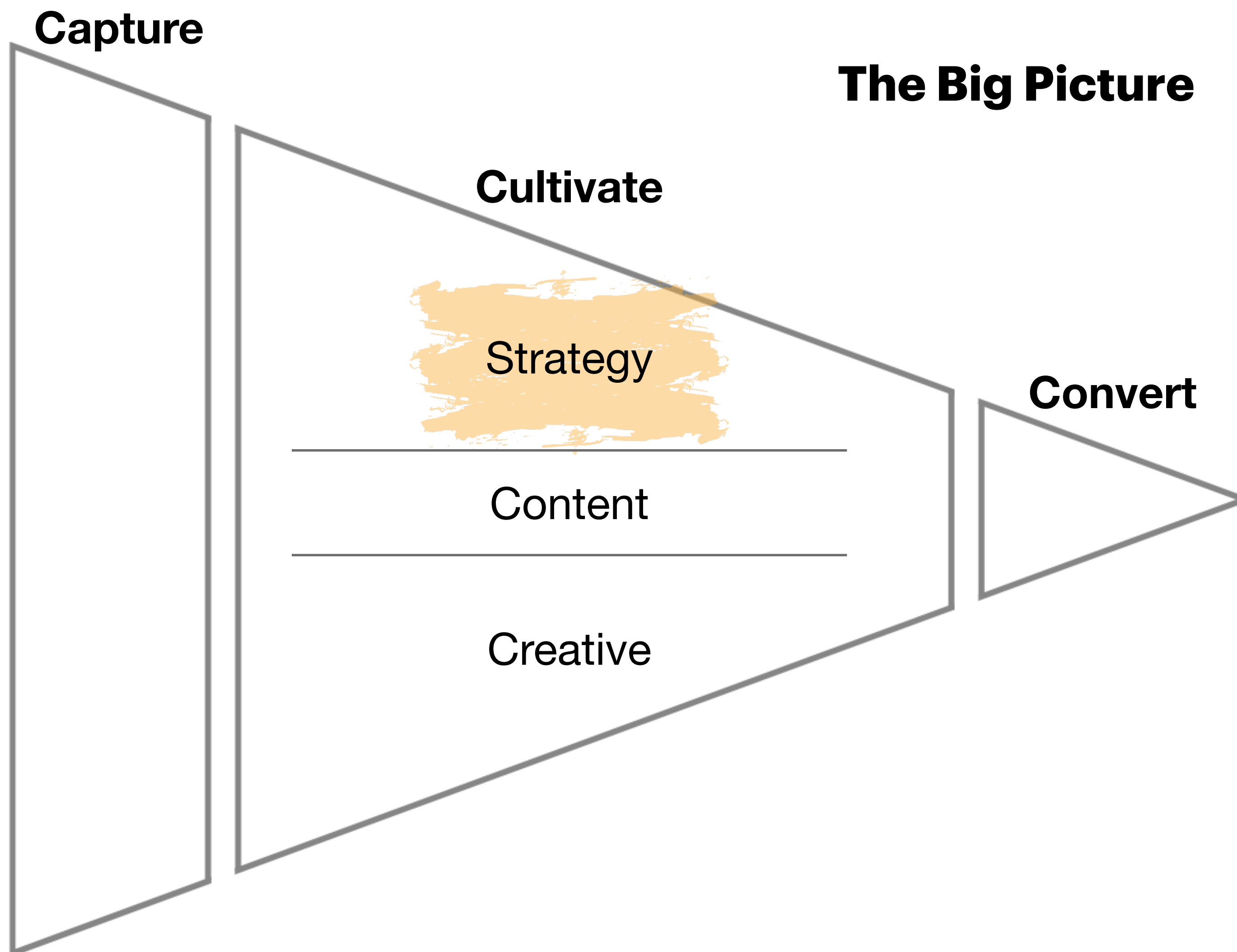
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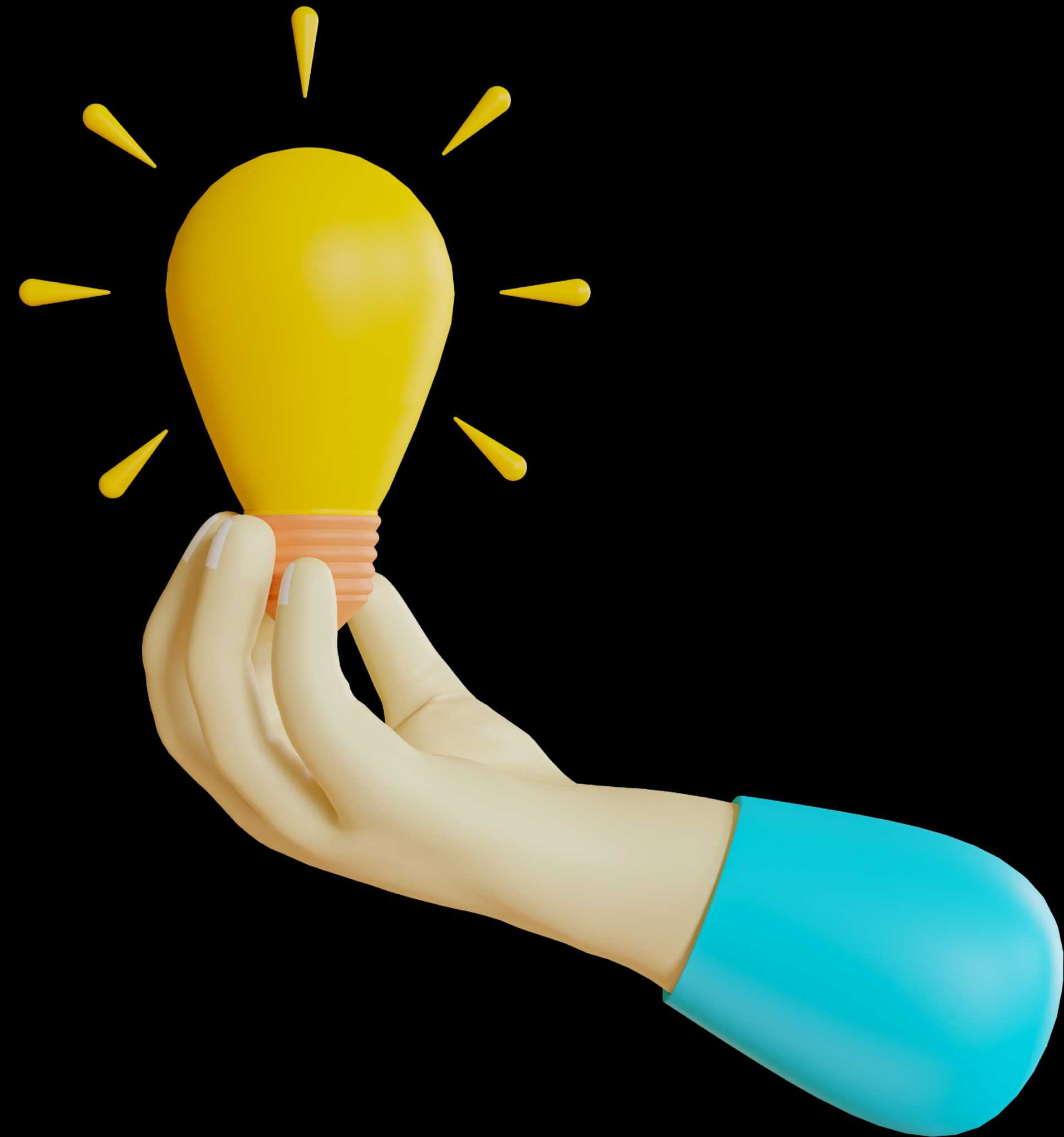


