



# Email Marketing MasterChef

5+1 ingredients you'll  
need for an effective  
email strategy





# Hi, I Am Nontas

Marketing Automation Consultant



Growthmentor



Podcaster





Let's face it:

**Customers are not going  
to buy at their 1st visit**



**No relevance --> WE DO SEGMENTATION**



**No relevance --> WE DO SEGMENTATION**

**No trust --> WE PROVIDE VALUE**



**No relevance --> WE DO SEGMENTATION**

**No trust --> WE PROVIDE VALUE**

**No time --> WE KEEP IN TOUCH**

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# Our goal



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**Ingredient #1**

# **SEGMENTATION**

[iamnontas.com](http://iamnontas.com)





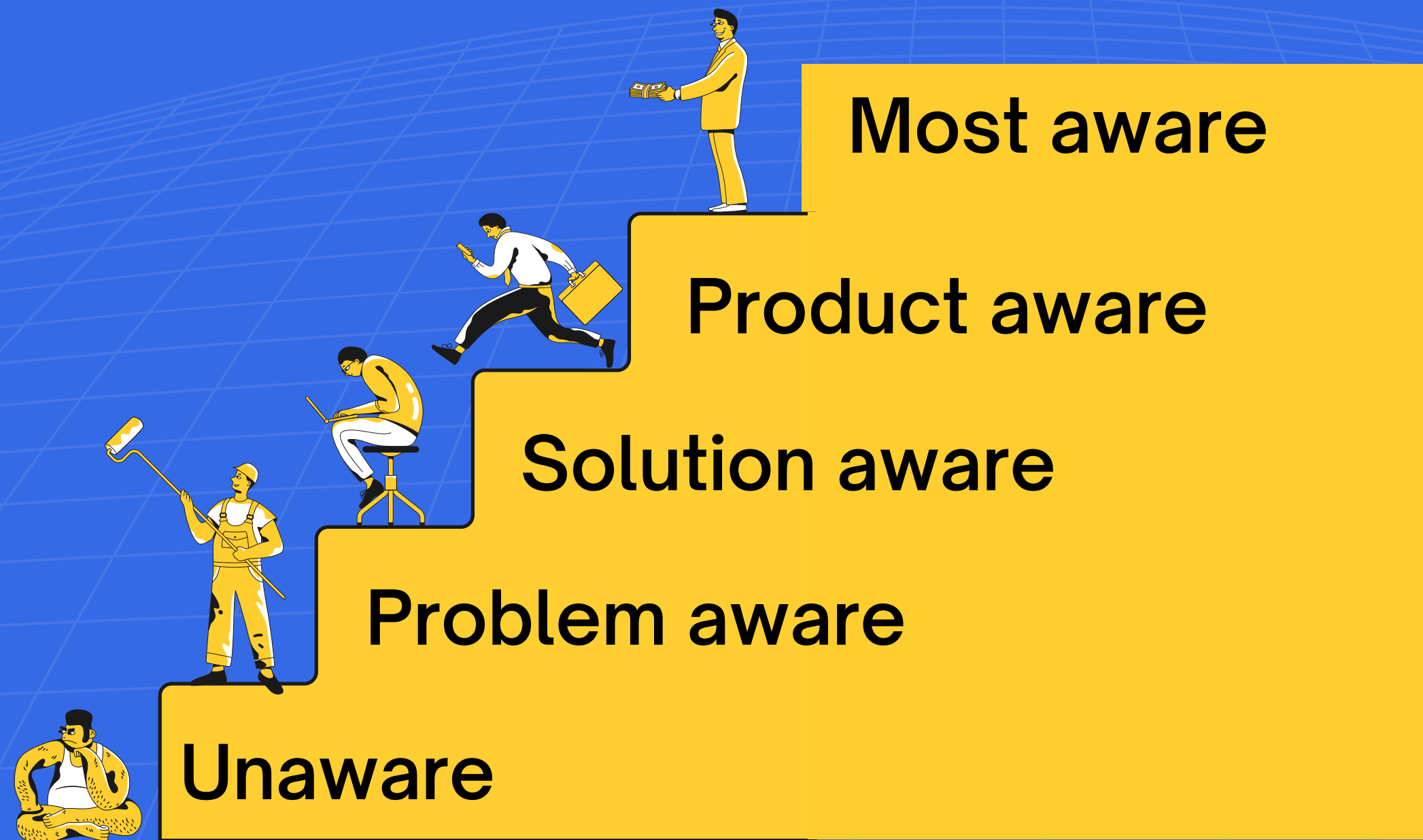
## The most important question for effective segmentation

"What motivates them to buy or open your email?"



