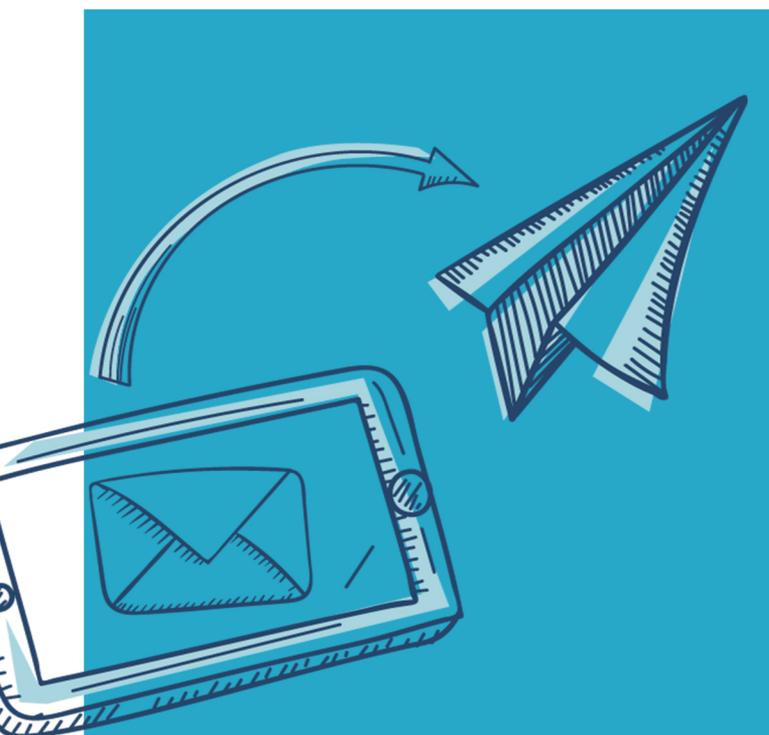




Top 10 Benefits of Automated Email Marketing

-By Cris Johnson





Top 10 Benefits of Automated Email Marketing

-By Cris Johnson

Have you heard the one about how email marketing is dead?

Yeah, me too.

With every new social media outlet out there, some marketers are drawn to the latest 'new shiny object' in the form of online marketing.

Funny thing is, email marketing still beats every other online marketing option in terms of ROI.

In fact, in 2020, some experts pegged the ROI of email marketing to be as high as 4400%!

That means for every dollar you spend on email marketing, you have the potential to get \$44 in return.

Would you trade one dollar for \$44?

I know I would – every day of the week and twice on Sunday!

While email marketing has a killer ROI, it also boasts other massive benefits for your business.

I've collected ten of those benefits into this report.

But first, you may be wondering...

“Who is This Guy? Why Should I Care What He Says?”

I'm Cris Johnson and I'm an online marketing expert.

Before starting my online marketing consulting business, I ran two other businesses in two vastly different fields:

1. I was a full-time magician
2. And I was a hypnotherapist

I've studied marketing techniques for well over two decades and used what I learned to build both businesses into one-person six-figure powerhouses.