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strategy

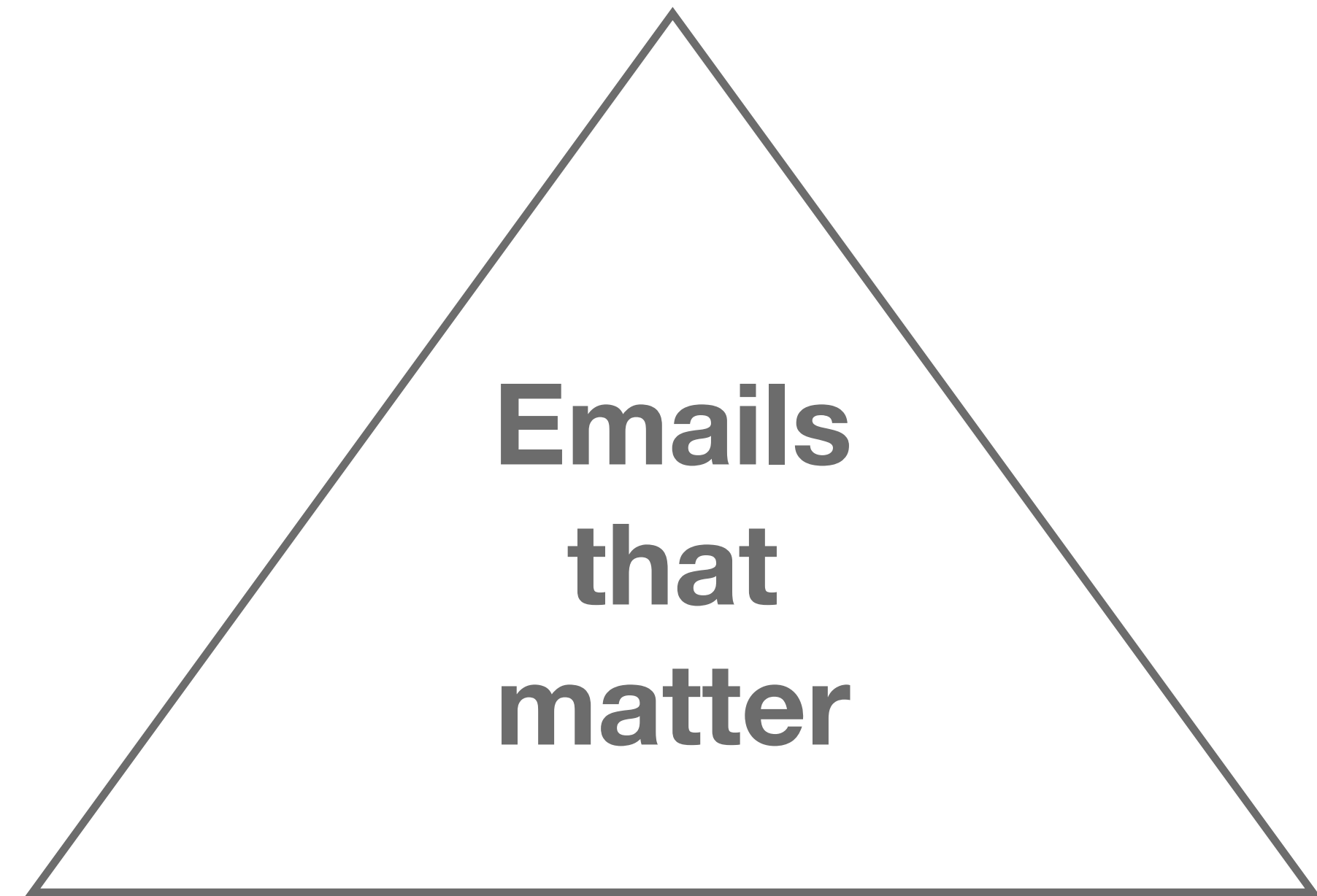
three W's



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strategy

three W's



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who
do I email to?



