

YOUR 90-DAY EMAIL IMPACT PLAN

Introduction

We don't care what they say! Email Marketing is STILL amazingly powerful and it's STILL worth building your Email Marketing List.

Between Suzi and Michelle they've generated literally tens of millions of dollars in sales using email marketing.

You need an Email Marketing Plan!

So, How Do We Do That?

To help you create more impact with your email marketing, we've categorized some of the most effective ways we've grown the size, quality and engagement of our email lists into a handy checklist. We recommend you choose THREE things from this list and implement them in your business in the NEXT 90-days!



Make a Plan for the Next 90 Days

1. Grow Size of List

• Owned

- Social Media platforms over to email list
- Personal contacts over to email list
- Website visitors
- Physical space
- What else do you own?

• Earned

- Speaking Gigs / Podcast appearances
- Shared posts on Social Media
- Referrals from new subscribers or customers
- Strategic alliances sharing with their community
- Featured articles

• Paid

- eDM sends to other in profile lists
- Ads on high profile email sends
- Facebook Ads - Display, Retarget
- LinkedIn Ads
- Press ads

2. Grow Quality of List

• Segment

- Start with NEW to list
- Survey / other touch points eg purchase, lead magnet
- Targeting
- Buyer lookalikes
- Remove inactives / list hygiene

3. Grow List Engagement

• Message

- Test
- Survey
- Rethink / Resource / Review
- More targeted content to segments
- Track your stats!

Suzi Dafnis & Michelle Falzon

ContentSells

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