What motivates  
them to buy or  
open their email?

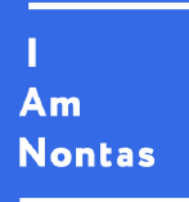
# 5 stages of customer awareness





**"Our ergonomic chair has the best features and reviews in the market!"**

**Get our coupon for 20% OFF"**



# OLD segmentation

Customers - Prospects

Men - Women

Millennials - Boomers

B2B - B2C

# SEGMENTATION



1. How recently did they interact? 1d / 1w / 2w / 1m / 3m / etc.
2. What kind of interaction did they have? (open / click / reply / page visit)
3. How many times have they interacted?
4. How much have they spent? <\$100 vs. \$100-\$1000 vs \$1000+ vs 0
5. What did they purchase? (category/product)
6. What answers did they give in the quiz?
7. Which persona do they represent?
8. Where did they hear about us?
9. What stage of awareness are they in?
10. What email service provider do they use?
11. At what stage of the customer journey are they?
12. What are their interests?
13. Which pages did they visit and how many times?
14. How many stayed until the end of the webinar?
15. How many signed up but didn't attend the free seminar?
16. How many of our last 10 emails have they opened?
17. What's their "lead score"?



**What is the most  
MEANINGFUL  
way to segment my list  
at THIS moment/situation?**



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**Ingredient #2**

# **LEAD MAGNET**

[iamnontas.com](http://iamnontas.com)



# LEAD MANGET EXAMPLES

Free consultation

Free trial / Demo

Free tool

Video/audio

Free course

Coupon

Contest / sweepstakes

Ebook

Guide/Checklist

Template

Survey / Quiz

Webinar

Waitlist

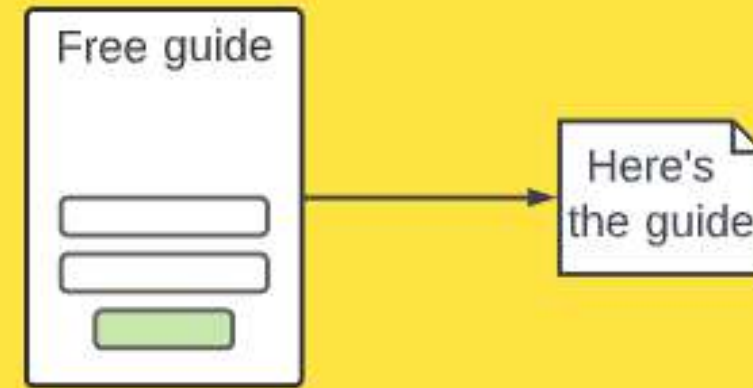
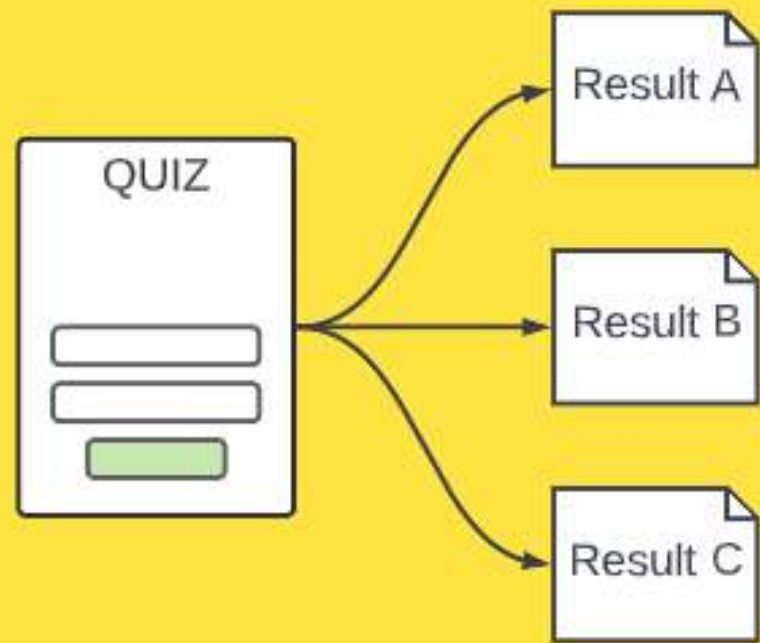
Newsletter concept





