

Digital Bytes

Low to no-cost digital marketing best practices to help you grow your business

Three Steps to Building a Successful Email Funnel

What

An email funnel is, quite literally, taking cold or new prospects and consistently communicating with them, over a period of time, to build relationships and ultimately move them deeper and deeper through the funnel until they become customers.

Why

Funnel marketing is the opposite of traditional retail thinking which is largely transactional and measures success based on the ringing of the cash register. Funnel marketing is about building relationships and trust, the essential premise behind all successful sales programs. Compare it to meeting someone in person for the first time. You wouldn't ask them to buy from you at that moment. You would most likely talk to them on the phone, have a meeting or invite them to your business to learn more about you. Funnel marketing is the same process – only conducted via email. Other great advantages of funnel marketing is it is essentially free, can be automated and is measurable!

Step One – Invite Strangers

WHAT YOU'RE DOING: Finding and engaging strangers who have the same interest, traits or other similarities as your ideal customer avatar.

GOAL: Collect email addresses for future marketing

HOW: Use a lead magnet (something that entices strangers to engage with you, i.e. a special offer, gift with purchase, a free session, newsletter, assessment, etc.) To claim the lead magnet, strangers have to opt-in with their email addresses. This can be done with a simple email sign up form, a social media form or an automated landing page that provides additional information or a video about your business.

WHERE: In-store sign ups, website pop ups, social media posts or digital ads.

Step Two – Nurture Relationships

WHAT YOU'RE DOING: Think of this step as the same process of getting to know someone you just met and would like to do business with. You don't just blurt out, 'buy from me,' right? You tell them more about you and why you would like to earn their business.

GOAL: Build trust, educate and ultimately, inspire the prospect to purchase.

HOW: Strategic email campaign.

Email # 1

Start with a Thank you or Welcome email. Reinforce your brand with customer reviews, testimonials, a video from you an invitation to an event or private Facebook group or a first time customer offer.

Follow-up Email series

5-10 emails over a relatively short period of time. Educate, build relationships and credibility. Remember, these emails aren't about selling product: they're giving prospects more and more reasons to know, like and trust you.

Step Three – Turn Customers into Fiercely Loyal Fans

WHAT YOU'RE DOING

Deepening your relationship with customers to instill uncompromising loyalty.

GOAL: Upsell, increase purchase frequency, build loyalty, get referrals and keep your business top-of-mind.

HOW: Strategic email campaign that provides valuable information, entertainment, product introductions, invitations or special offers. Plus these emails:

Thank you for your purchase

Invite a written review

Sign up for loyalty program

Request referrals

Bottom Line

The simple email is an extremely powerful tool to build your customer base when used strategically. Setting up a funnel takes a little time and effort, but once tested and completed, it automatically works to recruit and retain new customers for your business.