



INTRODUCTION TO EMAIL MARKETING

Email is Powerful

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- It's your most direct method of communication with your customers.
 - It builds familiarity and trust.
 - People can ignore/miss social media, but they always see what's in their inbox, even if they don't read it.



Is email right for you?

- If you're not sure - watch this [video](#).
- Basically - if your business focusses on getting customers to buy more than once, email is an excellent choice!

How do you get started with email marketing?



- I currently (2021) recommend [Mailerlite](#) for maker businesses.
- It's free to start, up to 1,000 subscribers/12,000 emails a month.
- It's easy and intuitive to use - all the design is drag and drop.
- It looks good – you can make beautiful image-based emails.



5 Minute Activity

- Go sign up with Mailerlite (<https://mailerlite.com/>) if you haven't already, and have a quick look around.
- If you already use another service, you may find you like this better, and it's super-easy to transfer your current subscribers over.



You don't need
a website to get
started with
email
marketing!

- Create a landing page (<https://app.mailerlite.com/sites/landing-pages>).
- Start collecting email addresses now!
- If you do markets, put out a sign-up form.
- Put a link in your email signature.
- Put a link in your Etsy shop.
- The sooner you start, the sooner you'll be growing your list/prospects.



To get 10% off your next order...

Join the Silver Service

You'll also get occasional updates on our new designs + specials.



REMEMBER...
you cannot add
someone without
permission!

- In most places, it is against the law to add someone to your mailing list without their explicit permission.
- They must deliberately choose to sign up - you cannot add them just because they buy from you, for example.

How do you encourage sign-ups?

- Give them a reason!
- Give people something for subscribing to your list.
- The simplest thing (I do this for Epheriell) is 10% off their next order.
- You could also do monthly giveaways to your list, a free download, guide, etc.
- Free postage is another option.

Don't sweat the unsubscribes (mostly)...

- You will always get unsubscribes, especially when you send out an email.
- The key is to keep them low – and not to worry about them unless they get super-high.
- Unsubscribes are a GOOD thing – you only want people on your list that might become customers.
- Mailerlite automatically adds an unsub link to the bottom of your emails.



Okay, it's time to send an email!

- Just like any other marketing strategy, you should aim to do it consistently.
- Don't make the mistake of NOT emailing regularly.
- People signed up because they WANT to hear from you.
- If you leave it too long, they'll forget who you are.
- Set a schedule, and aim to stick to it.



But... what do I write about?

- **Don't over-think it!**
- A 'news' email showing new products, new designs-in-progress, or exciting events.
- A round-up type email of great content from your niche – this needs to be current and relevant to your audience.
- A manual email that links to your current blog post.
- A short and sweet note that teaches your readers something interesting.
- A short course.
- A Q&A • A tip-of-the-week.
- Amusing/thoughtful anecdotes.
- Customer profiles or testimonials.
- Reader-submitted customer appreciation photos.
- A contest.
- Surveys (make them short!).
- Holiday greetings.
- Gift guides for holidays



So - how exactly
do I set up an
email?

- Demo Time!

How do I make sales via email?

- Don't be afraid to 'make an offer' to your list.
- An 'offer' is some sort of sales email.
- New products.
- Sales/specials.
- Products you're removing.
- Use the 'give, give, give, ask' template.

Further Resources

Workshops & Podcasts

- [\[87\] Enticing People to Join – and Stay On – Your Mailing List](#)