

Is Email Marketing Right For You?

Presented By:

Jonathan Adams PE, MBA

What You Will Learn!

Email marketing – Should I?

How much money should I spend on marketing?

What makes email special among all other Medias

No Going Back

You will never unlearn this information

On the off chance you do, you can download the slides

End Result

- You will Know if Email Marketing is right for your business
- You will know how much your business should be spending on advertising
- You will know if you should hire someone to do Email marketing for you – Not For Everyone

End Result

- It is possible to do Email Marketing Successfully
- It is possible to generate more revenue and profit due to Email marketing

End Result

- Without having to become a technology expert
- Without having to become a copywriting expert
- Without having to build a huge SM following
- Without having to sink huge amounts of time
- Without having to hire new staff

Who I am – 1 Slide – 45 Sec.

- Jonathan Adams PE, MBA
- 1st Business Story
- Businesses need Guidance
- AI Will not save you
- Why I love email

Email Statistics

- 4.6 Billion users in 2025
- 376 Billion emails sent per day
- 88% - Multiple times per day
- 80% of Small -Mid say most important tool
- 59% of Customers are influenced, 50% purchase from

Stick With Me

- I am going to show something you have never seen before...and I promise it will be worth your time. (Just wait ten more slides)
- Your business will improve for having seen this presentation...even if you don't book a call

Who Is This For

- If you want to start email marketing
- If you would like to hire someone to just do it for you
- If you are on the fence about email marketing

The 3 Major Points

- Email marketing – Should I?
- How much money should I spend on marketing?
- What makes email special among all other Medias

The Biggest Mistakes

- “That Doesn’t Work”
- “No one will open and read it”
- “Social Media is EVERYTHING”
- “My customers will get tired of hearing from me”
- “It seems too complicated”

The Biggest Mistakes

“That Doesn’t Work”

- Market
- Media
- Message
- All of it works...your view is just polluted

The Biggest Mistakes

“No one will open and read it”

- Subject Lines – Short Text

- You – Long Term

- HTML – STOP

- Pictures – You are not Steve Jobs



iPod.
1,000 songs in your pocket.

The Biggest Mistakes

“Social Media is EVERYTHING”

- Social Media Changes – Myspace, TikTok
- Social Media Teams vs You – Leverage
- Staying Power of Platforms – YouTube, LinkedIn
- Email was before and will be after them all

The Biggest Mistakes

“My customers will get tired of hearing from me”

- My Experience
- GC, GV, DP, BS
- They won't if they like you!

The Biggest Mistakes

“It seems too complicated”

- Subject Lines optimized
- Technology platforms
- SPAM laws
- Writing Copy
 - Perhaps you should consider hiring someone (internal or external)
 - Don't let this objection slow down your business

Discovery One

- Email Marketing is not Right for everyone
 - The folks selling you won't tell you this
 - Roofer vs HVAC
 - Soap Maker vs Concrete Contractor

Your in business for money and freedom, don't chase stuff which is unfruitful

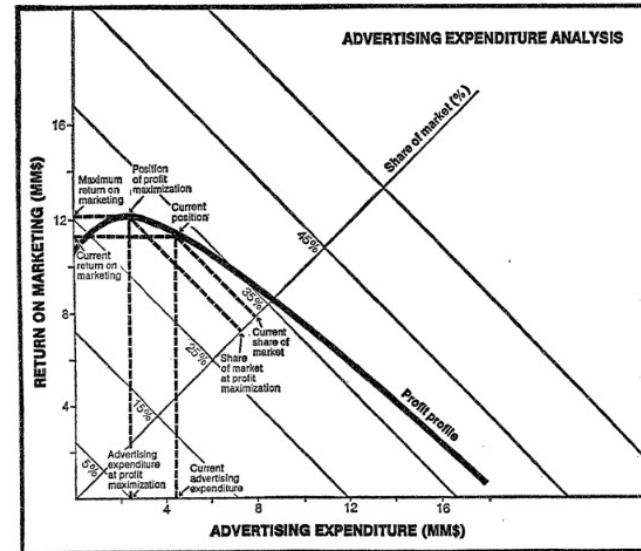
Discovery Two

- Email Marketing is the right media for the following purposes
 - Increasing CLV (Customer Lifetime Value)
 - Up-selling
 - Referral Programs
 - Product Launches – Surveys
 - Promoting Offers of Others
 - Relationship Marketing
 - Need Constant Contact

Discovery Three

- How Much Money should you use toward marketing? (Hendry)

- AMEX 10%
- Dropbox 18%
- 1-800-Flowers 26%



A schematic representation of the relationship between Advertising, Share of Market and Return on Marketing. (Return on Marketing = Profits + Allocated Costs; it excludes the cost of advertising.)

This analysis shows that a cut of \$1,900,000 in Advertising (from \$4.3 to \$2.4 million) would result in maxi-

mization of return on marketing and an increase in returns (over and above the cut in advertising) of \$900,000 (from \$11,200,000 to \$12,100,000). This, however, would result in a drop in share of market of 3.5 percentage points (from 33.5 to 30.0) which might be harmful to the momentum of the brand in a highly competitive market.

Last Discovery

- They cannot take your email away
 - There is no email jail – Sort of
 - You can get more info
 - Your list is your business

Measurable Advertising

- If Email Marketing is Right for your business
- If are willing and able to invest into Email Marketing
- If you cannot or simply don't have time to do Email Marketing Yourself
- If You want to maximize the impact of your Email Marketing
 - Consider Using My Service

Measurable Advertising

- We send out (minimum) 4 email newsletters on your behalf to your clients each month
- We take care of everything, all the technology, the writing, etc.
- All done for you – Turnkey Solution
- Simply Book a Call if you would like

Measurable Advertising

- “What ROI will I get on my Email Marketing”
- To Be Honest – I don’t know – But it will improve your business
- Like any marketing if the cost is not justified, you can stop at any time

Measurable Advertising

- Imagine having this taken care of.
- Email Marketing machine on autopilot by someone who knows what they are doing
- Someone who takes only a limited number of clients in order create great service
- You could increase your ad spend
- Spend less time researching how to do it
- Never have to worry about being de-platformed again
- Build better customers and weed out the ones who are not repeats.
- March toward a core customer base who spend with you repeatedly
- Take a vacation?

Measurable Advertising

- You are competing for attention against everyone
- Making loyal customers out of casual buyers can only be done by a handful of methods
- Email can let you do that

Measurable Advertising

- You have a choice to make
- Continue on your current path
- Take a new path
- Book a Call

Measurable Advertising

- When you book a call
 - We will discuss your current marketing
 - Your current email list
 - How you are getting your list
 - What you are wanting to achieve
 - Price of the service
 - Discover if I am right for your business – I may not be and I will tell you!

Thank You

- I hope you enjoyed this presentation
- After you book a call, be sure to click the button below the appointment form
- Feel free to download the slide deck
- I hope you are successful not matter which path you chose.