

Training Guide



List Building 3.0

Made Easy

Powered By “Your Website URL here”

Latest List Building Techniques to
Skyrocket Conversions and Sales



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Introduction:

Welcome to the latest and very easy to apply “List Building 3.0” Training, designed to take you by the hand and walk you through the process of getting the most out of List Building for your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate List Building, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 chapters organized into 4 sections. This is exactly what you are going to learn:

Section 1: List Building Basics

In Chapters 1 through 4, we’ll talk about:

- ✓ What is List Building all about?
- ✓ What can an Email list do for your Business?
- ✓ Shocking List Building Facts to Consider
- ✓ The 7 List Building Cornerstones

Section 2: List Building – Step by Step

In Chapters 5 through 11, we’ll talk about:



- ✓ Preparing the Lead Magnet
- ✓ Setting up the Lead Capture Page
- ✓ Setting up the Email Automation
- ✓ Setting up your Tracking Strategy
- ✓ List Building Traffic Strategies
- ✓ Analyzing your Results
- ✓ Optimizing your Campaign

Section 3: Advanced List Building Strategies

In Chapters 12 through 16, we'll talk about:

- ✓ Creating High-Converting Follow Ups
- ✓ Split Testing Emails
- ✓ Using Polls to Increase Opt-Ins
- ✓ Optimizing Confirmation Emails
- ✓ Resending Unopened Emails

Section 4: Additional Tips to consider

In Chapters 17 through 20, we'll talk about:

- ✓ Do's and Don'ts
- ✓ Premium tools and Services to consider
- ✓ Shocking Case Studies
- ✓ Frequently Asked Questions

Well, it's time for you to start getting the most out of List Building On behalf of your Business. I know you'll love this training.

Your Name



Section 1

List Building Basics

Latest List Building Techniques to
Skyrocket Conversions and Sales

Chapter 1: What is List Building all about?

What is list building?

Ok, so what is list building? To understand what is list building, you first need to know what is a list in the first place. A list, or a mailing list, is a database where you store the email addresses of people that you can get in touch



with in order to send them marketing material and business info in general.

And in order to have a solid mailing list with qualified subscribers you need to build your list through email marketing. In fact, list building can be considered to be one of the stages of email marketing.

To summarize, list building is the stage of your email marketing efforts in which you are going to continually add people to your mailing lists, and to add people to your mailing lists you will need their permission.

That is when you apply email marketing strategies to get people's permission to be added to your mailing lists. To summarize, list building is all about using email marketing strategies to add more people to your growing list of email leads.

How can you start building your lists?

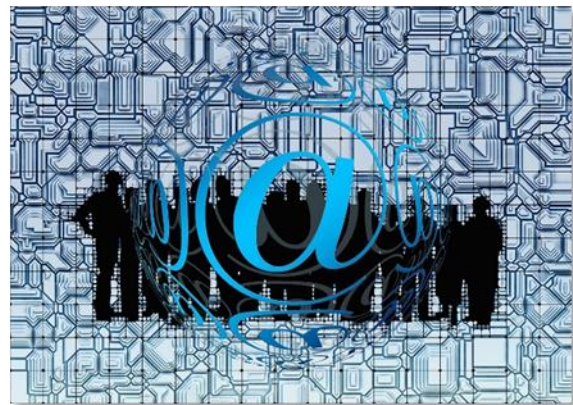


The only way to start building and growing your mailing lists is by applying proven email marketing strategies the right way. There are many email marketing strategies that work as well today as they did when they were first applied back in the days of dial up internet.

In this training you are going to learn the best ways to apply only the best ones, such as using free stuff as magnets to get email subscribers and email marketing automation, as well as other little known implementations that have been kept secret from you by the so called “gurus”, up until today that is!

Who is using list building as a marketing strategy?

Basically anyone with an online marketing plan should be list building, yet most marketers and businesses are content with having a single opt-in on their websites for those that might be interested in giving out their email addresses, leaving a lot on the table.



The truth is that there are ways to even get the emails of people that are not initially interested in joining your mailing lists, and we are going to teach you how to do it in this training so you too can feel the power of email marketing.



So keep reading, because in the following chapters we are going to go into deeper detail on what makes list building an amazing strategy that you need to implement on your overall business plan right now!

Chapter 2: What can an Email list do for your Business?



So now that you know what an email list is and what you can do to start building and growing your own today, it's about time that we talk about what you will get from

putting in the effort towards building your list.

And what you will get from working towards building a solid email list full of qualified contacts are benefits that will take you several steps further into solidifying your business as an online venture with ample growth potential and an ever growing, loyal customer base.

And really, the biggest thing that an email list will do for your business is, as we just said and without a doubt, will help you to grow your customer base. This is because of the implicit behavior of people that visit a business' website in the first place, which can be summarized in two stages:

- ✓ Get information about your company, your offers, your products, your services, and your prices
- ✓ Making a purchase after getting the desired information

The thing is that, unless a visitor is already in purchasing mode, you won't be able to convert him or her in the very first interaction. You have to be pretty convincing about your offers in order to capture the attention of visitors during their first visit to your site.

And once you have established that first impression, most visitors will simply leave your site and go about their daily lives, even if they liked your site and your offers. Sure, some among those that leave will be back and convert later if they need to obtain what you are offering them, but most of them won't.

That is why most marketers love tracking and retargeting lost visitors through paid adverts, but that is a very expensive strategy for most. That's where list building comes in, as it is a cost-effective marketing strategy that is easy to implement.

List building is as easy as inviting website visitors to join your mailing list, and we are going to discuss the best means to do so later on, but for now let's just say that it will be easier for you to drive sales once you have qualified buyers in your email list.

This is mostly because you will be able to email them the best offers available to them according to their buyer profile, as well as sending them exclusive offers that they can share with others by referring new people to your email list. Other benefits of having an email list for your business include:

- ✓ It will help you to better communicate with your customers and to have a better channel to solve their inquiries
- ✓ It will help you to update your customers and your leads about your most recent business activities without them having to go to your website



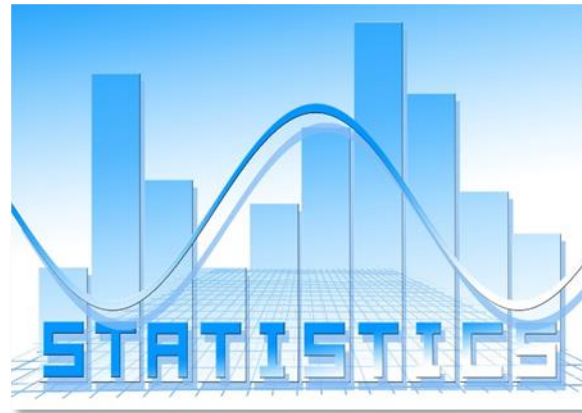
- ✓ It will allow you to better segment your customer base
- ✓ It will allow you to gather more quality data about your customers

Tune in to the following chapter if you want to learn some shocking list building facts that will inspire you to chase your marketing objectives by building your email list today!

Chapter 3: Shocking List Building

Facts to Consider

Hey there again friends! You will read the following words from a handful of people: email is dead. They will only say it because email marketing is as old as the internet itself, but the numbers speak otherwise. That is why in this chapter we are going to show



you some shocking facts that prove that list building is as alive as it has ever been!

- ✓ This one is for the businessman inside you: content sent from one business to another through email is considered to be the third most influential form of B2B communication, only beaten by real-world colleague and industry specific through-leader recommendations ([source](#))
- ✓ 80% of retail professionals affirm that email is their number one customer retention channel, way ahead of social media, which is the next big thing, which is only backed in this regard by 44% percent of retail pros ([source](#))
- ✓ Women are more likely to convert through email when they open it on a tablet, and men are more likely to convert through email when they open it on a phone. Yet both genders will convert at the same rates through email opens on desktop ([source](#))

- ✓ Leads that open an email on a mobile device are 65% more likely to click through an offer if they open it again on a different device. That is why it is important to repurpose emails with high profit offers inside ([source](#))
- ✓ Segmented email lists have an open rate 14% higher than email lists that are not segmented ([source](#))
- ✓ On the same note, segmented email lists have a click through rate that is a little bit over 100% higher than email lists that are not segmented ([source](#))
- ✓ Not yet convinced that list building is the most cost effective online marketing strategy? Well check this out: Every \$1 spent by a business on email marketing has a return on investment or “ROI” of \$44! That’s a \$43 revenue over each single dollar spent!
- ✓ People check their email as a complementary activity to their daily activities, with 79% of people checking their emails while on vacation, 69% checking it while watching TV and another 57% checking it while in bed, to give you a few examples. That means that about any time is good for some email marketing ([source](#))
- ✓ A good 28% of consumers say that they would love to receive promotional emails more than once a week, so consider this when segmenting your future email lists ([source](#))
- ✓ A surprising 44% of people have admitted to making at least one purchase after receiving a targeted promotional message. This fact right here is another proof that segmentation works ([source](#))



- ✓ Personalized subject lines, which are subject lines in which you address the recipient by name, receive a 26% higher open rate ([source](#))
- ✓ Lastly, building a list is 40 times more effective than using Facebook or Twitter to acquire new customers. 40 times! ([source](#))

Awesome, right? But we're not over just yet, so tune in to the following chapter so we can show you the essential foundations of a solid list building strategy!

Chapter 4: The 7 List Building Cornerstones



List building might look like a walk in the park from the outside, right? But you can't just automate it and leave it unattended. The following are the elements that make list building the ultimate profit generating online marketing strategy:

Lead Magnet

A lead magnet is an incentive that you can use to attract people to your email lists. It is right there in the name: it is a magnet for leads. That is why lead magnets are mostly free stuff such as eBooks and webinars. They're designed to give your leads a zero-cost excuse to give you their email addresses, and they are the gateway foundation of any successful list building strategy.