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who

do I email to?



Prospects / leads



Customers



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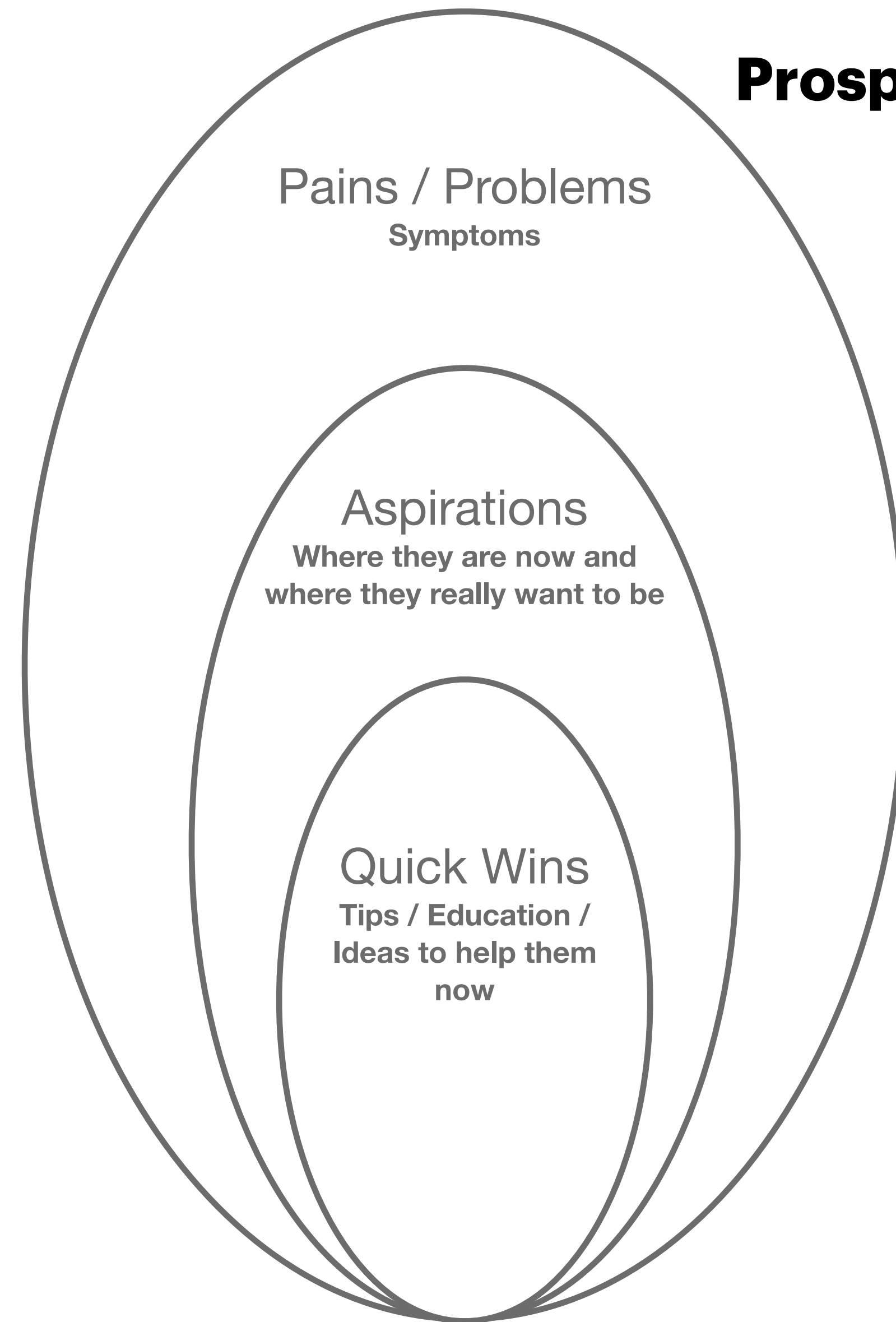
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who
do I email to?



