



Email Experts to the Rescue





You've Got Mail
^
too much

What You're Going to Learn



Get your emails
delivered



Get your emails read



Get your audience to
take action

**Get Your Emails
Delivered**

True or False

Delivery Rate refers to the percentage of emails that made it into your recipients' inbox.

FALSE

Delivery Rate is the percentage of Email that successfully made it onto the destination's network, ex. Gmail, Yahoo, etc. -- but not necessarily into the inbox or even spam/promotional folders.

Email Reputation is Critical

✗ Spam Complaints

✗ Bounces

✓ Engagement

Key Metrics Trusted by ISPs

ISPs rely on a blend of technical and behavioral metrics to assess sender reputation:

Spam complaint rate



A top signal. Keep it

below 0.1%

Bounce rate



Hard bounces damage deliverability—acceptable ranges lie

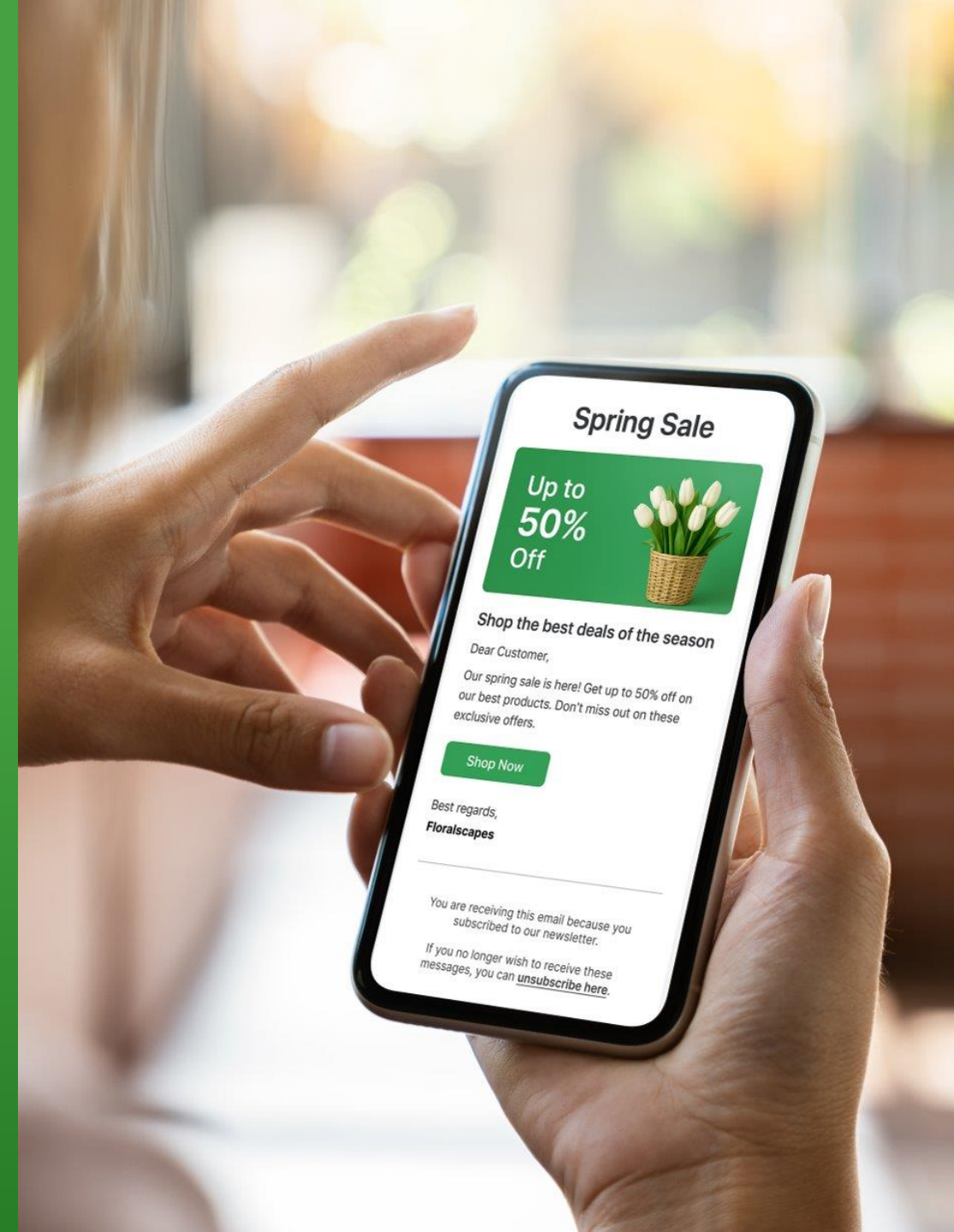
between <2-5%

Beware of the Spam Traps

A "spam trap" is an email address specifically set up to catch spammers.