Lead Capture Page



A lead capture page is simply a splash or landing page designed to totally or partially engage a lead's attention away from other elements on their screen.

This way they can be subtly talked into inserting their email addresses on an

email form in your lead capture page so they can continue with what they were doing beforehand.

Email Automation

Email automation is the automation of your list building efforts using email marketing automation software, email automation online platforms, or by integrating both. Email automation is a



necessary step if you want to be time and cost efficient because it will allow you to essentially automate your communications.

Tracking



Tracking the performance of your interactions with people in your email lists is what will allow you to know what is working and what is not working. For example, by tracking you will be able to find out who is

opening your emails and who is not, which will ultimately help you decide who stays on your lists and who gets deleted from them.

Traffic

Traffic to your email lists can be best understood as the number of people that are driven to your lead capture pages through your distribution channels. The most common traffic channel that gets people to lead capture pages is your own website, but there are several other traffic channels worth leveraging such as search engines, social media and YouTube videos.



Analysis



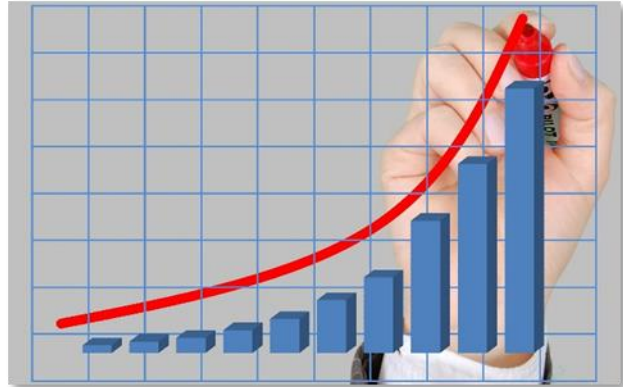
Analysis is what comes after tracking, because you are not bound to make smart decisions over your tracked data if you don't analyze it first. To give you an example, let's say that you have a handful of leads that are not

opening your emails. By analyzing those leads and assessing their profiles and behaviors you can determine what to do with them, as you can easily segment some of them and delete the ones that won't simply convert, no matter what you offer them!



Optimization

Optimization is the joint effort of all of the previously mentioned elements. Optimization is the use of data gathered from tracking and analyzing your overall list building efforts so you can then improve. A good example of optimization



would be segmentation resulting from split testing your emails on your lists.

And this is just the beginning! Fasten your seatbelts because in our next section we are going to teach you how to go integrate each one of these elements into your list building campaigns!



Section 2

List Building – Step by Step

Latest List Building Techniques to
Skyrocket Conversions and Sales

Chapter 5: Preparing the Lead

Magnet



We already mentioned lead magnets and told you how they were used to attract people into joining your email lists, but we didn't go into the details, so allow us to dissect lead magnets for you.

So, what is a lead magnet?

A lead magnet is simply an incentive that you use to get people to join your mailing lists. Lead magnets are part of the email marketing funnel and they are essential when it comes to transforming people from simple leads into subscribers, then later into customers.

The magic behind how lead magnets work is in allowing your leads to have a bite of your premium content, a sneak peek into your offers. That is why lead magnets have to comply with the three following criteria:

- ✓ **They have to be Free:** You can never charge for your lead magnets, as that is what makes them attractive in the first place. The only price that you are charging for it is a lead's email address, and the cool thing is that it doesn't look that way to a lead because to him or her the email address is only a means to receive their free stuff.



- ✓ **They have to offer value:** Now, what makes a lead magnet really attractive is that it offers value for free, which means that a lead magnet has to offer content that is not found anywhere else, content that you would usually charge for. Pro tip? It immensely helps to state it on your capture page!
- ✓ **They have to be attractive:** The fact that you are giving lead magnets for free doesn't mean that they have to look cheap. On the contrary, they have to look attractive, they have to look like something that is worth giving an email address in exchange for.

What can you use as a lead magnet?

What does a lead magnet actually look like? The answer is simple: a lead magnet looks like something that you can create on your own without much effort, for free and that you can easily send through email.

The good news is that there are actually several lead magnets that have proven to be effective and that you can create yourself. Here are the best lead magnets and how to create them right from your computer:

eBooks

eBooks are perhaps the most common form of lead magnet available and one of the easiest to create and one of the easiest to offer to your leads because everybody knows what an eBook is, and how to use it.

The best subject for a Free eBook for your leads will always be about something that educates your customers about how your products, services or offers work, and about how they can help them to solve specific problems.

Now, your eBook doesn't have to actually solve that problem, it just has to work as an introduction to the solution to that problem. To solve that problem you are going to either link to your offers at the end of the eBook or to another material that will then link to your product.

The idea is to use the eBook as a bridge that will convert the lead into a purchaser at the end of the funnel. After converting your leads through an eBook you can keep using eBooks to engage your acquired customers.

You can easily create eBooks using tools such as Microsoft Word, Adobe InDesign or Photoshop to mix your content, your images and your links, then importing it all as a lightweight .PDF book that can be uploaded and sent to your leads so they can download it once they sign up.

Checklists

Checklists are a great way to offer leads some of your content in condensed form. What you can do is to take some of your most popular blog posts, cut down their word count, and then add it in list form to an eBook like file. They work great on first time visitors because it gives them the option of consuming your content outside of the internet.

Quizzes

Quizzes are an entertaining way to educate your leads about your products and your business, and you will simply have to create a web-based form with options that you can send as a quiz template to your leads through email.

Creating quizzes is quite easy, as there are lots of online services that will allow you to create nice looking quizzes that you can send through email for free!

Webinars

Webinars have been steadily becoming a staple in any email marketer's lead magnet menu because they convert amazingly well. Webinars, for those not in the know, are online seminars that people can watch from the comfort of their homes, or wherever they are really.

And they are easy to make too, as you will only need a webcam and mic as well as the disposition to talk to your leads on camera. You will also have to sign up for a Webinar platform such as "GoToWebinar" to set up your webinars.

Webinars have an air of exclusivity because they work on an invite basis, which means that your leads will need to sign up to your lists in order to be notified about your video event, which also makes it pretty easy to later market to your new subscribers.

White Papers

"White Papers" are often confused with eBooks because they're often sent in the same lightweight PDF format, but they differ in their content. Whereas eBooks deal with short form educational pitches, white papers are complete reports on current developments in your industry.

White papers are mostly useful to attract people that like long structured reads, and such leads are pretty much qualified from the get go, so make sure to create high quality reports based on well researched, plausible information about your business.

So now that you know what lead magnets are and what are their most common forms, you might be eager to ask us about how do you actually offer them to



your leads, right? Well, tune in to the following chapter so we can teach you how to set up your lead capture pages!

Chapter 6: Setting up the Lead Capture Page

Hey there everyone! Let's continue with the next step in your list building journey. Now that you know what a lead magnet is, it means that you are ready to move on into the creation of your very first lead capture page, so let's talk about what are lead capture pages first.



What is a lead capture page?

A lead capture page is a type of landing page specifically designed to capture leads. Simply put, it is a type of landing page with a lead capture form, which is in itself optimized to capture leads according to your offers. In other words, lead capture pages are designed after your lead magnets.

A successful lead capture page is one that has the ideal balance between what it asks the lead for and what it offers in exchange for it. Because you are building an email list, your lead capture form should only ask leads to provide very basic contact info.

And the best performing lead capture forms only ask for a first name, a last name, and an email address. As you can see, your job is quite simple: to offer an awesome lead magnet, to have a neatly designed lead capture page and to capture leads using a simple lead capture form.

Setting up a lead capture page

Awesome, so with that out of the way, let's show you how to actually set up a cool and clean lead capture page with all its bells and whistles from the get go.

There are two ways to design a lead capture page:

- ✓ By setting it up through your content management system of choice, which involves lots of coding and know-how.
- ✓ By using an integrated, self-hosted email marketing platform with drag and drop functionalities.

Because we want you to learn and get ahead of the curve as soon as possible, we are going to show you how to set up your first lead capture page by using an integrated email marketing platform that will allow you to set up awesome lead capture forms and pages from a single interface.

There are lots of great options to choose from once you decide to start shopping around for a lead capture page creation tool. In this chapter though we are going to use “pagewiz”, a great and easy to use landing page editor that will allow you to create cool looking landing pages in a matter of minutes.

So let's go to it step by step, first by logging into our Pagewiz account. Once there we are going to click on the “create a new landing page” button.

In the next screen we are going to have the options to either select a desktop landing page template or a mobile landing page template by checking the “standalone mobile campaigns” checkbox.

In our case we are going to leave this option deselected to choose a desktop template. Here we will have two options. We can select the “blank page”

template to insert all of our lead capture page elements by ourselves or we can select a pre-designed template.

For this example we are going to select a pre-designed template that we can use to show you how to insert lead capture elements on a landing page by editing the preset elements on a preconfigured landing page, which you can use as inspiration to map out your own lead capture pages later on.

So we start by simply clicking over the template preview image. We will be asked to name our landing page, so we enter a name for our new landing page and then click on the “save and design” button.

Alright, now that it has loaded up, we can start by editing the most important lead capturing elements on this page from top to bottom starting with the logo, which we can edit by double clicking on the “your logo” element.

We are now going to click on “upload a file” to look for our logo file on our computer. Now that our file has been uploaded we will simply have to click on it to select it. Now that it is loaded on the page we are going to use the image resizing function to fit it on the lead capture page header.

