

6 Great Ideas for Email Newsletter Lead Generation



DOIN' IT

“Hey, takin' on a challenge is a lot like ridin' a horse. If you're comfortable while you're doin' it, you're probably doin' it wrong.”



TODAY

- **All About Email Newsletters**
- **ESP**
- **Lead Gen**
- **Ideas!**
- **Wrap it up**

EMAIL NEWSLETTERS

- Use an Email Service Provider (ESP)
- Batch sending/times
- Unsubscribes/Signups/Segments
- Spam complaints/Bounces
- Auto-responders
- High deliverability



NEWSLETTER LEAD GEN?

- Rule of 30
- “I’ve been getting your newsletters. . .”
- “I should call them. . .”



Picture: SWNS

IDEAS!

12+

~~12~~ Great Ideas for
Email Newsletter
Lead Generation



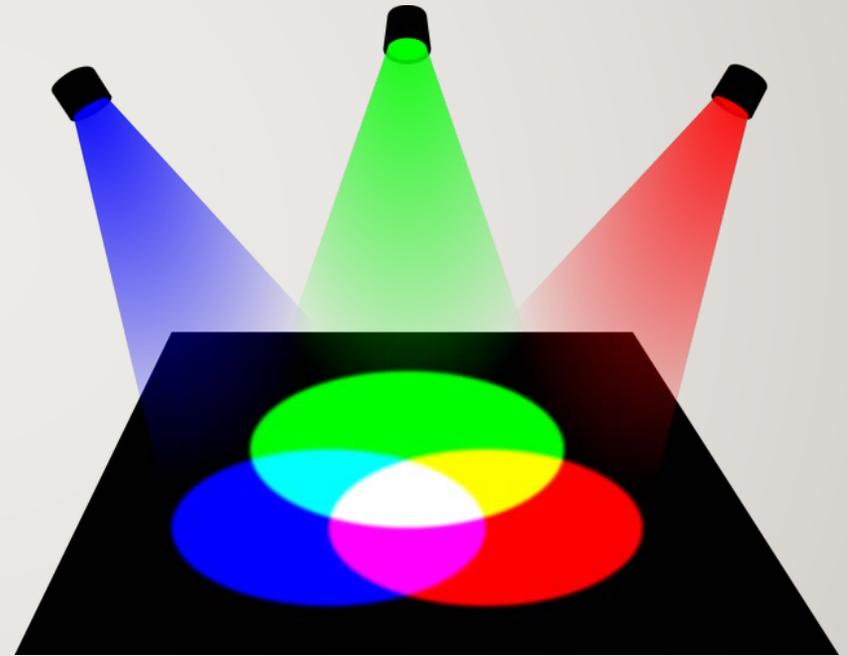
REPEAT!



- **Own a time slot.**
- **Be consistent.**
- **The show must go on, just do it.**
- **Work ahead from time to time.**

ADD VALUE

- **What helps your readers gets read.**
- **If your people don't read it, others won't either.**



STATS NO!

Primary Dimension: Default Channel Grouping

Plot Rows Sort Type: Default

Default Channel Grouping	Behavior		
	Pages / Session	Avg. Session Duration	Bounce Rate
	32.95% 1.90 vs 2.84	179.09% 00:05:22 vs 00:01:55	52.98% 83.53% vs 54.60%
1. Direct	-45.89% 1.52 vs 2.80	72.86% 00:03:45 vs 00:02:10	47.95% 88.05% vs 59.51%
2. Referral	51.87% 4.27 vs 2.81	534.97% 00:11:15 vs 00:01:46	6.52% 56.59% vs 53.12%
3. Display	-24.94% 1.11 vs 1.48	1,139.01% 00:05:55 vs 00:00:29	15.72% 92.20% vs 79.67%
4. Organic Search	-51.48% 1.45 vs 2.98	31.10% 00:02:35 vs 00:01:59	55.72% 77.61% vs 49.84%
5. Social	146.01% 5.57 vs 2.26	405.29% 00:07:59 vs 00:01:35	29.90% 82.14% vs 63.24%
6. Paid Search	-47.69% 1.23 vs 2.35	-6.14% 00:01:01 vs 00:01:05	37.66% 86.71% vs 62.99%
Email	30.94% 8.02 vs 2.31	1,476.92% 00:24:54 vs 00:01:35	18.55% 69.81% vs 58.89%

