

# 6 Great Ideas for Email Newsletter Lead Generation



# DOIN' IT

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



# TODAY

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

# EMAIL NEWSLETTERS

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



# NEWSLETTER LEAD GEN?

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



Picture: SWNS

**IDEAS!**

12+

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





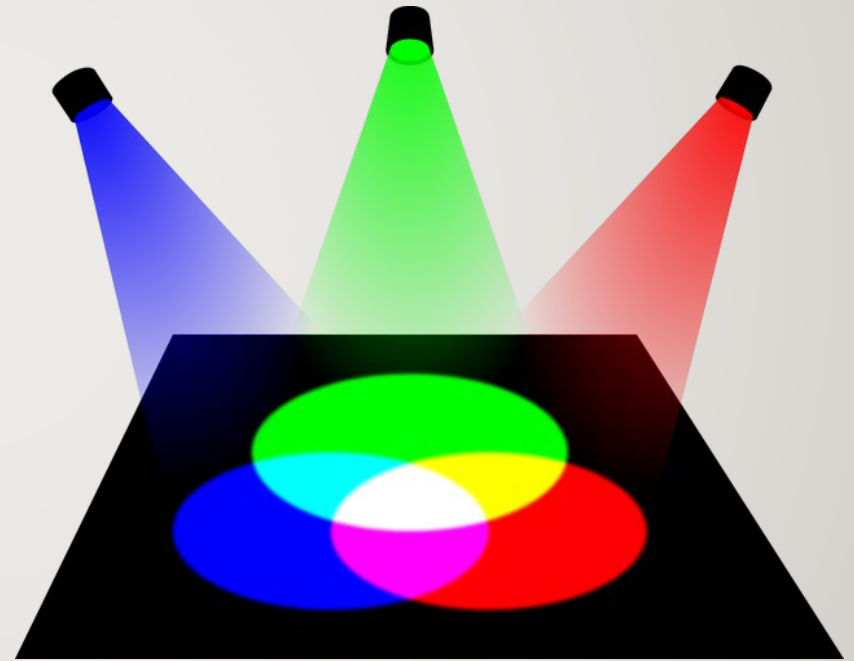
# REPEAT!



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

# ADD VALUE

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





# STATS NO!

Primary Dimension: Default Channel Grouping

Plot Rows Sort Type: Default

| Default Channel Grouping | Behavior                |                                   |                            |
|--------------------------|-------------------------|-----------------------------------|----------------------------|
|                          | Pages / Session         | Avg. Session Duration             | Bounce Rate                |
|                          | 32.95%<br>1.90 vs 2.84  | 179.09%<br>00:05:22 vs 00:01:55   | 52.98%<br>83.53% vs 54.60% |
| 1. Direct                | -45.89%<br>1.52 vs 2.80 | 72.86%<br>00:03:45 vs 00:02:10    | 47.95%<br>88.05% vs 59.51% |
| 2. Referral              | 51.87%<br>4.27 vs 2.81  | 534.97%<br>00:11:15 vs 00:01:46   | 6.52%<br>56.59% vs 53.12%  |
| 3. Display               | -24.94%<br>1.11 vs 1.48 | 1,139.01%<br>00:05:55 vs 00:00:29 | 15.72%<br>92.20% vs 79.67% |
| 4. Organic Search        | -51.48%<br>1.45 vs 2.98 | 31.10%<br>00:02:35 vs 00:01:59    | 55.72%<br>77.61% vs 49.84% |
| 5. Social                | 146.01%<br>5.57 vs 2.26 | 405.29%<br>00:07:59 vs 00:01:35   | 29.90%<br>82.14% vs 63.24% |
| 6. Paid Search           | -47.69%<br>1.23 vs 2.35 | -6.14%<br>00:01:01 vs 00:01:05    | 37.66%<br>86.71% vs 62.99% |
| Email                    | 30.94%<br>3.02 vs 2.31  | 1,476.92%<br>00:24:54 vs 00:01:35 | 18.55%<br>69.81% vs 58.89% |

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

# FORMAT = SHORT CUT

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

**MAD LIBS®**

 Mad Libs

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

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# RECYCLE!



