

Episode #224: How to Practice Good Email Hygiene to Increase Engagement and Sales

Video Transcription

Hello there and welcome back to another episode of Money Script Monday. My name is Jaime Ramirez.

Today, we're going to be answering the question, are you practicing good email hygiene? Now, you might be wondering "email hygiene, what is that? I shower every single day." But, in a way, you can think of email in the exact same way. It's something we do every single day all the time. As part of any business, we send a ton of emails and, for good reason; the data suggests that there are 4.3 billion email users worldwide.

With almost half the planet using email, your business simply can't afford not to have an email marketing strategy. At LifePro, in 2021 alone, we sent a total of 6.1 million emails to both advisors and their clients combined. That's why today I'm going to be going over the basics of email marketing so that we can help set you up with a foundation for success that will last you for years to come.

How do you get started? Simply put, it's divided into these three categories you see up here on your board. Number 1, strengthen your email list. Number 2, nurture your prospects with valuable content. And number 3, actually use that list to generate more sales.

Number 1, Keep your list clean. Whenever you buy a new car or a house, it feels like the last thing you want to do is get it dirty, right? Every single piece of dirt is noticeable and you really go that extra mile to make sure it stays squeaky clean.

The same can be said for an email list, whether you're obtaining a new list, or you've been growing your own list for some time now; it's really important that you collect first name, last name, phone number, and email address. That's the minimum. Although, that might seem kind of obvious, it's pretty crucial and something that you don't want to overlook.

Number 2: Remove invalid emails and unengaged prospects. If your content just isn't getting delivered to certain emails, chances are they're not valid anymore so just delete them. Too many bounce-back emails can potentially skew your email data and then cause email deliverability issues. You're spending all this time growing and strengthening your list so the last thing you want to be doing is putting it in danger.

For the second point here: Unengaged prospects. If someone hasn't opened one of your emails in the last few years, chances are they're no longer interested. That's totally fine but just remove them.

Another note I'll make here is that, in email marketing, it's really important that you include an unsubscribe link when you're emailing large lists. Because you really want to give people the opportunity to opt-out on their own, and this is especially nice if it takes away the work from you having to do it.

Number 3: Avoid the spam folder. I feel like this is every email marketer's worst nightmare, right? Step number 1 is to get your content seen. This is especially true if you're using your own domain so something like `jaime@jaimewealth`, for example.

It's really important that you seek out trusted IT advice. It's really important for a domain to have the proper DNS records so that when you send out your emails, you're reducing the likelihood that they'll end up in spam or some other junk folder.

Let's say you've taken all the steps. You feel confident that your list is strong so what do you do next? How you engage those prospects and actually use nurturing tactics that work.

Here I really want you to think that it's really quality over quantity. Far too many times, we've seen advisors with really small, but really engaged email lists, achieve amazing things in terms of results. I definitely don't want you to feel discouraged here. Simply put, email marketing, it's just communicating with people who've trusted you with their email address. This is the time to let them know about you and your brand.

Let's get right into it. Number 1: Segmentation is your friend. Even if you practice really great email hygiene, chances are not every single person will be interested in every single email you send out. That's totally normal. Depending on the action that someone takes in one of your emails, you can then determine what message they receive next, increasing the likelihood that they might take you up on your offer.

Number 2: Automate but keep it personal. Something you'll hear at LifePro a lot is that we like to track everything. We definitely encourage advisors to try different things with their lists. Figure out what's working and what's not. A marketing automation platform such as Mail Chimp is really good at managing lists and setting those expectations for you and your business. It's really important that you're tracking click rates and open rates so that you can, you know, analyze, track, iterate, and then pivot, depending on what's working for your audience.

Number 3: Prioritize educational versus promotional. One of the best strategies for having a really engaged email list is making sure that you're just sending them valuable content. If you send something without necessarily asking for something in return, for example, a free sample report, then, they're going to be more likely to take you up on an offer later down the line.

Okay, so now I want to shift gears a little bit and talk about how LifePro lives and breathes these strategies in our marketing every single day.

Now we've done our homework and we've actually created a webinar and seminar selling program that's really helping advisors attract more prospects. But really at the same time, what it's also doing is generating more emails to out to their email list.

While the webinar programs help advisors generate new sales, they also help them grow their list alongside their existing list. This really becomes in handy when you want to relay some timely educational updates to your prospects. Because, in reality, maybe a client might not be ready to move forward with you at this moment or when you hosted that event; but they might be more willing to take you up on an offer down the line, depending on the situation at the time such as a proposed tax change or something like that.

This is to be said is that if you really are just growing your email list or you've been doing it for some time now, either through our webinar program or on your own, we're going to do something a little bit special for you here.

If you send that list over to your field support representative, we'll run that for strength test for free, and give you our recommendations to see what we could do to make it a little bit stronger?

If you found any of this content valuable today, and you'd like to learn a little bit more, I really encourage you to reach out to your field support representative.

Thank you so much for your time.