- Best open rate?
LGC – 25% +
GL – 6%
(inverse of leads)
- Add more than
unsubscribe over
time

FORMAT = SHORT CUT

- A set format turns into a fill-in-the-blank.
- Sections are easy for readers.

MAD LIBS®

 Mad Libs

There are many _____ ways to choose a/an _____ to read. First, you could ask for recommendations from your friends and _____ . Just don't ask Aunt _____—she only reads _____ books with _____-ripping goddesses on the cover. If your friends and family are no help, try checking out the _____ Review in *The _____ Times*. If the _____ featured there are too _____ for your taste, try something a little more low-_____, like _____: *The _____ Magazine*, or _____ *Magazine*. You could also choose a book the _____-fashioned way. Head to your local library or _____ and browse the shelves until something catches your _____ . Or, you could save yourself a whole lot of _____ trouble and log on to www.bookish.com, the _____ new website to _____ for books! With all the time you'll save not having to search for _____ , you can read _____ more books!

www.madlibs.com • www.worldgreatestpartygame.com

© 2013 Penguin Group (USA) Inc. All rights reserved. MAD LIBS® and all related titles, logos, and characters are trademarks owned and licensed for use by Penguin Group (USA) Inc.

RECYCLE!



- **Existing content can be re-used.**
- **Old newsletters can be revisited.**
- **Readers rarely read and remember it all.**

MOBILIZE

- **Most will read it on a phone.**
- **Adaptive template.**
- **Easy to read gets read.**



AUDIENCE OF ONE



- **Write for one person.**
- **Let everyone else eavesdrop.**
- **Inside jokes, knowledge, ok.**

CULL THE HERD

- **Doesn't open, doesn't click?**
- **Ask if they want to be on the list.**
- **Personal text email best.**



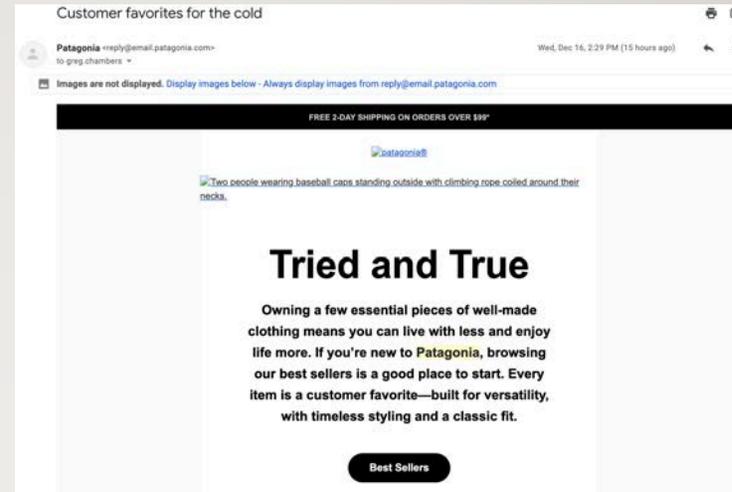
BUILD SOMETHING BIGGER



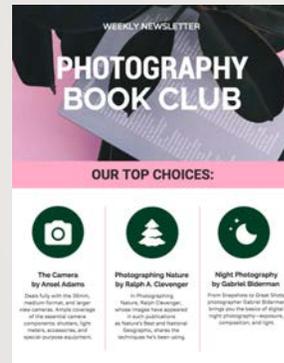
- **Outline of a booklet or a book?**
- **Do it in pieces**
- **Even if it doesn't roll up, it helps**

PEEKERS

- Preview mode!
- Alt tag images
- Readable even if it looks unread



MAKE IT SHORT. OR LONG.