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

# MOBILIZE

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



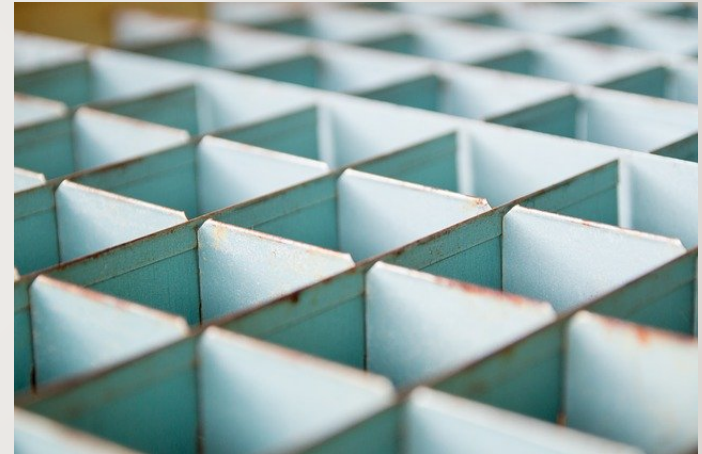
# AUDIENCE OF ONE



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

# CULL THE HERD

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





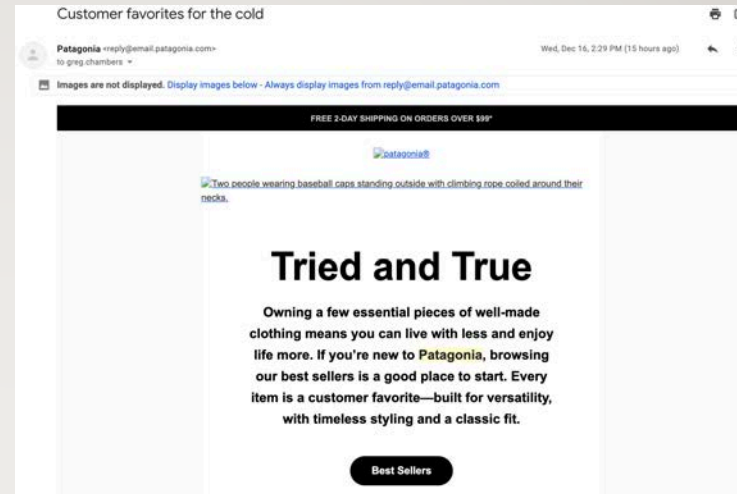
# BUILD SOMETHING BIGGER



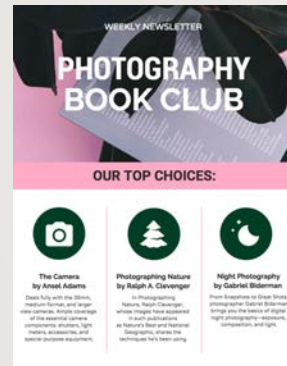
- **Outline of a booklet or a book?**
- **Do it in pieces**
- **Even if it doesn't roll up, it helps**

# PEEKERS

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



# MAKE IT SHORT. OR LONG.



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

# SHARE THE CRUMBS

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

Share this:



# HIJACK HEADLINES

## Cows lose their jobs as milk prices drop

By Scott Calvert  
THE BALTIMORE SUN

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

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

Some dairy farmers have shut

down. Others, like Foster, are going to be in the dairy business.

Economists are concerned

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

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



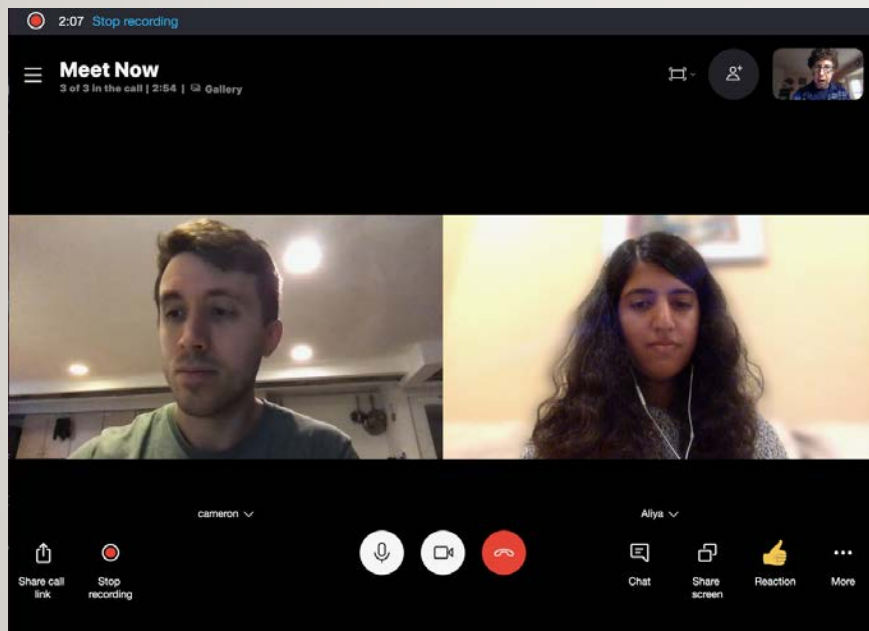
# RECIPE BOX

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





# GUESTS



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

# THE BIG 12+

- **Guests**

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

# NEXT STEPS

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

**QUESTIONS?**



# WAYS WE CAN HELP

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



# THANK YOU!

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



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