

# ***RELATIONSHIP MARKETING WITH EMAIL LIST CHECKLIST***

Yes, relationship marketing with email is something you want to do, can do, and should do. Email marketing can be your most effective form of marketing if you use it to build relationships. Relationship marketing builds trust with your audience so that you can help them to solve their problems and fill their needs and wants. Email marketing is personal, inexpensive and valuable.

## **Attract the Right People**

- Determine your goals for creating the email list.
- Plan ahead.
- Write an explanatory email for your subscribers letting them know exactly what to expect.
- Create the perfect free give-a-way for the perfect audience member.
- Don't ask for too much information up front.
- Cross promote to your social media followers.

## **Understand Your Subscribers' Needs**

- Understand your audience thoroughly, including where they are in the buying cycle when they sign up for your email list.
- Create buyer / subscriber personas. Write one paragraph that defines your buyer. For example, "30 year old single mother of two who has a college degree and wants to work from home."
- Study stats to get to know your subscribers more. Their behavior can be tracked using your autoresponder software. The more you learn, the more you can turn them into buyers.
- Ask your audience directly what they want. You can do that via email as well as via social media groups that consist of your audience.

## **Write Engaging Email Messages**

- Personalize everything, but don't be creepy. Calling out someone's name too much is, well, too much.
- Invite them in your email messages to get to know you on other channels.

- Craft thoughtful subject lines that get their attention and don't mislead them.
- Focus on sending emails that add value rather than fill space.
- This is not the time to be anonymous. Use your real email address, and your real name.
- Test, test, test.

### **Tips for Personalizing Email Messages**

- Add a name or position to the subject line.
- Use their name in the salutation.
- Use your real email address that works, and that you check regularly as your return email address.
- Add a creative email signature line with a good picture of you, plus links to your social media accounts.
- Know your audience so you can direct each email toward one unique person on your list rather than sending a generic email to all.

### **Quick Email Marketing Segmentation**

- One size does not fit all. Write to one person in your mind instead of "all".
- Timing is everything. Determine with testing what time to send out your emails when they'll get the most views.
- Make every message count by sending only relevant messages to each list. Don't promote widget B to people who have already bought widget B.
- Segment by behavior. Example, subscriber downloads freebie A via a link from blog B. They should be on a special list so that you can market to them with knowledge.
- Consider segmenting based on demographics. That way you can write to "the boys" or "the girls" if that's relevant.
- Segment based on location both where they live and where they found you.
- Know the difference between prospects and leads.
- Segment fans from others. If you have people on your list who are always sharing, move them to a fans list so that you can market specials to them that no one else gets.
- Segment by purchasing behavior.

- ❑ Segment by persona. When you create your offerings you'll create them for specific segments of your audience. If each list is focused on one persona you'll get a higher ROI.