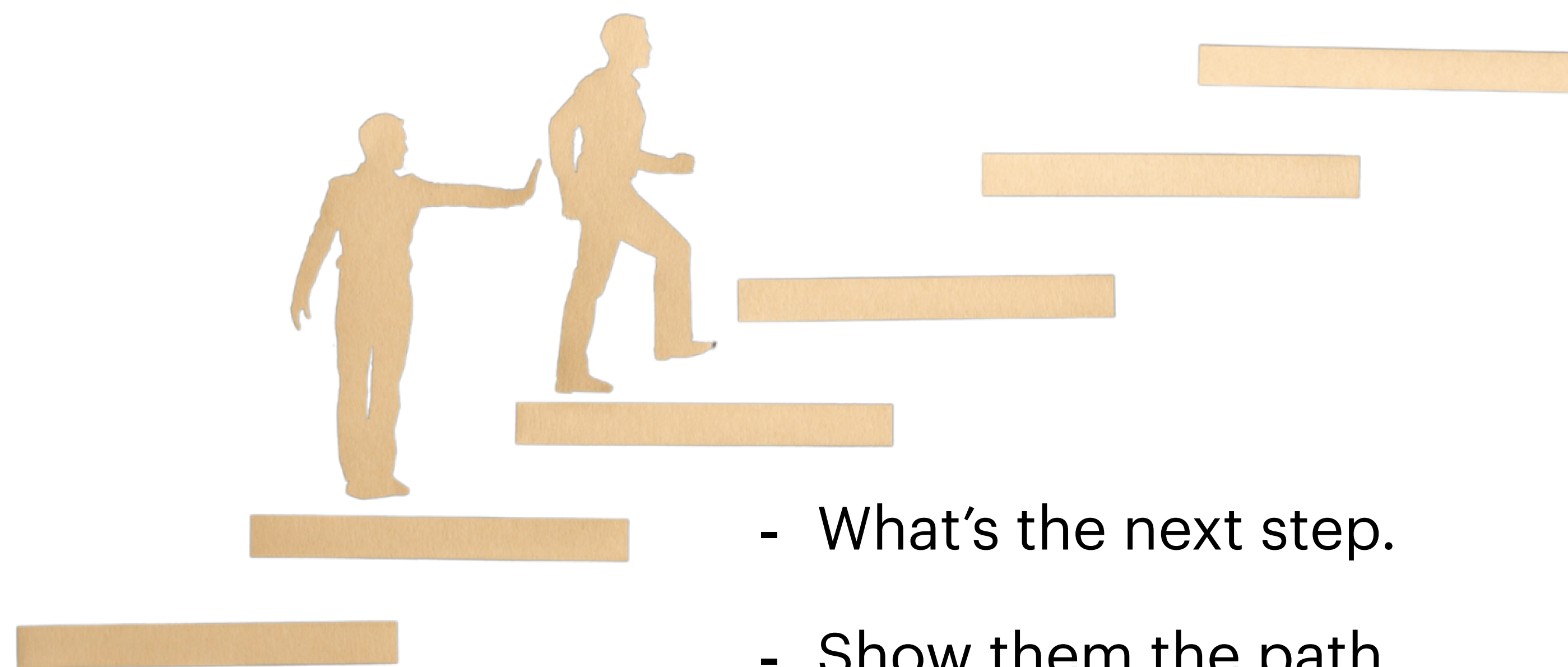
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Prospects / Leads



Customers

who
do I email to?



- What's the next step.
- Show them the path.



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why
should I email?



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why
should I email?

Prospects / Leads: Get them into having a buying conversation with you without being pushy or salesy.

Customers: Get them to buy more or more often.



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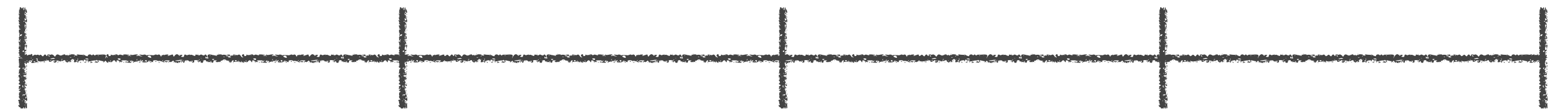
what
do I email?



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what
do I email?

Prospects / Leads:



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what
do I email?

Prospects / Leads:

Know: Know who you are and how you can help them.

Like: Educate, Entertain, Inform - be valuable to them.

Trust:

- Show them how you help others like them.
- Why buying <item> can change their lives for the better.
- Demonstrate your knowledge/skill - teach, share etc.



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what
do I email?

Customers:

Commit: Reminders, abandoned cart (pre-customers)

Buy more: New offers.

Buy more often: Replenish, renewal, replacement

Fans / advocates: Referrals



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what
do I email?

Mental availability

Probability that a buyer will notice, recognise and/or think of a brand in buying situations.