We are going to click and hold on the “rich text” button on the left side menu to drag it to the header right beside our icon so we can enter our business’ name there, in order to accompany our logo as to eliminate the empty space on the header.

What we do is to simply change the font type and the size of the font to better accommodate it to the space in question, and then we change its color to match the colors in our logo. Note how we use the guiding lines to position our elements in harmony with everything else on this page. Remember that these details are important.

Now we are going to edit the text in our page. There you have the headline, the call to action and the description. Let's start with the headline. This is one of the most important elements on your lead capture page, and one trick to make it effective is by making it into a question, or an intriguing phrase. Basically, anything that triggers a curious response in your leads will work fine here.

Because we are going to promote a diabetes care oriented eBook as our lead magnet, we are going to phrase our headline as the question: "How Much Do You Know About Your Own Diabetes?" and our call to action as "Sign up to learn about the 10 things you might not know about your own Diabetes".

Then we edit the description to describe a benefit of signing up to our mailing list beyond the free eBook, such as getting important updates from then on. Let's now double click over the lead capture form on the right.

First we will have to edit our form field. Here the lead capture page is designed to ask leads for their name, their email and their phone number. We are going to simplify it as an email capture page, and as such we will simply need to hover over the "phone" field, click on "edit field" and then on "delete field" and then on "ok".

Now we have optimized our lead capture page to work as an email capture form. We now hover over the sign up button and click on "edit button" to enter our call to action button message and hit on "OK" to save our changes.

Let's now go over to the "form settings" tab. In this section we will simply have to select the "redirect to pdf" option, click on "upload a new file", look for our lead magnet inside our computer, and then click on it once it uploads.

Now we'll simply have to click on "apply". Now we go back to the "form fields" section and make sure that everything is correct. Here you can simply click on

“apply” in case that your changes weren’t saved on this section. Let’s now fine tune the last details on this template by editing the text in our lead capture form text.

Now we will scroll down to edit the sections below. We are not going to use this section, so we will simply have to right click over it, click on “remove” and then “apply”.

Now, the last section below, we can use it by double clicking on the featured image to add our business icon.

Then we are going to insert text below it to add our custom company message. Alright, so it looks awesome as it is, but we can use the “preview” button to see how it actually looks outside the editor. Beautiful! We now click on “back to design” and then on the “save” button.

And that’s it! We now have an awesome, high converting lead capture page optimized to capture qualified email leads. Let’s now continue by clicking on the “back to dashboard” button.

As you might know, you will need a landing page URL to show your new lead capture page to your leads. Back on our dashboard we have two options for this: “custom domain URL” and “page default URL”.

The “page default url” option is selected by default and will allow us to publish our new lead capture page immediately. We will only need to share the default url with our potential leads.

Now, the “custom domain url” will allow us to enter our website’s domain URL by clicking on “add new domain name”. Now, in the “custom url” field we are



simply going to enter a sub domain route as well as our domain name and its extension.

Then we are going to click on “save”. Please note however that we would need to contact our hosting provider to set up a CNAME for us before we can share our landing page using our custom domain. For the time being we are going to simply share it using the default URL.

Now that we have set this up, we will simply have to click on the “publish” tab. Now, in the following pop up window we will simply click on “Yes, publish it!”.

Also note that although we used “Pagewiz” as our lead capture page editor of choice, you can do all the work on any other platform and get the same results as long as you apply the lead capture page design principles we teach you in this chapter.

So tune in to our following chapter so we can show you how to set up automation on your email lead capturing campaigns!

Chapter 7: Setting up the Email Automation



Hey there everyone, and welcome back! In this chapter we are going to talk about email automation, and about how to set up your own automated email campaigns the easy way so you can better capture, engage and keep your new email leads. Alright, so let's start from the very beginning.

What is email automation all about?

Email automation is simply the best way to engage with leads by way of marketing automation. The “automation” comes from using an email automation tool that can allow you to send emails to your customers at specific, designated times.

Email automation is, simply put, the most efficient way to save time and resources when it comes to sending individualized emails to your new leads and customers. In fact, email automation is what will allow most business owners to use email as a marketing tool the right way.

Setting up email automations

There are two types of email automations used to grow email lists.

“Autoresponders” are automated emails that are sent to leads when they complete an action, such as subscribing to your lists, and “follow ups” are

marketing emails that you send on a schedule, and their purpose is to offer upsells, season specific deals and so on.

Setting up email automations can be tricky if you decide to do it on your own, but there are some really good email automation platforms out there to do it the easy way. In this chapter we are going to use “MailChimp” to show you how to automate an autoresponder email.

We will get started by logging in to our MailChimp account. Once there we are going to click on the “lists” tab, and then on the “create list” button in order to create a subscriber list for our automations.

We have to start by giving our new list a name. In our case, we are going to use the “Newsletter” name. Then in the “default from email address” we will enter the email address that we want our email leads to see when they are contacted from this list.

Now, the “default from name” is the sender’s name that our subscribers will see, so we are going to simply use our business name. In the “remind people how they signed to your list” field we are going to write a reminder for subscribers telling them how they subscribed to our list.

In the “notifications” section we can mark what type of notifications we want to receive in our main email address. Then we are going to click on “save”. Now, for automations to work we have to add subscribers to our new list.

In our case, MailChimp gives us the option to manually add subscribers using the “add subscriber” tab, to import contacts from a file or integrated service, or by creating a sign up form. We already set up a sign up form in our previous chapter using Pagewiz, so we are going to integrate our Pagewiz Lead Capture page with our MailChimp account to automatically add new subscribers to our list.

Doing so will allow us to send automated welcome emails to leads subscribing to our list right on the spot. To do it we will simply have to go to the profile menu on top and click on “accounts”. Then we are going to hover over the “extras” tab and click on “api keys”.

Once there we copy our api key code from the “api key” section. Now go to our Pagewiz dashboard, click on the “pages” tab, and then click on the settings “button” in our lead capture page.

Now we are going to click on “integrations”. Now we are going to look for the MailChimp integration tab, where we are going to click on “manage integration”. Now we are going to paste our MailChimp api key in the “enter your MailChimp api key” field and then click on “next”.

Awesome. We are now going to select the MailChimp list where we want to save our leads and click on “next”. On the following page we are going to be asked to confirm our page forms, so we are going to simply click on “next” once again.

On the next page we are going to map our Pagewiz’ form fields to our MailChimp fields. This means that we are going to pair The “email” form field on our lead capture page to the “email address” field on MailChimp, and the “name” form field on our lead capture page to the “first name” and “last name” fields on MailChimp.

Then we are going to click on “save”. Great! We have successfully integrated our lead capture page with our email automation platform, so we are going to click on “done” and return to MailChimp.

Now back on MailChimp we are going to create our new automation. To create an email automation from our MailChimp account we will simply have to start by clicking on the “create campaign” button.

On the next page we are going to select the “create an email” option. Now, in the next step we are going to select “automated”. We can create a “custom” automation or select one from a wide variety of pre-designed automations.

In our case we are going to select the “welcome new subscribers” automation to trigger a welcome email to people subscribing to our list through our lead capture page. We have to start by entering a “campaign name” and selecting a subscriber list. In our case we are going to select the one we just created for this example.

Then we click on “begin”. Ok, so the first thing that we are going to edit is when this welcome email is sent to new subscribers, as it is set to be sent 1 day after subscribers join your list. For this we click on “edit trigger”.

On the new page we are going to select “immediately” from the “delay” menu, and then we are going to click on “update trigger”. Now we click on “design email” to edit our welcome email.

First we are going to name our welcome email in the “name your email” field. Next we are going to write an email subject in the “email subject” field. Then we are going to enter a “preview text” to give our subscribers an idea of what the email is about.

Now, in the “from name” we are going to write the sender’s name that we want our subscribers to see. In the “from email address” we are going to enter the email address that we want our subscribers to see as the sender address.

MailChimp needs to verify that our “from email address” is valid by using the “verify domain” button, which will send a verification email with a validation link for us to click, but we are going to click on “skip this step” for the moment, as we are going to use a free “Gmail” email for this example.



In the next step we are going to select a layout for our email. We can either select a template or a basic layout, and in our case we are going to select a “simple text” layout for our welcome email. Now that we have selected a layout, we are going to edit our email body.

We are going to start by editing the basic text blocks on top to add our message header text and welcome message. Then we are going to edit the text block below to add our business’ name in the “copyright” space, delete the rest of the placeholder text and leave only the update preference and unsubscribe links.

Once we are done we will simply have to click on “save and close”. We are not going to add any more elements to this message, so we are going to move on by clicking on “save and continue”. Because we are going to only add this specific email to this automated campaign, we are going to hit the “next” button.

Now we have to confirm that our automated workflow is OK to finalize this setup by clicking on “start workflow”. And that’s it! Now our automation is ready. Follow us in the advanced strategies section so we can teach you the secrets behind a successful follow up email!

Chapter 8: Setting up your Tracking Strategy

Hello there friends, let's move on to the next step in making your list building efforts a very successful reality. Now that you have everything set up and ready to start capturing qualified email leads, there is an additional task that you have to work on to make your list building system to really work for you.



We are talking about your tracking strategy, and a tracking strategy is simply a systematized way for you to continually track the performance of your list building campaigns. Setting up a tracking strategy will allow you to see and review granular data about your campaigns the smart and easy way.

Ok, let's get this out of the way first: setting up a tracking strategy is a fairly simple task. This will depend a lot on your list building set up, as most email automation platforms integrate analytic features to show you data such as number of subscribers.

As you can see here for an example, MailChimp allows us to check the “total audience” and the number of “unsubscribes and bounces”, and we can filter both metrics by “existing subscribers”, “audience change”, “growth” and “sources”, and you can check this data from the past 7 days, the past 30 days, or the past year.