# WHAT A POWERFUL LEAD MANGET SHOULD HAVE

1. Solve a specific problem (appeal to their motivation)
2. Instant gratification
3. Gives value but not too much
4. Leaves you wanting more
5. Positions you as the "expert"



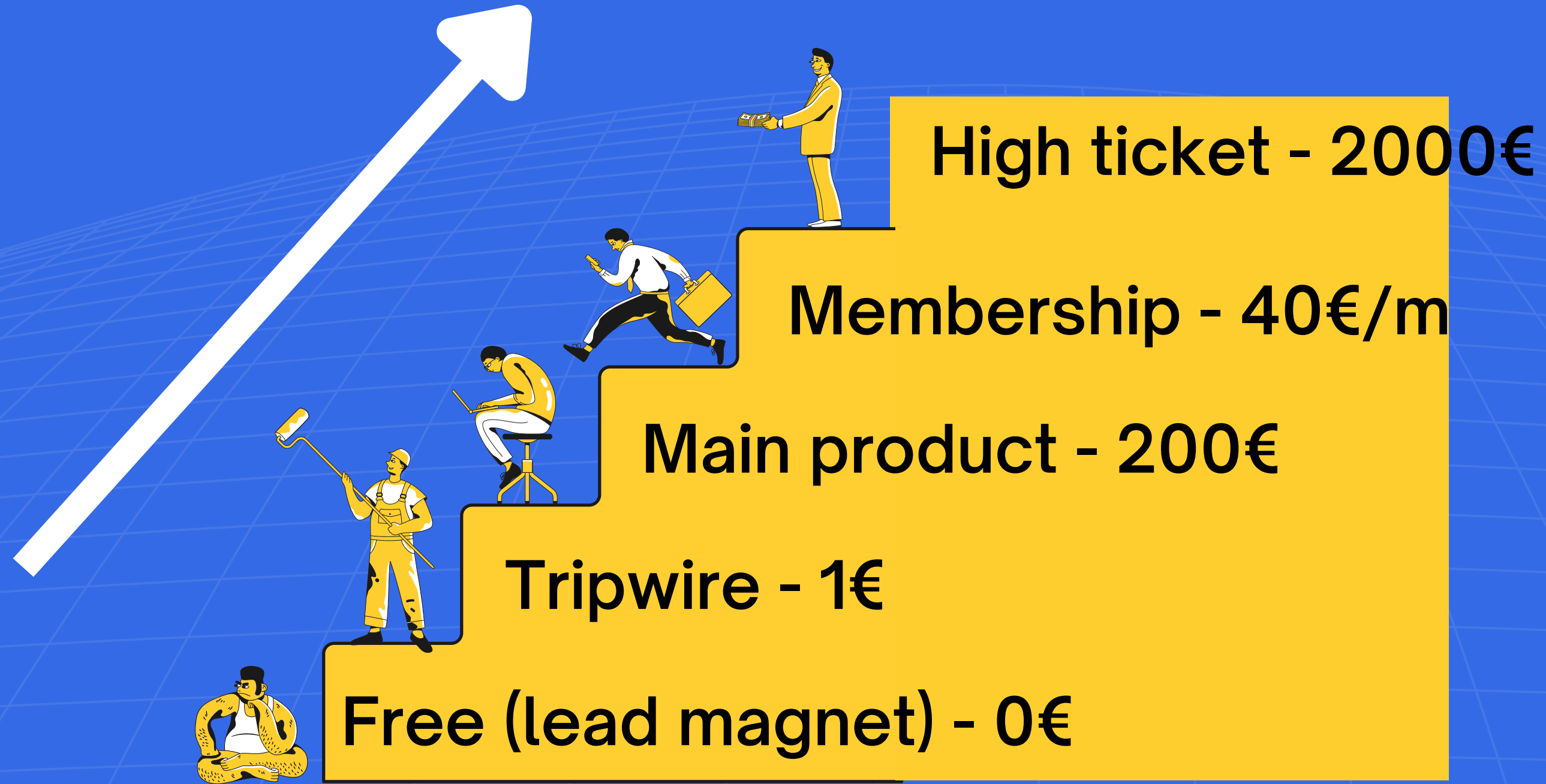


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**Ingredient #3**

# VALUE LADDER

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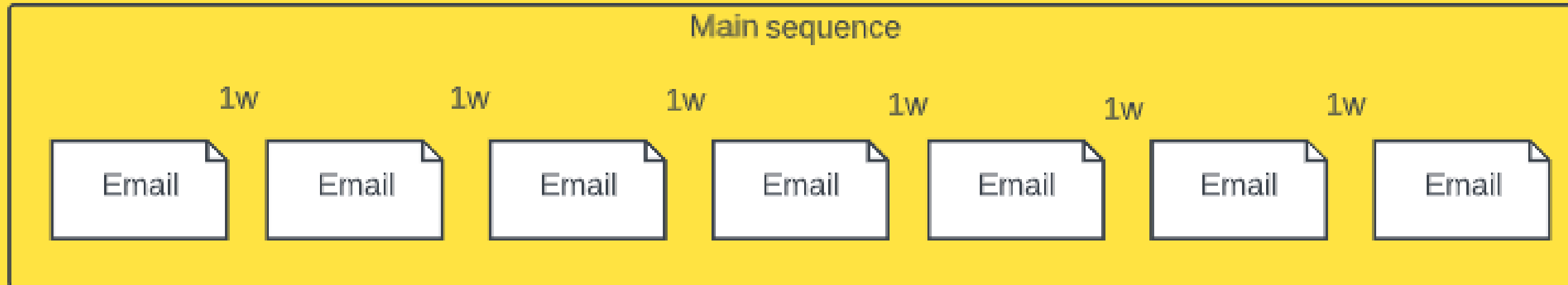


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Ingredient #4

# MAIN SEQUENCE

[iamnontas.com](http://iamnontas.com)





# OUR AIM

Be top-of-mind (branding)