Make it Easy for People to Unsubscribe



Update Your Email Preferences

In order to make sure we only send you emails about the things you find most valuable, please check the box next to any types of emails you no longer wish to receive.

I no longer want to receive:

Email

- ☐ Free Educational Videos
- ☐ Matt Rizvi's "Insider Secret" trainings (Content Only)
- ☐ Rich Schefren's Weekly Livestreams (Content Only)
- ☐ Product updates, alerts, and receipts (Content Only)
- ☐ Discounts and promotions from Strategic Profits (Marketing)
- ☐ Discounts and promotions from our trusted Partners (Marketing)

Update My Preferences

DANGER: Clicking "Unsubscribe" Will Stop All Emails (Including Product Updates & Alerts)

[Manage Preference](#) | [Unsubscribe](#)

Strategic Profits 104 Little Wood Lane Delray Beach, Florida 334444 United States

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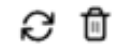
[Manage Preference](#) | [Unsubscribe](#)

Strategic Profits 104 Little Wood Lane Delray Beach, Florida 334444 United States

Dashboard

Tuesday July 18, 2023

Email Health (Last 30 days)



Average engagement (days)

0 days

100 days (at risk)

84.00 days ⚠️



Invalid bounce rate

0%

5% (at risk)

0% 👍



Complaint rate

0%

0.1% (at risk)

0% 👍



← Email engagement

[Leave feedback](#)

Average email engagement

Last 30 days

0 days

100 days (at risk)

84 days



- Sent to, never engaged
- Highly engaged
- Engaged
- Low engagement
- Unengaged

[View details →](#)

What is email engagement?

Email engagement is the time (in days) between when a customer last opens/clicks an email and when you send a new email via your Keap app.

A highly engaged contact:

- Has opened email you've sent within 30 days
- Or has clicked a link in any email you've sent within 30 days

Getting your customers to engage with your emails is important. Why? Because spam filters are getting smarter. They've mastered filtering out blatant spam and have now evolved to **filter out emails that recipients aren't engaging with**. Think about that: just by not engaging with your email, a recipient can land you in spam city.

Take action to improve email engagement

Recommended actions

- 1 Review email engagement essentials
- 2 Remove unengaged contacts from Marketing
- 3 Ensure DKIM is set
- 4 Review your email content

Email List Clean-up



Don't send emails to people who
haven't opened in 90-120 days.

**Email marketing doesn't do
any good...**

**If people aren't getting your
messages.**

**Get Your Emails
Read**

Jay's Subject Line Tips

- Starting a subject line with a number will **increase open rates by ~20%** 📈

EX: 7 tips for effective emails

- Use emojis in your subject lines to **increase open rates by up to 25%** 📈

EX: 🎉 It's here! Our new email course is live!

Source: [podcast] Jay Schwedelson on The Amy Porterfield Show



**Use ALL CAPS
on 1 word in a
subject line to
increase open
rates by 21%.**

This was my NIGHTMARE last night.

I'm QUITTING, for now...

This is your LAST chance at this price

**P.S. is the
second most
read part on
any email.**

p.s. pass along to a friend if you think they may want to sign-up...www.JaySchwedelson.com

p.p.s. I READ THE REPLIES so write back!!!