Now, this is as much information as you would get from most email automation tools, so we also recommend you to add the Google Analytics platform to your tracking strategy, as it is a free analytics platform that is easy to integrate within most marketing campaigns, including list building campaigns.

That said, let's show you how to integrate Google Analytics to our email automation tool of choice. Before getting started, make sure that you have a Google Analytics account. In case that you don't have one, start by going to the "analytics.google.com" URL on your browser while logged in to your Google account.

Once in the Google Analytics sign up page simply click on the "sign up" button to get started. In the next page you will be required to set up your new analytics account. Start by selecting "website" as your tracking method.

Then give a name to your new analytics account. In the "website name", enter the name to track your lead capture page, and in the "website url" field paste your lead capture page URL. You can select the "industry" and "reporting time zone" as well, but these are not required.

Now scroll down and click on "get tracking id". Now simply accept Google Analytics terms of service by clicking on "I Accept" in the window that pops up. Now you have a Google Analytics account.

Once you have a Google Analytics account, integrating it with MailChimp or any other email automation platform is quite easy. But before showing you that, we are going to add our lead capture page tracking code to our actual lead capture page.

We start by copying the “Tracking ID” corresponding to our lead capture page. To implement this tracking code on your lead capture page you will need to have access to your page’s HTML code or a way to insert it on a form.

Because we used Pagewiz to design and host our lead capture page, we will simply need to go to our Pagewiz dashboard, click on the “pages” tab, then click on the “design” button corresponding to our lead capture page, and then to click on the “scripts and styles” tab.

Now we will simply have to click on the “JS Scripts” tab, and then click on “add new script”. Now we have to choose “head” on the “script location” menu, name the script, and then to paste the Tracking ID code between the “script” tags. Now we click on “apply” and on “save”. Cool! We are now going to be able to track our lead capture page on Google Analytics.

Alright, let’s go back to our MailChimp account. There we are going to click on the profile menu on the upper right, and then click on the “account” tab. Once in that section we are going to click on the “integrations” tab.

We will scroll down and click on “Google: Analytics, contacts and docs”, and then on “authorize connection”. We are going to select our Google account in the next page, and then we are going to click on “allow”. Now our MailChimp and Google Analytics accounts are connected!

And that’s it for now! Tune in to our following chapters, because we are going to teach you how to perfectly complement your tracking strategy with some proven traffic generating strategies!

Chapter 9: List Building Traffic Strategies



Alright, so keeping your email list subscribers happy and busy is the end, but what are the means? Because in order to have subscribers, you will first need to find leads to convert, and the only way to find these leads is by

attracting traffic to your lead capture pages. The following is a list of proven traffic generating strategies for list builders.

Do Guest Posting

You already know that the best way to add people to your email lists is by first having a qualified following, but how do you do that anyway? How do you create a following when you are just getting started?



Beyond what anyone would tell you about how “great content attracts the masses”, the best way to attract a steady stream of traffic is by putting your content right where there is a large number of people willing to consume it.

But how do you do that if your site and your business are just getting started? Perhaps you are not running a new business, but you are just new to the world

of online marketing. How do you achieve something that make most people give up?

The answer is guess posting. Guess posting is posting your content on a site with an established following and steady traffic, and the easiest way to guest post is by asking. Yes! Simply go to a site in your industry and contact its owners about featuring your content.

Once your content starts getting published on websites with an established following, simply make sure to add a link to your business' site at the end of your posts to redirect traffic from the host site to your site through clicks. Once there simply automate a nice lead capture page to get these people's email addresses.

Optimize Your Site For Organic Search Engine Traffic



Once your site starts going up in rank thanks to the traffic that you are getting through backlinks on your guest posts, the next step is to leverage your rank by implementing search engine optimization strategies on your site.

Yes, we are talking about “SEO”, the same search engine optimization effort that most marketers think of as an esoteric practice that only large marketing teams and “gurus” can master. The truth is that SEO has its learning curve, and that is why it is considered a mid-tier strategy, but it can be easily tamed by anyone that wants to.

The trick about using search engine optimization is in adding the following two elements to your site. First, you have to add content that people will want to consume. Mainly, content that you know for a fact that your target audience will be looking for on Google at any given time.

So if your site is a corporate site with information about your products or services, simply create a blog section where you are going to add content about how to use your products or services, about their benefits; Simply put, create content based on the needs of your potential customer base and about how they can use your products or services to respond to those needs.

The second element is the technical optimization of your content. To optimize your content to appear on search engine results you have to use the terms that your customer base will use while looking for your content, throughout your content.

The easiest way to do this is by asking yourself how would you Google your own content, or how would you Google about your products, and then use those terms in your titles, in your descriptions, and as keywords on your posts.

Chain-Link Your Content

Once you start getting steady and qualifying amounts of traffic, you have to nurture it and make it work for you by working towards keeping your visitors and leads on your site for as long as possible. The idea behind this strategy is that they will get so used to your content that they will end up signing up to your email list to be able to receive updates



every time that you post something new.

And the best way to do this is by chain-linking your content, which means that you will link your posts across your site. To do this you will simply need to add links to your posts to lead visitors to related posts, and then to another, and then to another.

One chain link order that works very well is by starting with a post that is entertaining, then link to a post that educates, then to link to a post that is inspiring (such as shocking marketing facts to replicate), then lastly linking to a post to convert, such as a sales page.

This strategy generates traffic because of three basic elements. The first one of course is your lead capture page. On each post you should offer a piece of content upgrade related to the post itself by signing up to your email list. Make sure to always use pop up sign up forms as your lead capture pages when offering specific content upgrades.

The second element is your sign up form, which should be placed on the top right corner of your site and in the middle of your content. The third element are the social share buttons, as traffic that comes to your site from social sharing can easily add new subscribers to your list.

Host Giveaways



Did you know that the “giveaway” keyword can get your site to rank higher in search engine results when you pair it with your content keywords? Yes, promoting giveaways is arguably



one of the most traffic generating strategies that you can deploy on your site.

And, most importantly, when you design a landing page with a sign up form specifically designed for your giveaway, it will get tons and tons of traffic.

How can you pull this off? Well, simply create a giveaway for one of your most requested offers, create a landing page to promote it, and tell your leads that they will be added to your mailing list by signing up for the giveaway.

And that's it! Apply those strategies in that order and you will be getting more traffic in less time than you would otherwise.

Chapter 10: Analyzing your Results

Hey there everyone! Let's continue where we left off in our latest real time list building set up chapter, where we showed you how to implement a tracking strategy the right way. We complemented that with some top of the line traffic



generating strategies for your list building efforts, and in this chapter we are going to show you how to analyze the results of your list building campaigns.

Analyzing your campaign results is as easy as comparing your results with the average results established by email marketing industry leaders. You can do this by reading reports generated by your integrated analytics tools.

Now, most analytics tools will give you a detailed look at the most important numbers and metrics, and it is important that you know what each metric means when you read your results, and in this chapter we are going to teach you that exactly.

You can usually find your campaign results on the “reports” or “analytics” campaign section in your email automation platform of choice. In our case, because we are using MailChimp, we will simply have to click on the “reports” tab to get started.

Once in the reports section we are going to click on the “automations” tab to see a report of our newest automation performance. Now we are going to click on the “view report” button corresponding to the automation we want to review.

We are going to land on the summary report for our selected campaign. On first glance we are going to get the number of “subscribers who have completed”, which can be read as the number of subscribers who have completed an action, and the number of “emails sent”, which can be read as the number of emails that you have sent using this automation.

A useful metric that you can measure using these two numbers is “conversion rate”. Conversion rate will be the number of “subscribers that have completed” between the number of “emails sent” per 100. The resulting percentage is your actual conversion rate, and the average acceptable conversion rate across all industries is 4% and over.

Ok, so let’s now scroll down. There we are going to find our “open rates” and “click through rates”. “Open rates” represent the rate at which our subscribers are opening our emails, and “click through rates” represents the rate at which our subscribers are clicking through the links and calls to action included in our emails.

These rates are going to be called the same across all email automation platforms because they are industry standards. Acceptable “open rates” average between 30 to 34%, and acceptable “click through rates” average between 6 and 7%.

Below we will find other important numbers. “Opened” represents the actual number of email opens, “clicked” represents the actual number of email click throughs, “bounced” represents the number of emails that were sent but that were rejected by the subscriber’s inbox, and “unsubscribed” represents the number of people unsubscribing from your lists.



Of course it is important to have a graphical representation of performance, so make sure that you select an email automation platform that offers report graphs. In our case, we will be able to see monthly performance reports with graphs representing our “open rate”, “click rate” and “emails sent”.

So always be on the lookout for updated info from your analytics integrations and reports. In our following chapter we are going to talk about how to optimize a campaign once it starts running, tune in!

Chapter 11: Optimizing your Campaign



Right after you start running your automated email campaigns, and after integrating a tracking strategy to analyze the results of your list building efforts, the best way to continue is by optimizing

your campaigns.

The right way to optimize an email campaign is by checking the results you have tracked and changing those things that can be improved, and in this chapter we are going to give you the list of elements in your emails that you will need to continually optimize over time.

Optimizing Subject Lines

According to studies on email marketing, 33% of email recipients open emails only on the basis of their subject lines. This means that over a quarter of people will open an email if the subject line is attractive enough.



In order to optimize your subject lines you will need to test two or more versions of the same email but with different subject lines, and then stick to the subject

line that gave you the highest number of opens. In order to optimize a subject line, you will need to:

- ✓ Base your subject line around a word or phrase relevant to your audience
- ✓ Use the name of your recipient or of his or her company
- ✓ Use actionable words and phrases such as “join us”, “get “x” for free” or “download”

Optimizing body text



The typical email lead will do something like this after receiving one of your emails: he or she will open it, then he or she will give it a quick glance, and then he or she will decide either to click through or to delete it.