Professor Byron Sharp, Ehrenberg-Bass Institute



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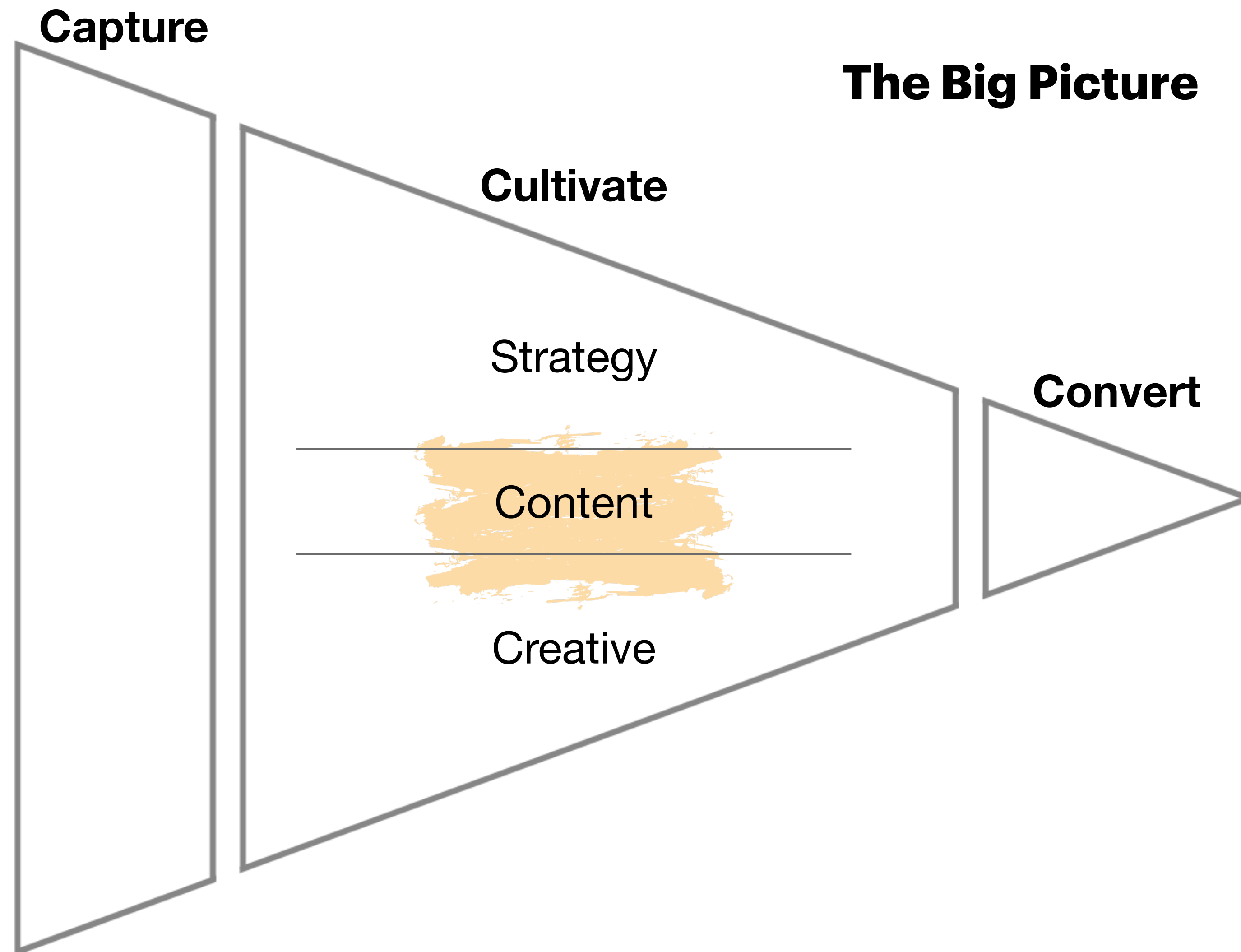
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content

what to write



content

what to write

Clear: Use simple language. Know what you want your reader to experience.

Conversational: Write as you would speaking.

Call to action: Your reader needs to be told what they need to do next. Make it obvious.