Build trust

Drive traffic

Get used to us

TOFU --> MOFU





# WHAT WE WANT

Lasts several weeks / months

Linear flow

Variety

Education

Storytelling

Soft CTAs







# WHAT WE DON'T WANT

Complicated

Hard selling

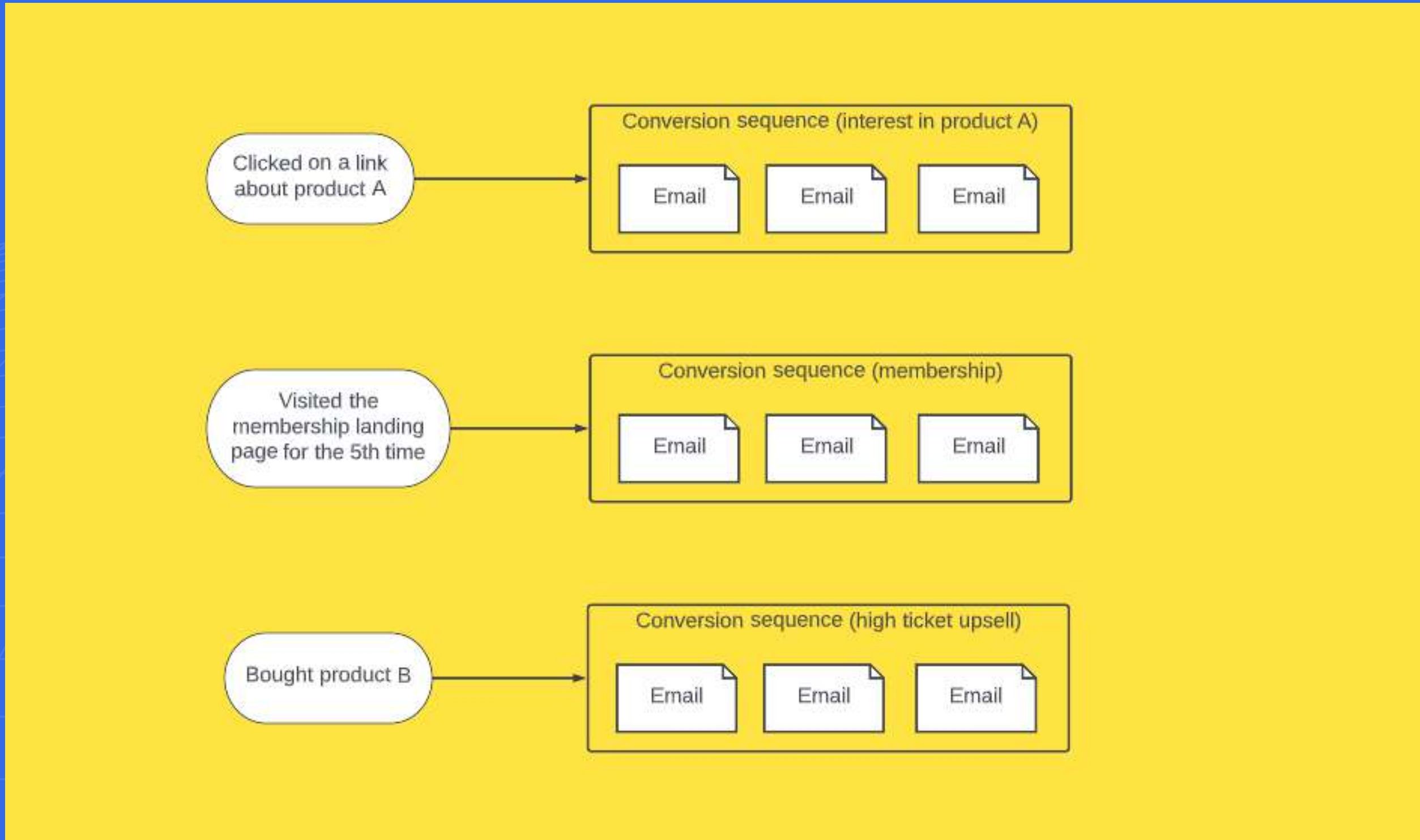




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**Ingredient #5**

# **CONVERSION SEQUENCES**





# OUR AIM

MOFU --> BOFU

Demolish objections

Persuade & SELL!!!





# WHAT WE WANT

Clever triggers (clicks, opens, visits, events)

Personalization





# WHAT WE DON'T WANT

Send too many emails

Continue sending after purchase