That is because the most qualified of leads, such as potential customers and existing clients, have little time to read emails, and they prefer their correspondence to be short, concise, and to the point. So in order to optimize your email body text, you will need to:

- ✓ Make it short
- ✓ Focus on the objective of the campaign, such as making a sale, be direct about it
- ✓ Make your email text easier to digest by breaking it down visually. Use short paragraphs and bullet points to achieve this effect

Optimizing Calls to Action

Calls to action are perhaps the most important conversion-driving element in your emails. Whether you use links or buttons as your CTAs, you have to make them attractive enough as to make people want to click through them. To optimize calls to action, you will need to:



- ✓ Define your primary action. Your primary action is the action that you intend your leads to take. After defining your primary action, channel it through a word or phrase, such as “get it now!”
- ✓ Generate several variations of the same call to action word or phrase, and use them throughout your email as different links and buttons, all leading to the same landing page

Optimizing your email visuals



Visually rich emails oftentimes have a stronger impact on a lead than plain text emails depending on what you are promoting. The trick is in visually matching your email with your offer, so you will need to:

- ✓ Include a real photo of the product or magnet that you are promoting. For example, if you are sending an eBook, include a picture of the front page

✓ Avoid stock photographs unless they match the context of your emails



Section 3

Advanced List Building Strategies

Latest List Building Techniques to
Skyrocket Conversions and Sales

Chapter 12: Creating High-Converting Follow Ups

We already told you that follow up emails are designed to keep your subscribers engaged after they sign up to your lists, and they're mostly used to send offers, exclusive content and to drive upsells.



Setting up a high-converting follow up is quite simple, and you will simply need a few guidelines which we are going to reveal to you in this chapter, and we are going to show you how with an example that we are going to set up using MailChimp.

We are going to start in our MailChimp account. From there we are going to click on the “create campaign” button to start creating our follow up message. We then click on “create email”. On the next page we are going to click on the “automated” tab.

Now, on the following page we will be able to select an email template according to different criteria, and the best fit for follow ups in this section are the “ecommerce” and “date based” options.

We can also select the “custom” option if we prefer to set up a specific follow up, but for this chapter we are going to select the “share blog updates” option from the “featured” tab to send follow ups to let people know when we update our blog, which is a simple objective that can help us to increase our click through rates.

Now we are going to name our follow up automation as “blog updates”, and then we are going to select our subscriber list from the menu. Then we click on “begin”.

Now, in this example we are going to be asked for our RSS feed URL, so we simply enter it on the “rss feed url” field. Now we are going to specify at which times to send our follow up.

Multiple studies on online marketing have found that Tuesdays are the best days to send an email if you want people to open it, so we are going to schedule our follow up to be sent “every week” on “Tuesdays” at 1 PM.

We are also going to check the “resize rss feed images to fit template” so our blog update images fits all emails. We then click on “next”. On the next page we are going to select who we are sending to, so we are going to check the “entire list” option because our conversion objective is to get as many of our subscribers as possible to open and click through our follow ups, but you might need to segment your follow up recipient list according to your objective.

Then we click on “next”. Now we have to enter our “campaign info”. Our campaign name is already set up, so we will move on with the other elements, starting with the email subject.

Now, remember that subject lines have to be optimized to encourage opens, so we are going to use the “What is new from...” as our opening sentence to add

intrigue to our subject line. The merge tags with our blog's name and the date are already filled, so we are going to leave them as they are.

In the "preview text" field we are also going to insert an intriguing line with a question, such as "Have you missed these?". Now we are going to check the "personalize the "To" field" option to personalize this follow up message with the name of the recipient to increase the chances of it being opened.

In the "from name" field we are going to add a bit of personalization as well by adding a personal name besides the name of our business. Now we are going to click on "next" to continue. Now we have to select a layout for our message, and we are going to select a "simple text" layout.

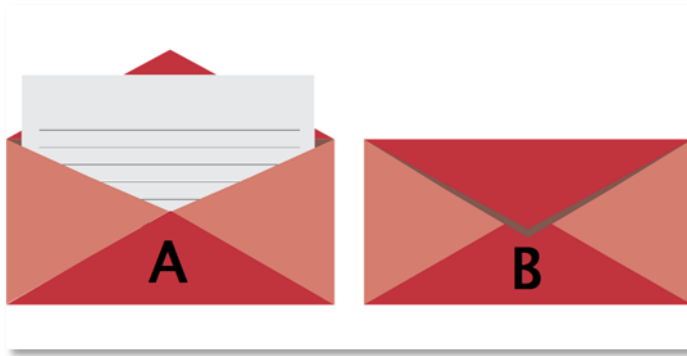
Just remember that you might need to choose a different layout according to your follow up's content. Here we are going to add an "image" block on top of our text block to add our icon.

Then we are going to edit our block of text to add a quick, personalized message and a call to action to tell our subscribers to click through our link, followed by our website's URL. Once we are finished we are going to click on "save and close", and then on "next".

Finally, we are going to check that our follow up set up is ok, and then we are going to finish by clicking on "send now".

And that's it! Now our follow up email is ready to reach our subscribers at the scheduled rate. So make sure to apply the optimization principles that we showed you while setting up your follow up message on your own campaigns to start getting the conversion rates you have been dreaming about!

Chapter 13: Split Testing Emails



Do you know how sometimes you send out an email campaign to your subscribers and then realize that you could have tried something different to see how it

worked? Well, there is a way to do that without you having to go through several email campaigns for the same content.

We are talking about split testing, or “A/B” testing, which is the email marketing practice of sending two or more variations of the same email with slight differences in wording and in presentation in order to see what works best on each variation and then send a final email designed with the best elements from both emails on the finished split test campaign.

Most email automation tools offer you a way to split test your emails, and we are going to give you a demonstration on how to set up a split testing campaign using our MailChimp account.

We are going to start by clicking on the “create campaign” button on the right. In the following window we are going to select the “create an email” option, and in the following screen we are going to click on the “a/b test” tab. Next we are going to give a name to our split name campaign in the “campaign name” field, and then we are going to click on “begin”.

On the following page we will have to select a list to test our split email campaign with. Once we have selected our list we can either send the split email test to our “entire list”, to a “saved or pre-built segment”, or to a group or new segment.

We are going to select the “entire list” option because we want to test a double subject line variation with all our subscribers to see which one gets the best open rates, so we simply click on “next” to proceed.

Now, as you can see here, we have four variations that we can experiment with: “subject line”, “from name”, “content” and “send time”, and we can experiment with up to three combinations for each element. As we mentioned previously, we want to test two subject line combinations, so we click the “subject line” option, and leave it at 2 combinations.

Below we can select which percentage of our recipients will receive each combination. This will depend on your target lead segment, and we are going to select a 50% for each combination, as our target list is made of similar subscribers.

In the “how should we determine a winning combination?” section we have to select a metric to determine the most suitable subject line. The selection includes “click rate”, “open rate”, “total revenue” and “manual selection” so you can determine the best output by checking your reports.

In our case, we are going to select “open rates” after 1 day of testing. Once we have made our selection, we are going to click on “next”. On the following page we are going to enter our test subject lines.



We are going to send a test campaign to promote our website and get more click throughs, so our first test line will read “have you tried this before?”, and our second subject line will read “How many times have you tried this before?”. Both are intriguing subject lines with the same premise, yet with a slight variation. Now we are going to hit “next” to enter our test email content, first by selecting a “simple text” layout and then by editing our test email the same way we have showed you how before.

Awesome, now we only have to make sure that everything’s ok before sending our split test campaign. We can either “schedule” this campaign or “send” it right away. In our case, we are going to send it right away, so we simply click on “send”.

And that’s it! Now we only have to wait until our subscribers take action on these test emails to see which subject line works best, and that is the one that we will use for the final campaign. Follow these split testing guidelines so you can always optimize your emails in the best way possible!

Chapter 14: Using Polls to Increase Opt-Ins

We are pretty sure that no marketer has told you that you can use polls to increase email sign ups, but we are all about breaking the mould, so we are going to be the first ones to show you how to actually do it.

You have to start by signing up to an awesome service called “qualaroo” at “qualaroo.com”.

Once there simply click on the “start free trial” button to get started, then enter the required information in the sign up form and click on “start gathering insights”.

You will be asked to select a way to install the “qualaroo” code on your website to show your polls there. You can click on the “I use a tag/content manager” option and check instructions on how to install your code on your site, or install the code yourself, or send it to your web developer.

For the purposes of this chapter we are going to simply click on “I’ll install the code later” to proceed. Now, creating your lead capturing poll is quite easy. Start by naming your lead capturing survey.



Now add the “Are You Subscribed To Our List?” question in the “question text” field. Now, in the first “answer type” field select “single selection answer”, and in its corresponding “answer” enter “yes”, and in the “if selected, continue to” menu select “thank you!”.

In the second answer field enter “I Would Love To!” and in the “if select, continue to” menu select “add step” and select “lead generation form”. Now save to go to the next step. Now scroll back up and click on the “target” tab.

In the “where should this survey appear” section select the “use a simple URL” option and enter your websites URL in the URL field so your poll appears across your entire site.

In the “when should this survey be displayed” section select the “when a user scrolls down halfway down the page” option. In the “how often should this survey be displayed” section select the “continue showing until a visitor provides a response” option.