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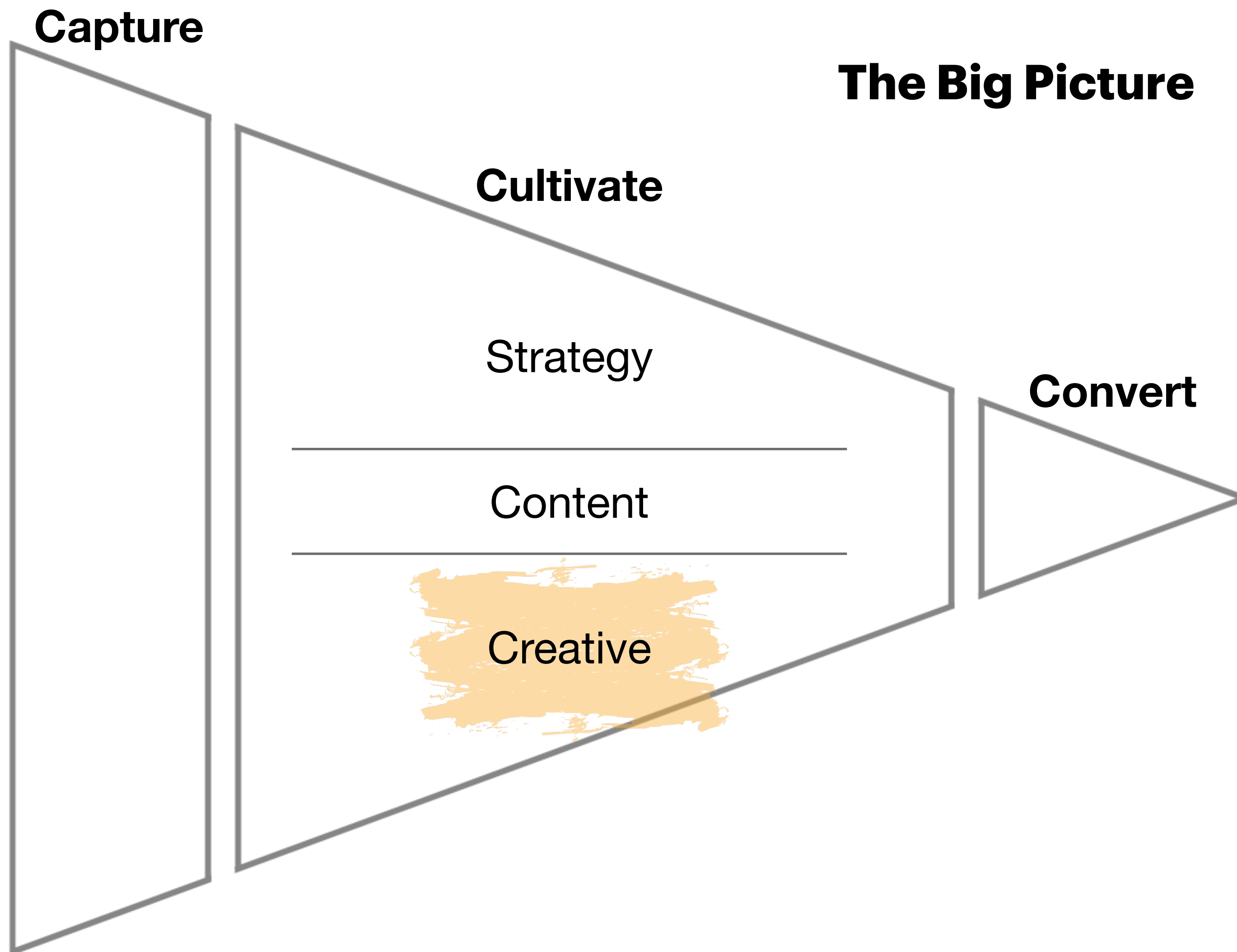
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creative
let's keep it simple



creative
let's keep it simple



Hello, Andrew!

What needs to be changed in your practice to make your marketing story more successful? How to become an email marketing pro? How often, how much, to whom? Soon, you can get inspiration for your questions, since Masters of Email Marketing – the Sequel **begins tomorrow!**

Mark your calendar for:
25.05.2022 from 10:00 - 14:00



Your colleagues and friends may also have questions – that's why we ask you to share the inspiration and invite them to join us! Anyway, we are very excited and already counting the hours until we see you already!

Your key to access this webinar is [HERE](#)
Zoom Meeting ID: 813 7274 4704
Zoom Passcode: gR6cMj

See you tomorrow!


Best wishes,
Smaily & Team

This email was sent to andrew@antz.digital.

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Email not displaying correctly? View it in your [browser](#).

Limited Seats For The Free Pass to Advanced Content Marketing Summit

 **Neil Patel** <neil@neilpatel.com> [Unsubscribe](#)
to me 

Hey i,

The [Advanced Content Marketing Summit](#) early bird pass is coming up on an end, and I wanted to shoot you over the chance to get it before it runs out.

I've picked the top 20 marketers in the industry to come and share actionable content marketing hacks that are working for them in their businesses right now.

Here's just a few marketers who will be presenting.

- Ryan Bonnici from HubSpot
- Steve Rayson from BuzzSumo
- Ann Handley from MarketingProfs
- Pat Flynn from Smart Passive Income
- Eric Siu from Single Grain
- Sean Work from KISSmetrics
- Lindsay Morando from HelloBar
- (me) doing a keynote and a long form Q&A

We'll cover content at scale, list building, social media hacks, measuring ROI, and a ton of other topics related to content marketing.

Get your [free early bird pass here](#) and you'll also get live access to over 200+ hours of the material I've compiled outlining step by step how to implement these growth strategies.

We'll also have a bunch of new bonuses at the live [event](#).

[Get your free pass today.](#)

Look forward to seeing you at the [event](#)!

Neil

Use hybrid emails

HTML emails but uses minimal image and mostly text. Most flexible depending on use case.

your
emails



build
authority

Your own space to influence, guide, teach and
converse.



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build
relationships

Email is a private (1-to-1) two-way communication channel done at scale.



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build
trust

Only email them stuff that they really care about.



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Connecting the dots, strengthen your arguments and
builds your story.



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build
momentum

Gets you one step closer to the sale.



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Bonus: Two tools I use.



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tools

to help you along







#1 Quillbot: Cut your writing time by more than half using state-of-the-art AI to rewrite or shorten any sentence, paragraph, or article.

tools

to help you along

 **QuillBot** PREMIUM

Paraphraser


Grammar Checker


Plagiarism Checker NEW


Co-Writer

Summarizer

Citation Generator

Chrome Extension 




Docs Extension 


Word Extension 


Help Center

Contact Us

Paraphraser



Modes: Standard Fluency Formal Simple Creative Expand Shorten Synonyms: 



Our webinar "Masters of Email Marketing" was
hugely popular in 2021, bringing email marketing
pros with the most notable topics straight to your
doorstep.

We know that an event of this caliber should
continue – we also have an inkling that you feel it
too.