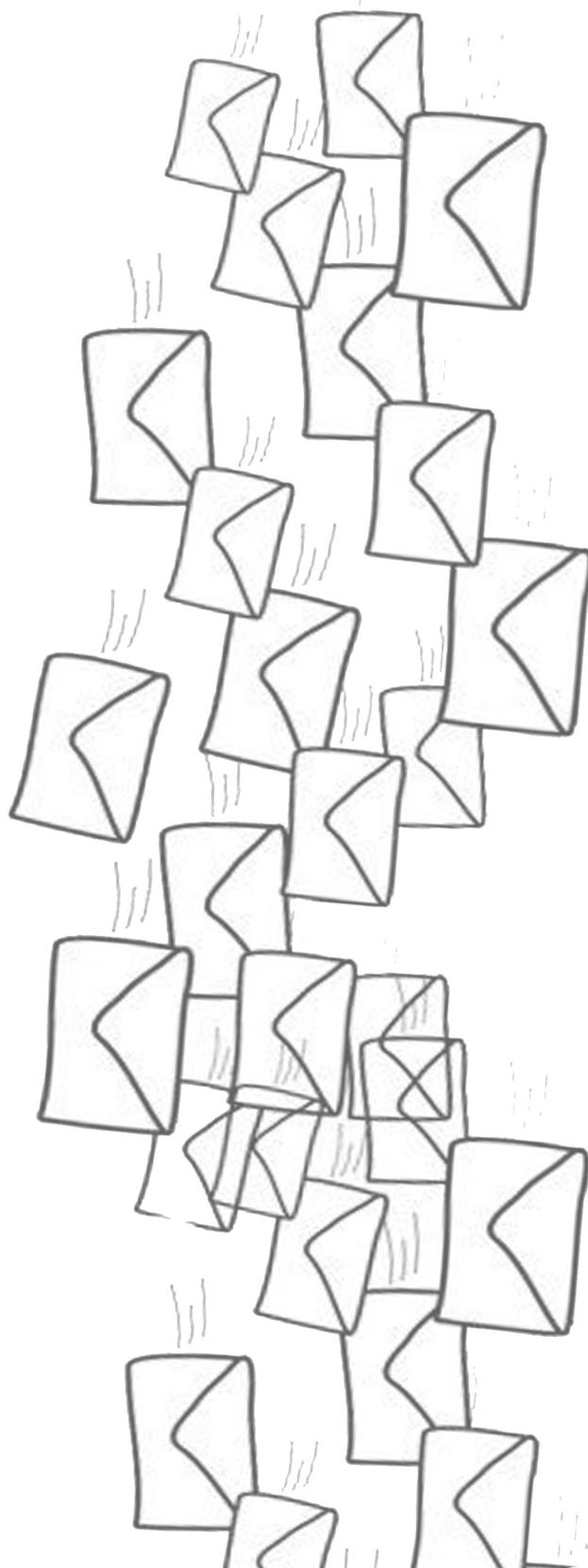
Once I added automated email marketing to my toolbox, my income shot up 70% in one year.

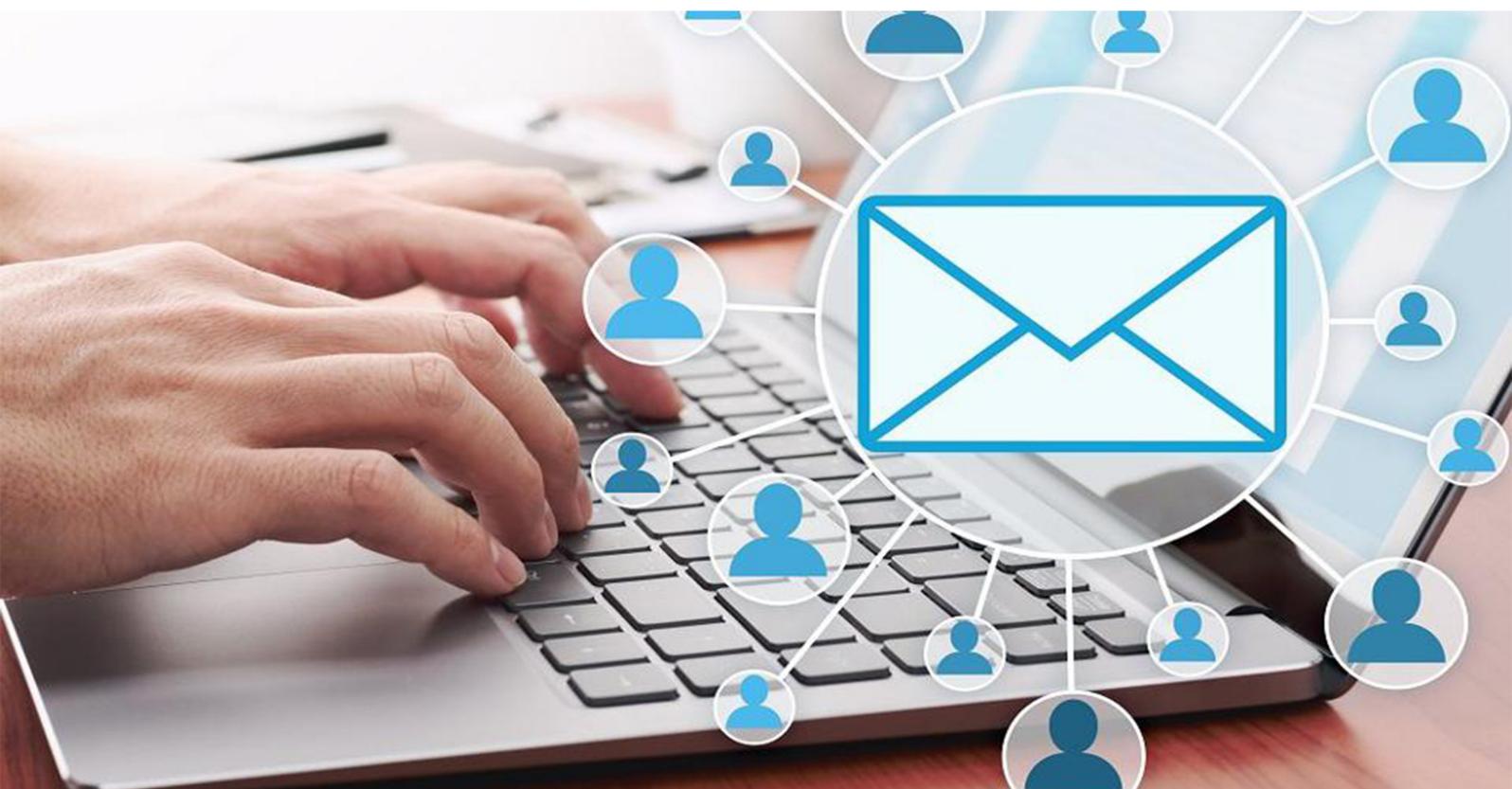
And those numbers continued to climb until I finally decided I didn't like “life on the road” as a traveling entertainer.