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**BONUS Ingredient**

# **DOCUMENTATION**

[iamnontas.com](http://iamnontas.com)

Lists

Tags

Custom fields

Events

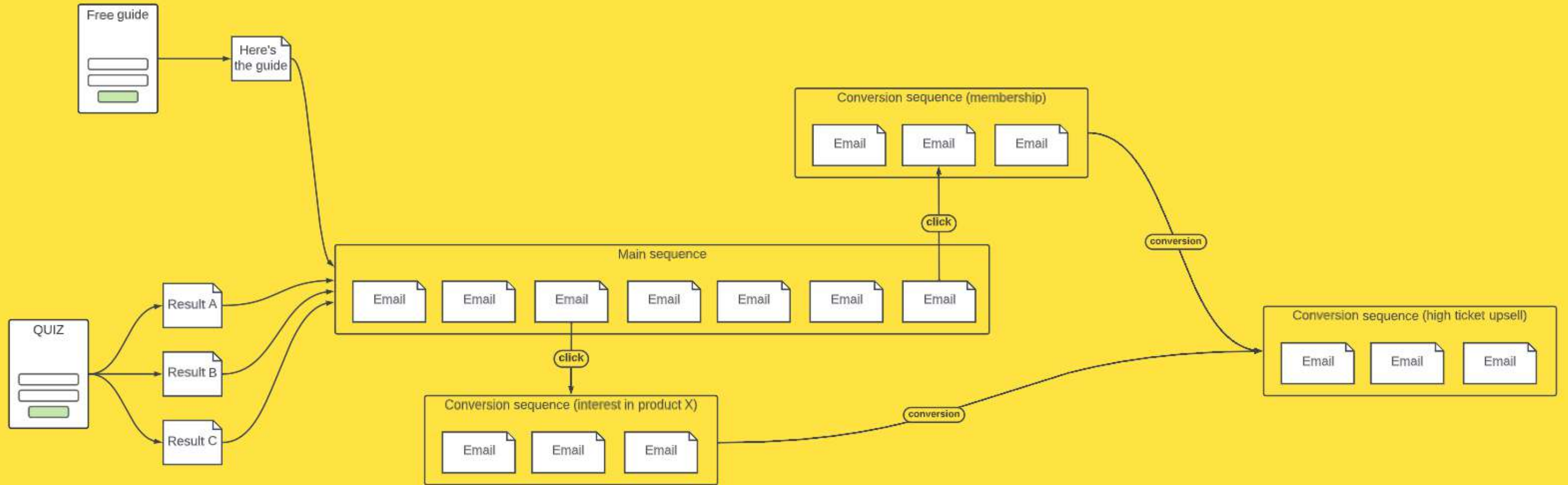
Automations

Triggers

Landing pages

CTAs







**SEGMENTATION**  
**LEAD MAGNET**  
**OFFER LADDER**  
**MAIN SEQUENCE**  
**CONVERSION SEQUENCES**  
**DOCUMENTATION**



**ENJOY**





# Thank you!

## Any questions?

[contact@iamnontas.com](mailto:contact@iamnontas.com)

[linkedin.com/in/nontas](https://www.linkedin.com/in/nontas)

[iamnontas.com](https://www.iamnontas.com)