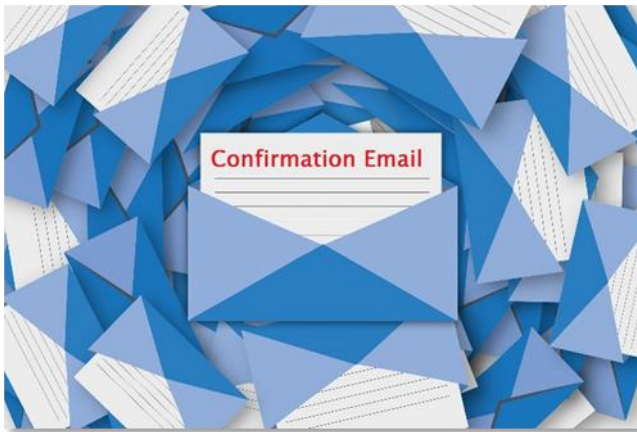
In the “how would you like to be notified when you get responses?” section select the “send me an email every time I receive a response” option to get the email addresses of new subscribers to your designated inbox.

Now click on “save targeting settings”, scroll back up and click on the “design” tab to give the last touches to your poll. Most settings in this section are fine by default, but you might tweak some of them to your preferences.

Remember that you can always click on the “preview” tab to check how your poll looks and how it works, and to make adjustments according to your observations. In our case, we are going to go back to the “create/edit” tab to edit the required fields in our lead generation form, so as to only leave the “name” and “email” fields as the required information to complete the form.

Awesome! Now that is how you create a poll to get new email leads the easy way.

Chapter 15: Optimizing Confirmation Emails



Confirmation emails are a good way to qualify leads as future customers because they will allow you to see who is really interested in committing to your list by accepting to click through your confirmation emails.

Most email automation platforms will allow you to easily send confirmation emails with a few clicks. And MailChimp is no exception, so we are going to show you how to craft a compelling confirmation email from our account.

We have to start on the account's dashboard, and from there we are going to click on the lists tab. This is because confirmation emails have to be sent to new subscribers right after they have signed up to your list.

Once there we are going to locate the list where our new subscribers are added to. Then we are going to click on its corresponding drop-down menu and click on the "signup forms" option.



Then we are going to click on the “select” button corresponding to the “general forms” option. Now, in the “forms and response emails” menu we are going to select the “opt-in confirmation email” option.

The “from” and “reply-to” fields can be left at their default values. What we want to edit here first is the “subject” field. We are simply going to replace the default opt-in text with a subject line asking our leads to complete an action, without actually telling them to confirm.

So our subject line will read “We Need You To Do A Little Something...”, without touching the personalization tag. Then we scroll down and edit the default header text and the body text in our email into something friendlier.

Our advice is to tell your subscribers that you need them to confirm their subscription by clicking on the link in their email in order to keep receiving awesome stuff, always avoiding dry, boring “please confirm” emails. Follow these guidelines and see how your email engagement rates go through the roof in no time!

Chapter 16: Resending Unopened Emails

Resending unopened emails is a great way to recover engagement with subscribers as well as for increasing your open rates. Now, you can't just resend all unopened emails, only important ones that are crucial into converting your subscribers from leads into customers.



We are going to give you an example using our MailChimp account. One of the most important emails when it comes to the customer journey are welcome emails. That is why we are going to resend our unopened welcome emails by going to the “campaigns” tab.

Ok, so before selecting our welcome email campaign to resend it to those who are not opening them, we want you to be aware that to resend an email is not only to resend it as it is, as doing so will only help you to look spammy and desperate.

When you resend an email you are actually going to repurpose it. We can do this on our MailChimp account by selecting the “replicate” option from our selected campaign’s menu.

We are now going to select the list we want to send our repurposed email to and click on “next”. The first thing that we are going to edit is the email’s trigger by clicking on “edit trigger”. On the “delay” menu we are going to select “days”, and we are going to enter “1” as our value.

This means that these emails will be sent to subscribers that do not open our welcome email one day after receiving it. Then we click on “update trigger”.

Now we are going to click on “edit segment”. On the following page we are going to check the “choose segmentation conditions” option and then we are going to select the “subscribers match the following conditions” option.

In the “contacts match” menu we are going to select “all”. Now, on the first dropdown menu from left to right we are going to select the “campaign activity” option. In the next menu we are going to select the “did not open” option, and in the next menu we are going to select the name of our campaign from the “sent campaigns” subsection of this menu.

Now we are going to click on “save segment”. Now we are going to click on “design email”. Now, in this section we are going to edit the “subject line” and the “preview text”. We are going to change our subject line from “welcome!” to “Are You There?”.

And the “preview text” from “welcome to our list!” to “ ‘cause we would like to hear from you”. Now that we have repurposed the “welcome” email’s subject line and preview text we can click on “save and return to workflow” to go back.

Then we simply click on “next”, make sure that our set up is correct and then click on “start workflow” to get our unopened email campaign running. And that’s it! This is how you can repurpose and resend your most important emails and avoid losing valuable leads!



Section 4

Additional Tips to consider

Latest List Building Techniques to
Skyrocket Conversions and Sales

Chapter 17: Do's and Don'ts

Do's



Start With A Strategy

Make sure that your initial strategy for growing your mailing list goes beyond “mailing people twice a day and sending new subscribers a welcome message”, and consider researching the consumer-related preferences of your leads before even creating your squeeze page!



Segment Your Lists

Your leads might be after the same type of offers, but that doesn't mean that they want the same thing. The best approach is to put your leads in separate segments of the same list to email them the same offers but using a different message, content, or template according to their profile.



Use Dynamic Content

No segmentation would be complete with dynamic content, which is nothing but content that is produced according to the recipient's profile, considering important information such as gender and geo locations.



Split Test



Always make an effort to test several versions of the same email with different wording and layouts to find out what elements are favored the most by your subscribers and then stick to them.



Automate

Welcome emails, newsletters, double opt ins, and other types of emails with the exception of inquiry responses, should be automated. Having an automated mailing system will save you loads of time and headaches.



Be Responsive

Email opens on mobile devices account for a large amount of overall email opens, so make sure to always optimize your messages to fit on any smart device screen.



Be Personal

Adding personalization to your emails is as easy as setting up your autoresponder to use the recipient's name on the subject line, and it can easily increase your open rates by 26%!



Time Well

Schedule your emails to be sent according to your recipients' time zone. An email has a greater chance to be opened when it is sent at the right time, so make sure to mail your subscribers when they're most likely to be checking their inboxes.



Track and Optimize

Leverage reporting to find out what is working, what is not, and what changes you have to continually make to improve your campaigns.

**Check Before Sending**

Always make sure that everything in your emails is top notch; no grammar errors, no unresponsive emails, no broken links, and so on, before sending or scheduling your correspondence.

Don'ts**Don't Buy Mailing Lists**

Most mailing lists for sale are low quality and riddled with stolen, unqualified and outright unreachable email addresses, and that can lower the standing of your mailing domain extension.

**Don't Get Email Addresses From "Free" Directories**

This is similar to buying email address lists, but way worse, as it can put your own email inbox at the mercy of spammers!

**Don't Keep New Subscribers Hanging**

Use a double opt in in your welcome emails to qualify leads through commitment.

**Don't Hide Your Unsubscribe Button**

This is not only a bad practice; it is also highly ILLEGAL in most places. Even if it is not in your country, doing so can simply put your domain on a black list, so avoid it at all costs!

**Don't Omit Your Business Info**

This is illegal, and, at the very least, fishy, as most subscribers will just be put off by a lack of business info in your emails.

**Don't Use Capitals In Your Subject Lines**

You might think that this will help you to grab your subscribers' attention, but it will only risk you going through the spam filter right into the "spam" folder.

**Don't Use "Script Based" On Your Emails**

Using Flash, JavaScript and other script based rich media type content will lower the quality of your emails' presentation, and can easily land your correspondence in the spam folder as well.

**Don't Include Attachments**

Most emails with attachments go straight to the spam folder unless they're marked as "safe", so avoid attachments in your emails.

**Don't Mail Advertisements**

This is the easiest way to get blacklisted by both your recipient's email providers as well as your ad network, so don't even think of it!

**Don't Focus On Promotions**

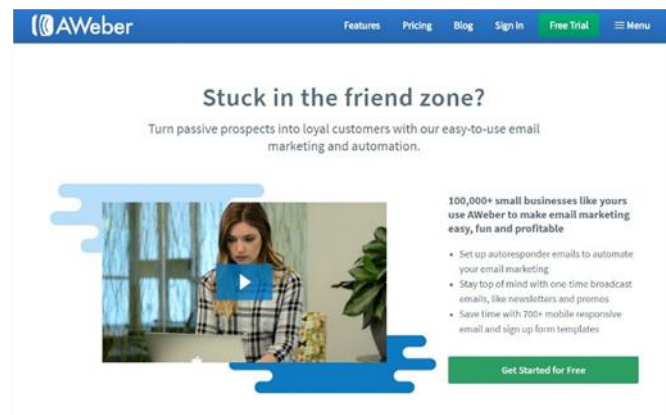
Using your emails for promotional purposes can only make your subscribers to become uninterested in your lists, so work

towards striking a balance between mailing marketing material as well as valuable content.

Chapter 18: Premium tools and Services to consider

[Aweber](#)

“Aweber” is a classic favorite among premium email marketers with a generous budget. This premium email marketing platform will allow you to seamlessly integrate your email automations with basically any content management system such as WordPress, while also giving you access to lots of email templates, list management tools, autoresponder templates and detailed insights!