As a full-time entertainer, I was in hotels 200 days a year, which got old.

These days, I use my expertise to help businesses like yours maximize their profits by leveraging Email Marketing.

Let's dive in...





1. Follow Up with Your Leads

While these ten benefits could be scrambled into any order, this one should always be at or near the top.

Many (if not most) online businesses collect emails.

They have a contact form on their site and encourage visitors to sign up for more information.

Or maybe there's an offer for an e-zine or newsletter.

While those are fine practices, follow-up is key. Many businesses either do nothing with those names or send out the occasional sale announcement.

A better way to use those emails would be to send series of emails to touch base with your list and stay at the top of their minds.

Even if a prospect doesn't buy today, being able to follow up with them will help ensure your company is the one they remember when they are ready to make a purchase decision.

2. Saves You Time

This is HUGE.

Even as a one-person operation, I had a hard time following up with prospects because I just didn't have time.

I would have all my leads in an Excel spreadsheet. One of the tasks I assigned myself was to follow up with those leads every Monday.

Yeah, right.

If you've been in business longer than a day, you already know how many things you have to deal with each day.

In my case, that meant those follow-ups kept getting kicked further down the list.

Because I didn't have time, nothing got done.

And all the potential profits from those leads just slipped away.

Once I implemented an automated email marketing system, the profits just came rolling in.

And because I had the system set up, I didn't have to lift a finger.

3. Nurture Relationships

When a prospect fills out a contact form on your website, it means they are interested in what you sell.

Maybe your contact form offers some kind of lead magnet or premium as a "bribe" to get the lead.

Even in that case, I think it's safe to say that many, if not most, people know to expect follow-up.

They know that by filling out a form with their name and email address, they are going to receive additional messages from the company.

But they are interested in your offer. Otherwise, they would not have filled out the form.

Yet they didn't pick up the phone and call you.

Why?

Because they might be skittish.

Many of us can have called a company and had the experience of getting the hard sell.

Or venturing onto a new car lot or a clothing store and being stalked like a field mouse by predatory and pushy salespeople.

So, filling out a contact form is a way for a prospect to get some information but avoid getting 'sold.'

At this point, many companies' follow-up emails miss the point.

They start with a hard sell email.

Wrong approach.

An effective automated email series is designed to nurture them along. Inform them about your products or services. Take them by the hand until they are ready to buy.

It's much more effective, especially in an age where people are pounded by an estimated 6000-10,000 marketing messages a day!



2. Educate Prospects About Your Products and Services

People are busy.

People are distracted.

As I mentioned, people get bombarded by thousands of marketing messages a day.

That means generally people have the attention span of a hamster.

So, if a person visits your website and likes what they see, they may not read every little detail.

And they certainly won't remember it all.

Using an automated series of emails, you can pinpoint one benefit per email and keep the message simple so your reader can quickly and easily absorb it.