So, without further ado, welcome to the sequel of
marketing magic shared!





56 Words Rephrase

Our webinar "Masters of Email Marketing" was
popular in 2021, bringing email marketing gurus to
you.

We know an event of this level should continue and
think you do too.



So, welcome to the sequel of marketing magic
presented!

  1/3 Sentences • 38 Words   

 Changed Words  Structural Changes  Longest Unchanged Words 

tools

to help you along

 **QuillBot** PREMIUM

Paraphraser

Grammar Checker

Plagiarism Checker NEW

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Chrome Extension ☒

Docs Extension ☒

Word Extension ☒

Help Center

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Paraphraser

Modes: Standard Fluency Formal Simple Creative Expand Shorten

Synonyms:

Our webinar "Masters of Email Marketing" was hugely popular in 2021, bringing email marketing pros with the most notable topics straight to your doorstep.

We know that an event of this caliber should continue – we also have an inkling that you feel it too.

So, without further ado, welcome to the sequel of marketing magic shared!

56 Words

Rephrase

1/3 Sentences • 56 Words

In 2021, our webinar "Masters of Email Marketing" was extremely popular, providing email marketing experts with the most important themes right to your door.

We know that an event of this magnitude should continue, and we have a feeling you do as well.

So, without further ado, please accept the sequel to the previously shared marketing magic!

Changed Words

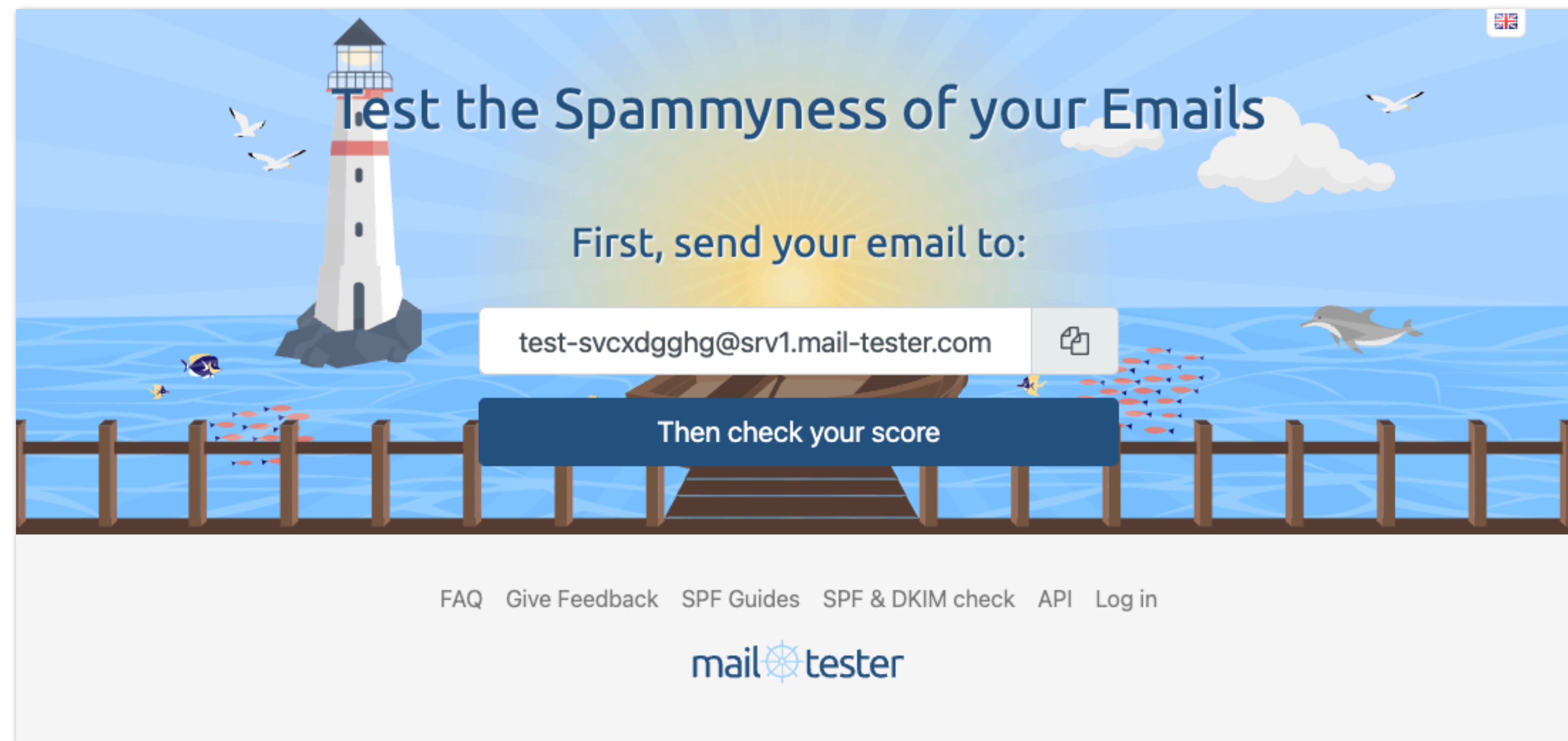
Structural Changes

Longest Unchanged Words

tools
to help you along

#2 Mail-tester.com: Analyse and test your email content for spammyness.

tools
to help you along



tools

to help you along

Wow! Perfect, you can send

Score :
10/10

Subject : [Test] Mental availability

Received 0 minutes ago

✓ Click here to view your message

✓ SpamAssassin likes you

✓ You're properly authenticated

^ Your message could be improved

Checks whether your message is well formatted or not.