[Headreach](#)



“Headreach” is a premium prospecting platform that will easily allow you to simplify your lead searching efforts. It is designed to help list builders like you to save time and

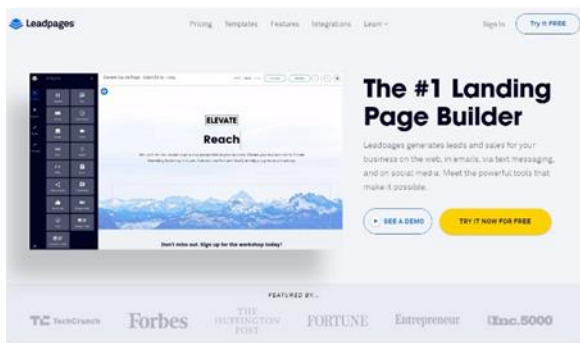
money on finding qualified leads by giving you access to a database of valuable business contacts that is built right inside the app!

[Sellhack](#)

“Sellhack” is an online prospecting platform that has been designed to help list builders and business owners to track, capture and verify leads without the need to integrate several automation and verification platforms with email databases on a spreadsheet, as all tracking and verifications are done within the platform itself!



[Leadpages](#)

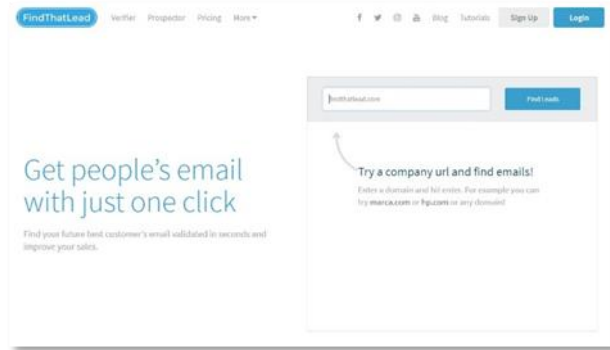


“Leadpages” is a premium landing page builder that oozes with features, including a drag and drop editor that will allow you to create professional level capture pages and email templates the easy way!

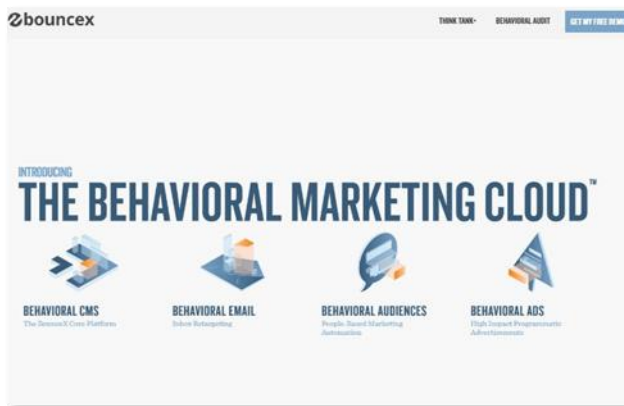
Powerful elements such as built-in payment options and mobile opt-in codes make “Leadpages” a one-of-a-kind tool!

[FindThatLead](#)

“Findthatlead” is one of the most powerful yet simple to use online prospecting platforms available for serious business marketers, as it is designed to help you find your future customers’ emails already validated in a matter of seconds, with only one click!



Bounce Exchange



“Bounce Exchange” is a premium piece of behavioral marketing cloud-based software that allows list builders to target different segments of their email lists with different offers according to their behavior while they are on your

website, allowing you to further automate and optimize your split testing and list segmentation efforts!

Exit Monitor

“Exit Monitor” is a behavioral marketing tool with a pretty particular twist, as it works by tracking the mouse movements of your website’s visitors, and then sending them a pop-up opt-in page



Click here to access my exclusive List Building 3.0 Video Training! (Insert URL)

with an offer right before they exit your site. By doing so it helps you to keep your visitors on-site while also improving your odds of making a sale!

Drip



“Drip” is currently one of the most powerful email automation platforms available on the market. Drip is one of the few tools that will allow you to automate the entire customer journey and to send

highly personalized, highly targeted emails triggered by very specific real-world behaviors by pin-pointing the exact moment when a lead is ready to convert.

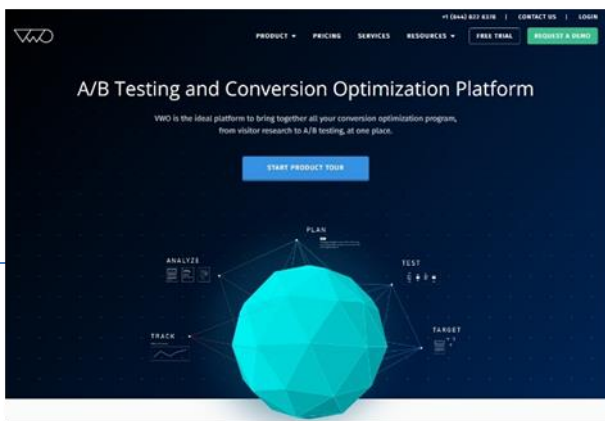
Optimizely

“Optimizely” is an optimization platform that goes beyond the inbox, as it is designed to obtain all kinds of user data by allowing you to test any page on your website with a few clicks, and it has powerful built-in visitor segmentation and testing functionality features!



Visual Website Optimizer

The “visual website optimizer” tool is a website optimization tool that you can easily hack to optimize the



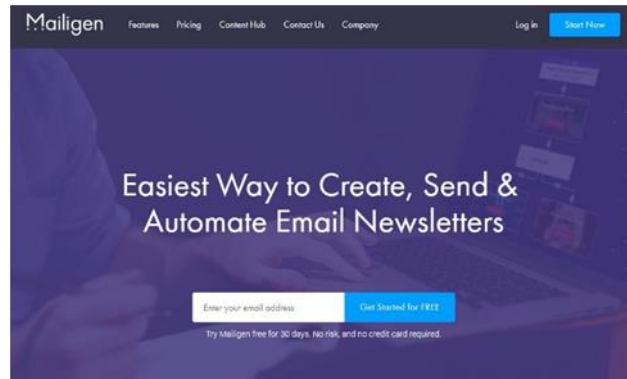


way you use your lead capture pages, which you can do by experimenting with placements according to heatmaps designed to show you where your visitors are clicking the most across your site!

Chapter 19: Shocking Case Studies

Mailigen

“Mailigen” is an online marketing service provider that helps companies of any sort to improve their email, mobile and social marketing efforts.

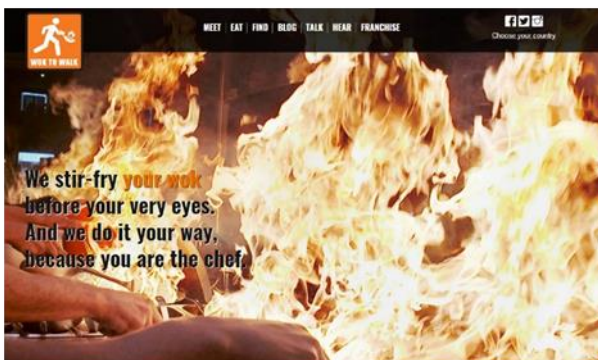


Objective: The company’s objective was to improve their own email open rates.

Strategy: Mailigen adopted a strategy known as “segmentation”, which means that they segmented their email lists according to individual customer profiles.

Results: They increased their email open rates from 20%, which is the industry’s average open rate, all the way up to 29%!

Wok To Walk



“Wok To Walk” is a health food delivery company who serves people across Europe, America and Asia.

Objective: The company’s objective was to increase email engagement

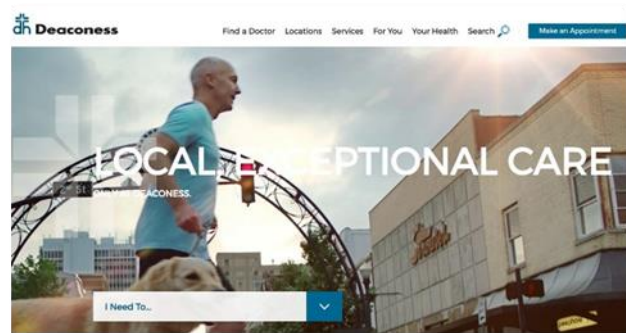
with customers in order to increase their online orders.

Strategy: They started sending emails that included a phone number and a call to action that invited customers to make inquiries and order, all on the subject line.

Results: These emails generated an open rate of 18%! Even more, some people even used the information on the subject lines to order without opening the emails!

Deaconess

The Deaconess Health System is a multidisciplinary health care provider based in the United States.

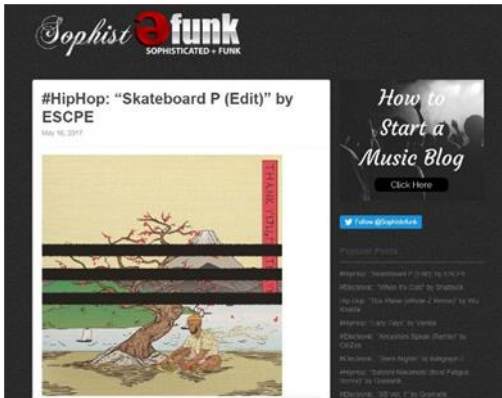


Objective: The company's objective was to recover business with “cold leads”, or people that were previously interested in their services yet never got around to contacting them.

Strategy: They teamed up with its content webmaster, David Huffman, who crafted a series of emails with new and improved content and zero marketing material, and then sent it to these cold leads on Deaconess' email data base.

Results: They got a 3.5% click through rate increase as well as 40 reconverted leads and 7 new enrolments!

[Sophistefunk](#)



“Sophistefunk” is a music blog focused on electronic music.