When people are in their email inboxes, they tend to protect that space as a sacred sanctuary. Sort of a 'home plate' away from the dizzying array of madness in most online channels.

Getting into your prospects' inboxes and then getting them to open and read your email is the perfect avenue to give them information about what your company has to offer.

And specifically, how your products or services can help your prospects solve a problem or satisfy a want or need.

3. Nurture Relationships

I remember decades ago a fellow entertainer I knew got business cards printed. They had his phone number and address on them.

A month later, he moved and changed his phone number.



So, he used a ballpoint pen to scratch out the old phone number and handwrite his new number on every card.

Yikes.

Even with the speed available to adjust online marketing, it still takes time to get a new website (or even just one page) designed and written.

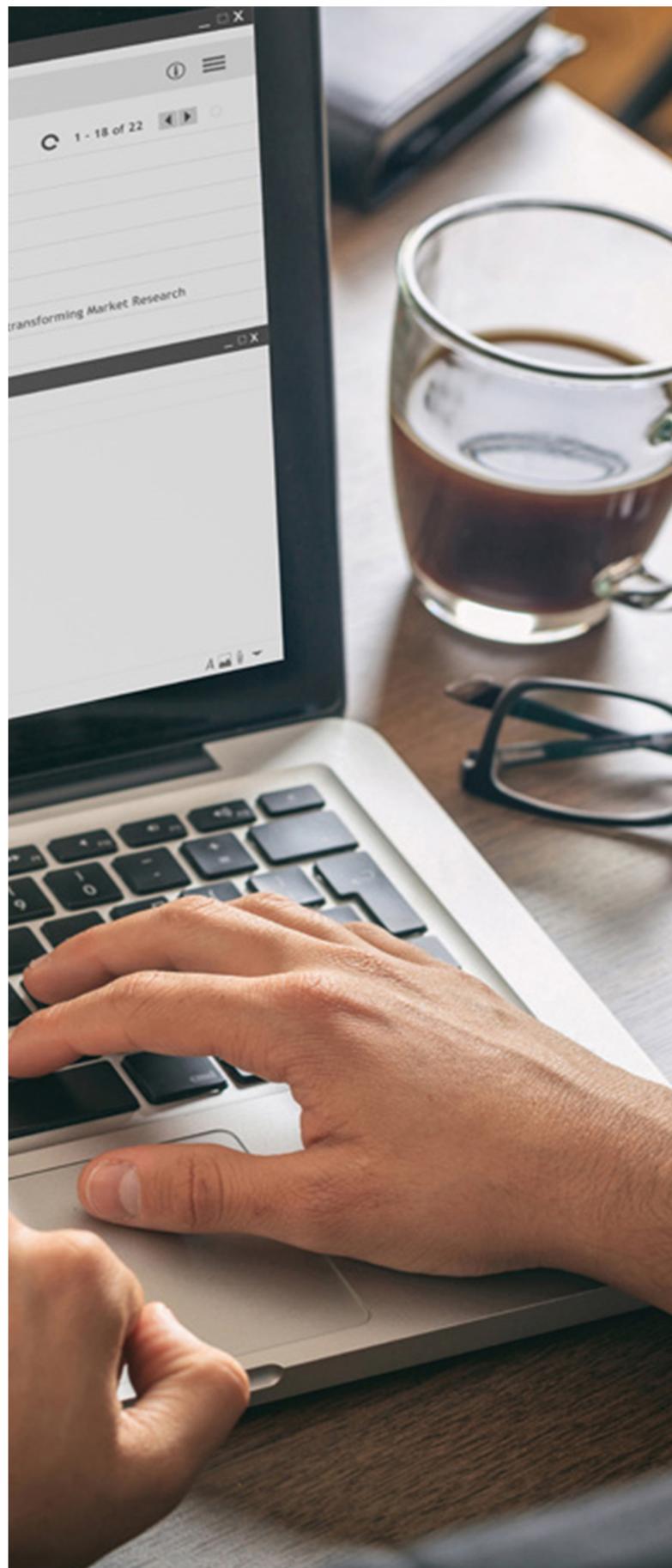
But emails?

A good email copywriter can write an entire series of emails for you much faster than a new webpage or even a blog article. (Of course, this all depends on their current workload.)

That speed means if your product or service ties into current events, you can use that in your promotion.

And when that specific current event has cycled out of the news, it's just as easy to either rewrite that email or replace it entirely.