Weight of the HTML version of your message: **28KB**.

Your message contains **46%** of text.

✓ All your images have an alt attribute

✓ Your content is safe

✓ We didn't find short URLs

^ Your message does not contain a List-Unsubscribe header

The List-Unsubscribe header is required if you send mass emails, it enables the user to easily unsubscribe from your mailing list.

Your message does not contain a List-Unsubscribe header

✓ You're not blacklisted

✓ No broken links

Your lovely total: 10/10

<https://www.mail-tester.com/test-svcxdgghg>

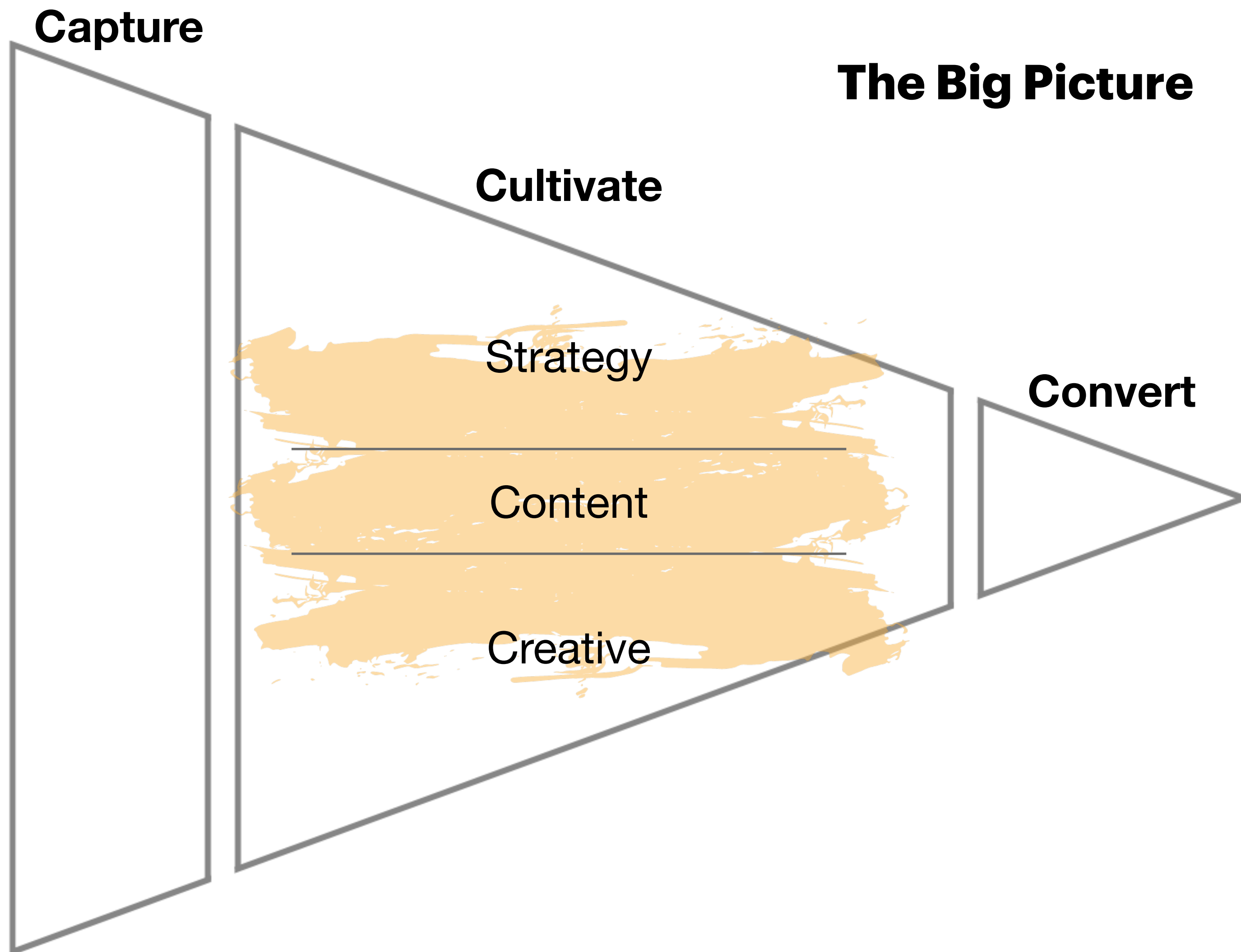
FAQ Give Feedback SPF Guides SPF & DKIM check API Log in

mail tester

tools
to help you along

Quillbot: <https://quillbot.com/>

Mail-tester.com: <https://www.mail-tester.com/>



recap

	Who	Why	What	Content	Creative
Prospect	Pains / problems Aspirations Give quick wins	Closer to having a buying conversation	Know Like Trust	Clear Connversational	Hybrid emails
Customer	What's the next step? Show the path	Buy more Buy often	Commit Buy more Buy often Advocates	CTA	

Let's connect



<https://www.linkedin.com/in/andrewwongtm/>

thank you

Q & A and key takeaways