

Episode #329 – 5 Email Marketing Strategies to Increase Opens and CTRs

Hello, my name is Jaime Ramirez, Marketing Coordinator at LifePro Financial, and welcome back to another episode of Money Script Monday. Before we get started with today's episode, I want to remind you to utilize the "share with a colleague" button you should see on your screen to share this video with your friends and colleagues. The key thing here is you have the option to customize an email to send whoever you'd like to share this video with, all with a couple clicks. Don't forget to also check out the additional resources provided for the episode at the bottom of this page, like the board you see behind me, the transcript, and some other useful links.

Today, we're diving into a crucial aspect of digital marketing—email. If you're finding that your emails are often ignored or not getting the clicks they deserve, stick around. We're going to explore five potent strategies to not only boost your email open rates, but also enhance your click-through rates.

First up, avoid sounding like an AI. Yes, efficiency is key, and I have a video where I talk about how to strategically use AI to write emails, definitely check that out, but above all else nothing beats a personal touch. This can be accomplished by sending your emails using a name and not a brand or something generic that's going to stand out to a prospect. Make sure to incorporate your branding in your email signature as well. Here you can include things like a photo, your company logo, and links to your social media and business website. This helps prospects feel like they're talking to a person and not a robot. This approach helps in building a connection and makes your emails hard to ignore before they necessarily get into the meat of the content or what you're asking them to do.

Moving on to strategy number two—segment your list. Generic emails are a thing of the past. Today, personalization is your best friend. If

you're using something like MailChimp to send out mass emails, use the First Name token to make it look as if you wrote this particular email specifically to that person. You can also use the data you have about your clients to group them based on their interests, needs, or financial goals. For example, if you host events through LifePro, you're very aware of the funnels we use depending on the actions your prospects take, whether that's attending, not attending, or booking an appointment. What you're really doing is tailoring your communication to be highly specific.

Third, let's talk about optimizing your email provider. This basically means that you shouldn't be using gmail, aol, or yahoo to send emails to prospects anymore. These have a high bounce back and marked-as-spam rate, which can sabotage even the best email campaigns. At LifePro, for the email campaigns we run for advisors, we require that advisors use a custom domain. Think of an email that comes from a business. If you have any questions about this, how you can get this set up, or learn more about what that process looks like, I definitely encourage you to reach out to your Field Support Representative and we can help you get that started. This will single-handedly significantly reduce bounce-backs and help your emails land where they should—right in your clients' inboxes.

Next, we're going to talk about incorporating more video content. Video is a powerful tool to engage your audience. For example, you could summarize a complex financial concept or provide a quick market update to your prospects. If you don't have time to record content on a regular basis, you can choose from the library of client-friendly Money Script Monday episodes available to you. I guarantee you'll find a video on a topic you're looking for, and if not, you can let us know and we can always add it to the rotation. Remember, including the word "video" alone in your subject line can increase opens, as it promises an engaging experience that people are looking for beyond that text.

Our final strategy today is to address current events. Your clients expect you to not only manage their money, but also interpret how global

events affect their finances. This also shows you're invested in their success. By incorporating timely content that reflects current events or market changes, you're demonstrating your relevance and expertise in the industry. This also makes your emails more informative and something that your database eventually can come to look forward to in the future.

There you have it—five strategies that will help elevate your email marketing game and take it to that very next level. Start implementing these today remember, the goal is to make your clients feel valued and informed with the services you provide them. If you enjoyed these tips, don't forget to share this video, I thank you so much for your time, and I'll see you on the next Money Script Monday episode. Thank you so much.