- What's your goal?
- Who's it from?
- Subject line
- Preview

SHARE THE CRUMBS

- **Bits and bobs on social media**
- **IFTTT**
- **Buffer**
- **Hootsuite**

Share this:



HIJACK HEADLINES

Cows lose their jobs as milk prices drop

By Scott Calvert
THE BALTIMORE SUN

EASTON, Md. — As his 100 dairy cows lumbered over for their Monday afternoon milking, farmer Eric Foster pondered his sudden misfortune. Those Holsteins and Jerseys, profit machines during a recent milk boom, are now such money-lo-

This unlikely combination of forces has hit Foster's milking parlor and other dairy operators with a vengeance. After soaring in 2007 and remaining high in much of 2008, milk prices paid to farmers have collapsed and are expected to remain dismal, even as feed and fuel stay fairly costly.

Some dairy farmers have shut

down. Others, like Foster, are

Economists are concerned

Although, consumers should benefit from somewhat lower prices at the supermarket, a drop in the value of milk products a grim outlook for d-

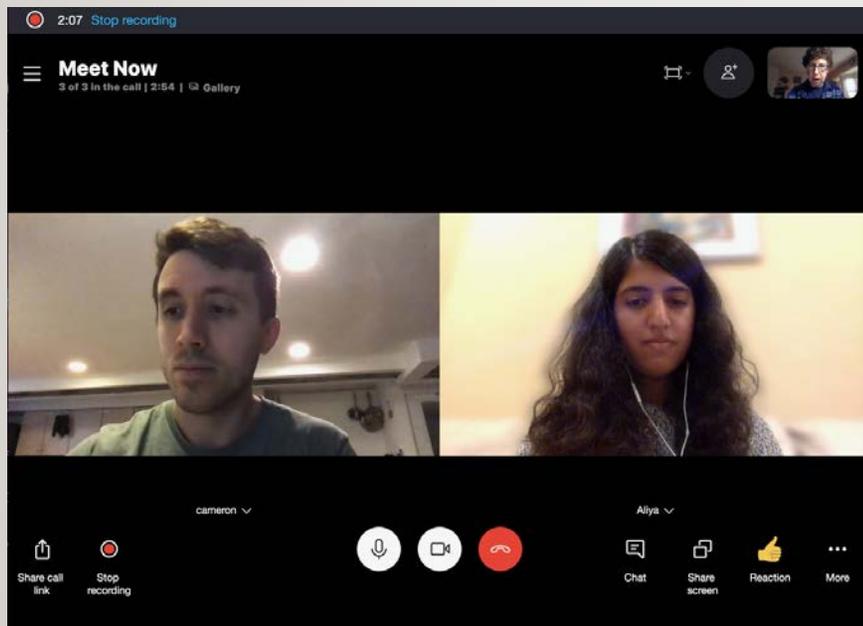
- The News is hot
- Your take is interesting, share it
- If you have a reader, ask them to share links/summaries

RECIPE BOX

- **Set topics**
- **Google “Alerts”**
- **Don’t copy, summarize**
- **Get everyone involved**



GUESTS



- Interviews attract new people
- Content writes itself
- Transcribable
- Fast

THE BIG 12+

- **Guests**

- **Repeat**
- **Add value**
- **Stats No!**
- **Format = Short cut**
- **Recycle**
- **Mobilize**
 - **Recipe Box**
- **Audience of One**
- **Cull the Herd**
- **Build Something Big**
- **Peekers**
- **Short. Long.**
- **Crumbs**
 - **Hijack Headlines**

NEXT STEPS

- **Set up with an ESP**
- **Pick a format, pick some topics**
- **Pick a time**
- **Start!**

QUESTIONS?



WAYS WE CAN HELP

- **Content Strategy**
- **Outsourced Newsletters**
- **Artifact Projects**



THANK YOU!

15

~~X~~ Great Ideas for
Email Newsletter
Lead Generation



INFO@LEADGENCOMPASS.COM

402-334-1824