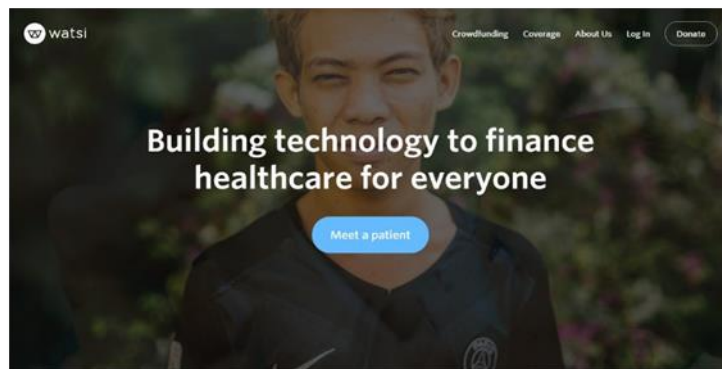
Objective: The blog owners’ objective was to increase the open rates for its newsletter as well as conversions along the way.

Strategy: Gregory Ciotti, the marketer behind Sophistefunk’s email optimization strategy, simply decided to try out including a call to action that urged subscribers to take action immediately by stating a higher value “saving” instead of a lower value “discount” right on the subject line.

Results: Sophistefunk’s newsletter got a 59% increase in open rates!

[Watsi](#)

“Watsi” is a healthcare financing non-profit organization operating at a worldwide scale that specializes in crowdfunding for healthcare coverage campaigns.



Objective: The organization’s objective was to leverage the powerful outreach possibilities offered by email marketing to finance their healthcare coverage campaign through donations.

Strategy: They used email to reach out to new donators by showcasing successful cases of donation driven campaigns as social proof to attract new donors.

Results: The organization was able to recruit 1,300 new donors through their email lists!

[TheSkimm](#)



“TheSkimm” is a newsletter driven news outlet that reaches over 1.5 million people every single day.

Objective: Their objective was to reach more people in their target audience, which was established from the very beginning as 22 to 34

year old female big city dwellers.

Strategy: They reached out to their most loyal fans and coached them to promote their newsletter to people in their target audience.

Results: Their newsletter has a current open rate of 40%, which is industry crushing, and as of this date over 13,000 people have joined their ambassador program to keep promoting the newsletter to new potential subscribers!

[ContactMonkey](#)

“Contactmonkey” is a marketing company that specializes in email tracking and salesforce integration.

Objective: The company's objective at the time of launching the email campaign was to get new customers on board.

Strategy: They automated a series of welcome emails that invited new subscribers to try out their products

for free while walking them through how the product worked on screen, on the same email!

Results: The company has been able to save from \$12,000 to \$15,000 a month on customer care by applying this email automation technique!



[Liverpool Victoria](#)



“LV” or “Liverpool Victoria” is a car insurance company from the United Kingdom.

Objective: The company's objective was to increase the bulk of their online performance, including return on investment through email marketing

and the number of new customers buying insurance online.

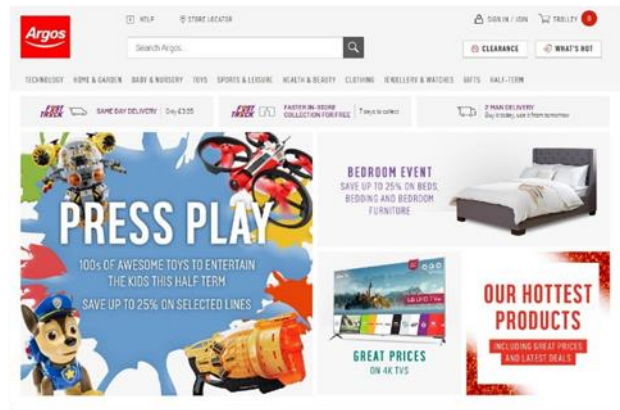
Strategy: They introduced email marketing automation and segmented their emails to target people with exclusive email content based on the type of insurance that they were buying, and also by reaching out to people that have not completed their purchases.

Results: They achieved a monthly open rate of 51%, a monthly click through rate of 41%, and an average conversion rate direct from email of 10%!

Argos

“Argos” is a physical and digital retailer from the UK with a selection of over 60,000 products on both channels.

Objective: Their objective was to increase sales conversions and to increase incremental perceived value by contacting leads lost in the early stages of the buying cycle.



Strategy: They implemented a “recovery basket” email strategy that targeted abandoned cart users based on their search data and sent them emails with different product recommendations based on the data.

Results: The company reached its goal of becoming a digital retail leader, now with 75% of its sales coming from its online channels!

RWE



“RWE” is a power generating company that focuses its efforts in conventional power generation technologies and energy trading.

Objective: The company’s objective was to encourage



people to subscribe to a free online account to get them to know more about the company and its offerings.

Strategy: They designed an email marketing strategy that consisted in capturing subscribers through four stages: capturing through subject line, main dispatch on first email, then a first reminder if the lead didn't convert on first dispatch, and a second reminder as the last stage.

Results: 1 out of every 10 email recipients ended up signing up for the free account, achieving a conversion rate of 11% which was way above the original goal of 3%!

Chapter 20: Frequently Asked Questions

When Should You Start Building Your Mailing List?

Smart question right there! The easiest way to answer this is that you should start building your list the very moment that you start your online business venture, whether you are starting a blog, an ecommerce site or a video blog on YouTube, as having a solid email list from the get-go will help you to reach people the best way that there is: in their inboxes!



When Should You Start Sending Emails To Your Email Leads?

Your first email has to be sent right after a lead subscribes to your list, to welcome him or her to your email list; Which means that you have to set up a system for sending automated welcome emails right before getting subscribers, making it easier for you to send your first emails right off the bat.

Does The Size Of Your Email List Matter?

The size of your email list really doesn't matter that much as long as it helps you to achieve your objective. If your email list has "only" 100 subscribers yet they're all qualified, converted and doing business with you, then you can consider that your list is making good strides while it grows.

Are Free Email Service Providers Even Worth It?

Yes, absolutely! For as long as they allow you to grow within their limitations. Remember that list building is a game of escalation, and you will need to make room for more subscribers and to have more features along the way, so they're mostly good to get started.

Are Text-Only Emails Dead?

The short answer? No, they're not. The best answer? They get better open rates than template-based emails on mobile devices, so always consider split testing your emails according to your audience and your strategy.

How Many Emails Are Too Many?

It depends a lot on what you are marketing. The ideal number of emails is the number of emails that your subscribers want, which you will find out as time goes by. To give you a very specific example, if you are promoting deals and coupons, two emails a day are fine for your most engaged leads.

Why Do People Unsubscribe From Your Email List?

The main two reasons why people unsubscribe from email lists are: receiving too many emails and simply not being interested in the content. People unsubscribing for the latter is common, and should only worry you if you are getting too many unsubscribes, because it means that you need to re-focus your quality of content or your strategy. But If they're leaving for the first reason, simply change your send frequency.

How Many Unsubscribes Are too Many?

Your Unsubscribe rate should ideally be at 1% or less of your total number of subscribers. After one percent it becomes time to start applying changes to your quality of content, your marketing strategy, or your send frequency.

What Type Of Content Should You Mail?

New content is what works best for most email lists because that is precisely why the majority of people subscribe to a list: to receive updates. This will depend on your offers of course. For example, if you are a blogger, send emails once every three new posts. If you are an affiliate, send daily emails for new awesome offers, and so on like that.

What Makes People Want To Open An Email Right After It Lands In Their Inbox?

The subject line, hands down. No matter who's the sender, if the subject line catches someone's attention, he or she will open the email. So make sure to apply subject line best practices to make people open your emails right away.



Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.

And in order to take your List Building even farther, we invite you to get the most out of it by getting access to our Live Video Training [clicking here](#) (Insert your Upsell offer URL).



Thanks so much for the time you have dedicated to learning how to get the most advantages from List Building.

List Building has come to stay in the market forever.

To Your Success,

Your Name

Top Resources



Videos

- ✓ <https://www.youtube.com/watch?v=RAFjStIxoIU>
- ✓ <https://www.youtube.com/watch?v=yIXMtpFz7UU>

Tools & Services

- ✓ <https://optinmonster.com/>
- ✓ <https://www.convertplug.com/>

Training Courses

- ✓ <https://www.udemy.com/list-building-secrets-copy-paste/>
- ✓ <http://lp.getresponse.com/lbp>

Blogs

- ✓ <http://blog.teachable.com/list-building>
- ✓ http://www.addthis.com/blog/2017/10/24/5-simple-tips-for-building-an-engaged-email-list/#.Wf0DM4_Wzcs

Forums

- ✓ <https://www.blackhatworld.com/tags/list-building/>
- ✓ <https://www.warriorforum.com/tags/list%20building.html>

Affiliate Programs

- ✓ <https://www.jvzoo.com/>
- ✓ <http://www.cj.com/>

Webinars

- ✓ <https://www.youtube.com/watch?v=R0yPe0Q7hI0>
- ✓ <https://www.youtube.com/watch?v=2CZGP8qtQas>

Infographics

- ✓ http://freshtakeoncontent.com/wp-content/uploads/10-List-Building-Lessons_Freshtake-On-Content.png
- ✓ www.nerdgraph.com/wp-content/uploads/Email-List-Building-Tips-Infographic-297x600.png

Case Studies

- ✓ <http://blog.pluginmatter.com/7-list-building-case-studies-to-boost-your-subscribers/>
- ✓ <https://thrivethemes.com/3-case-studies/>

Facts

- ✓ <https://www.campaignmonitor.com/blog/email-marketing/2016/01/70-email-marketing-stats-you-need-to-know/>
- ✓ <https://www.maropost.com/blog/101-facts-about-email-marketing/>



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(Video Training)



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