In short, good email marketing allows you to react very quickly to what's happening in the world.



6. Getting Conversions

All the other benefits I've mentioned so far in this report are designed to do one thing:

Guide the prospect toward a conversion.

Now, what's the conversation?

It can be several things.

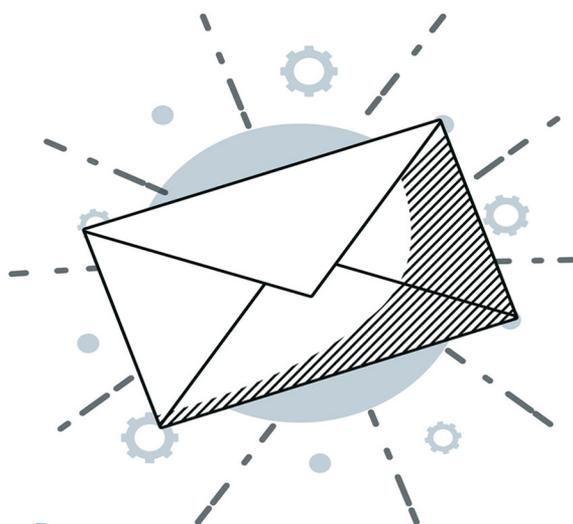
A conversion can be:

- Schedule a free consultation
- Go to your company's website and sign up for a premium
- Go to your website and put something in a 'wish list'
- Visit your store in person

All these things can in turn *then* lead to a purchase.

But regardless of what your conversion goals are, a series of emails are wonderfully effective.

That means more for your bottom line...without a lot of extra time or effort.



7. Generate Repeat Sales

Most marketing experts say it's infinitely easier to sell to past customers rather than new ones.

This makes a lot of sense.

After all, if your company has done its job and the customer walks away from their experience with you satisfied, why wouldn't they want to buy again?

Trust is already established (*again, assuming the customer had a great experience*) so there's less of a barrier to overcome.

An automated email series can follow up with past customers, touch base with them, and invite them to check out your new offer.

8. Gather Feedback

But how do you know your customer went away satisfied?

When I had my hypnotherapy business open, one of the services I offered was to help people stop smoking.

If the customer is motivated to become a non-smoker and they're working with a good hypnotist, it's likely the client could become a nonsmoker after just one session.

Many of my fellow hypnotists would conduct the session, pat the client on the back, and send them on their merry way.

On their way out the door, the client was told if they needed another session, they should call the hypnotist again.

But after that first session, the client never called.

The hypnotist, meanwhile, would chalk up that client as another rousing success story.

I always thought this was foolish.

If I hire someone for a job and they don't get it right the first time, I don't want to give them more money to try again!

Regardless, several clients who visited me said they came to me because their last hypnotist couldn't get the job done.

Fair or not, that was their perception.

I relate that story to underline the benefit of using email marketing to follow up with customers.

Make sure they were really satisfied with your company. Or if they aren't, offer to make things right.