ANNND – Do me a massive favor and try my podcast and if you are really awesome subscribe
– THANK YOU - [Here is the show](#)

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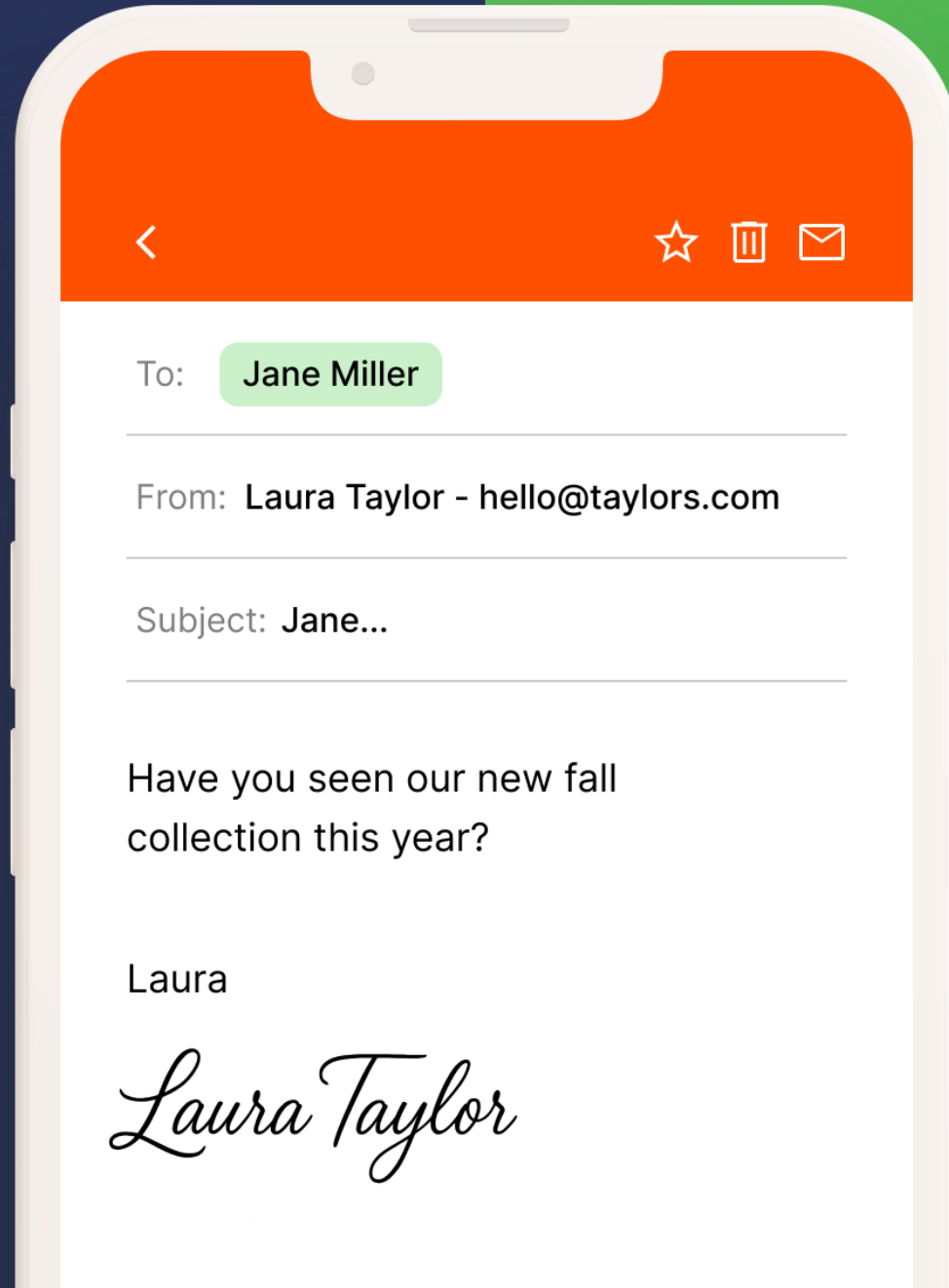
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– THANK YOU - [Here is the show](#)

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3000 N. Military Trail, Boca Raton, 33431

Re-Engagement Tips

Nine Word Email



Re-engagement Campaigns

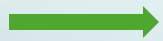
- ✓ "We miss you"
- ✓ Personalized Offer
- ✓ Feedback & Improvement
- ✓ New Product or Announcement
- ✓ Social Proof



Amy Porterfield's Re-engagement Campaign

Source: [podcast] The Amy Porterfield Show





[Action Required] or you'll fall off my list! 🙄🙌



Inbox x

➔ **Amy Porterfield** <info@amyporterfield.com> ... [Unsubscribe](#) Fri, Mar 28, 7:35 AM ☆ 😊
to me ▼

Erin, I only want to take up space in your inbox if you want the actionable and profitable insights that help your business (or future business) soar.