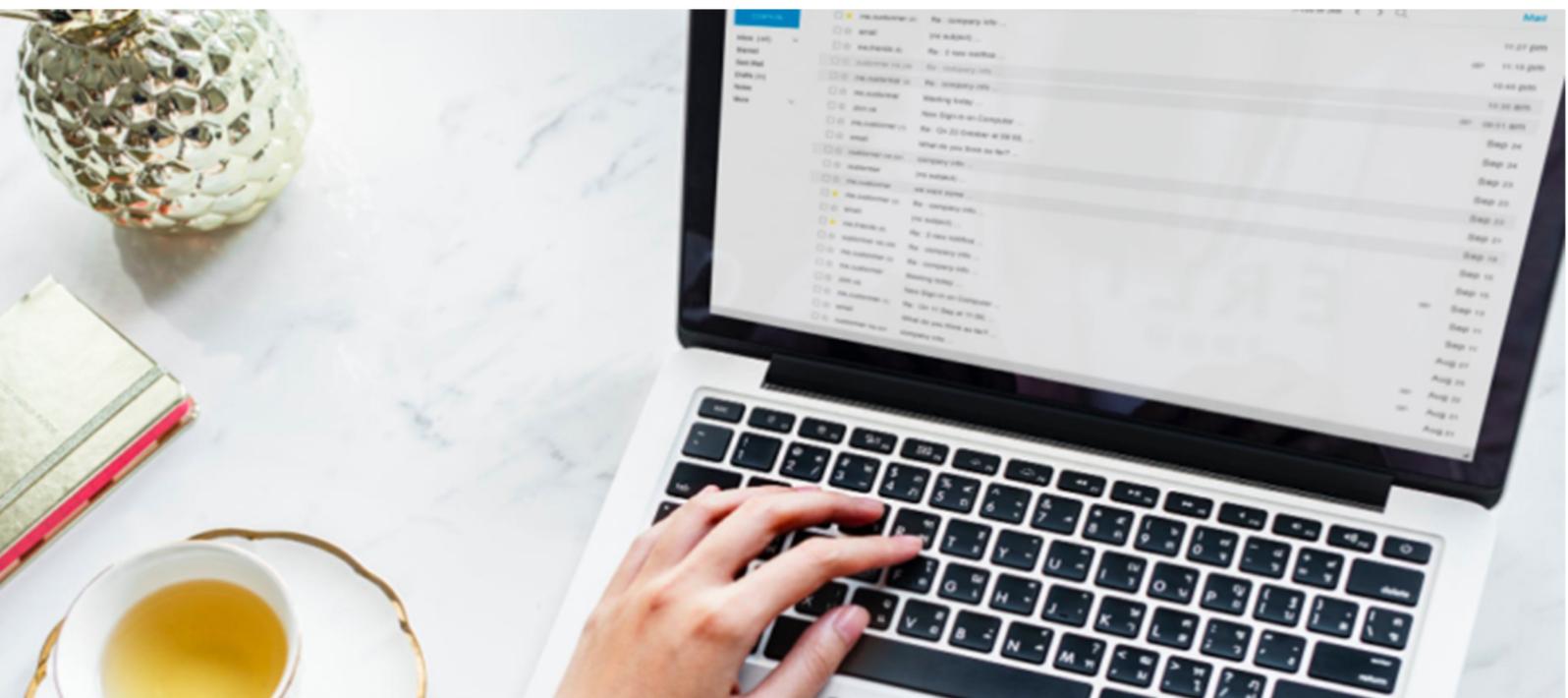
This means you're using a tool like automated email marketing to improve the experience for your customer and perhaps improve your products or services.

And it's a great way to gather testimonials from satisfied clients.

Ask your clients' permission to use their comments in your marketing efforts and presto, you have powerful social proof that what you offer gets results.

A company can brag about what they do all day and night, but real comments from real clients carry far more weight and credibility in the minds of prospects.

Especially those who are still on the fence.



9. Automate Part of Your Business

Whether you are a one-person company like me or are part of a team, I'm sure you're pulled in different directions all day.

The beauty of email automation is that once set up, it's so hands-off.

It's one thing you don't have to worry about.

While I mentioned the time-saving aspect earlier in this report, the mental aspect is just as important.

I'm sure you've experienced the feeling of mental weight, of having to do things you did not want to do.

Even when I'm having a slow week, there are still parts of my business that I prefer to automate simply because I don't enjoy doing those tasks.

Never underestimate the benefits of relieving stress.

Even if you have time, if the task is something you don't enjoy doing, it's going to mentally weigh you down.

10. Additional Traffic for Your Website

Google loves a website with lots of traffic coming to it.

Having an automated email series is a sure-fire way to generate additional traffic to your website.

How?

Once again, people are distracted and busy. And they sometimes forget which company they like!

When I was a full-time entertainer, I lost count of how many times an event planner would call me on the phone to ask me more questions after they've visited my site.

We'd be having a great conversation and near the end, the prospect would ask, "Now, what was your website again?"

I wasn't surprised they were looking at other entertainers. On the contrary, I expected it.

But because people are bouncing all over the Internet every day, they lose track of which business they are considering for their needs.

With a series of automated emails, you can be sure that your contact list is being guided back to your site.

And it reminds them of who you are!

Now What?

Well, there you have it – the top ten benefits of using automated emails for your business.

While that's just the tip of the iceberg, I think you'll agree those ten benefits have the potential to produce incredible results for your company.

If you'd like to find out more about what I can do for your company, please call me at (716) 940-8963.

We can set up a free, no-obligation consultation and talk about your business needs.

Thank you for taking the time to read this report. I look forward to hearing from you soon!

- Cris Johnson