Things like...

- Building a highly engaged email list
- Creating profitable digital courses
- And using online marketing strategies to sell with ease

I assume you haven't opened my emails in awhile. And I'd hate to lose our friendship.

[So if you are still interested, please click here.](#)

;)

We have a long, successful relationship ahead of us, you and I...

Peace with content, education created, and 100% of what you need.

Cheering you on to success!

All my love,





[DELIVERY! 🎉] My lead magnet launch checklist inside 

  Inbox x

➔ **Amy Porterfield** <info@amyporterfield.com> ... **Unsubs** Wed, Apr 2, 8:05 AM   
to me ▼

[TL;DR? [Click here to download the exact checklist I use to create and promote my lead magnets!](#) 🎉]

Erin, if you've been around Online Marketing Made Easy for a while, then you already know...

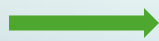
Lead magnets are a non-negotiable.

Or "a non-negotiable" if you don't speak in absolutes.)

When a lead magnet goes out, does the thing, and creates your inbox full of "Thanks so for that!" messages?)

Lead list.

But when you're sitting down to get started on this, the really stuff to create and launch a lead magnet? Or maybe better, you're procrastinating a ton something and?)



[FREE DOWNLOAD] My project plan template



Inbox x



Amy Porterfield <info@amyporterfield.com>
to me ▼

[Unsubscribe](#)

Sun, Mar 30, 8:04 AM



Erin, if you're an entrepreneur (or hope to become one), project planning makes the world go round.

I believe your CEO status and freedom is down to this secret, to do list with nothing

After a few years in business, I found a project planning system that I still use today.

I've planned every single one of my multi-million dollar launches with this project plan.

I've grown my email list to hundreds of thousands with it.

And now, I'm handing it over to you – just because I think you're amazing and that this is YOUR year.

[CLICK HERE TO GRAB YOUR FREE GUIDE TO PROJECT PLANNING NOW](#)

No replies. No images attached.

**Get Your Audience
to Take Action**

True or False

On average, it takes 3 touches for a lead to take action.

FALSE

It takes **at least 7 touches (if not more!)**, and typically more than one type of outreach, ex. email, phone, text, and/or mail.

New Lead Follow-Up



5 minutes

Quick reply
(Text Msg)

Thank You;
Check Your
Inbox;
Questions?



**1 hour -
Same day**

Intro a CTA

Next Steps;
Open-Ended
Question



Day 2

Build Trust

Case Study;
Testimonial



Day 3-5

Create
Urgency

Calendar
link; Limited
Time Offer



Day 7-10

Re-Engage
with 'Why'

Move to
Long Term
Nurture or
Opt-Out



Automation

- ✓ **Saves You Time**
25-30 min per lead x 20 leads/wk
Save 10 hours/week!
- ✓ Consistency
- ✓ No Forgotten Follow-up
- ✓ A Lost Lead is a Lost Sale



Use Automation in all Your Follow-Ups

- ✓ New Lead Follow-Up
- ✓ Short-Term Nurture
- ✓ Long-Term Nurture
- ✓ Re-Engagement
- ✓ Reviews & Referrals



**How much will
automated follow-up
increase your
qualified leads?**

451%



Source: Annuitas Group

What You've Learned



Get your emails delivered



Get your emails read



Get your audience to take action



Put Your Marketing and Sales **on Autopilot**

Streamline your business with industry-leading marketing automation software.



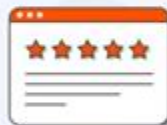
CRM



Estimates
& Invoices



Email & SMS
Marketing



Reviews



Digital
Payments



Marketing
Automation



Lifecycle
Automation



Proven results for over **100,000+** small businesses



+25%

INCREASE IN NEW
CUSTOMERS



+61%

MORE APPOINTMENTS
BOOKED



\$1.3B

DIGITAL PAYMENTS
COLLECTED IN 2024



20+

HOURS A
WEEK SAVED

Learn more at
Thryv.com/Guru

Schedule a demo.
Plus, get special Guru perks!

