



A FREE BUSINESS GUIDE TO EMAIL MARKETING



The Power of Email Marketing for Your Business: A Free Guide

As one of the first forms of digital marketing, you may be among the many business owners who believe that email marketing is dead, but we're here to tell you that this form of marketing has never been more relevant.

The first email debuted back in 1971. Since then, we've worked our way up to 102 trillion emails per year according to a recent study by *Statista*. Now more than ever, it's essential for businesses to shape up their email marketing strategies to reach and maintain contact with their customers.

So, why should you take advantage of email marketing?

Emails Are Deliverable Attention-Grabbers

Think of how many emails raid your personal inbox on a daily basis. Which emails do you actually read and care about? What headlines capture your eye? Emails can still have the ability to grab the user's attention. To be an effective email marketer, you must be able to break through the clutter of email inboxes and get in front of your target audience. Not only do you want to generate emails directed toward your target audience, but you want to make sure that you reach them. Start by asking your customers if they would like to sign up for your mailing list to stay up-to-date on the latest business news, events, and more.

Sharable Content

Online users are attached to their email addresses because they connect users to an array of information via their inbox and throughout the Internet. To sign-up for a social media account, shop online, or access e-bills, an email is often required, so the likelihood that the majority of your customers have an email address is high. Email allows for multiple messages to be shared in one email than on social media. In one email, you can promote a story, share news or events, and provide useful tips to your audience. These forms of content can then be shared on the user's social media account, forwarded to another email user, or downloaded for their own personal use. The fact that a person must subscribe to your email list in order

to receive the content gives you the reliability needed for a message to be delivered to your target audience.

Easy on Your Time and Your Wallet

When looking for an effective digital marketing strategy that reaches multiple people, email marketing is the way to go. Most email marketing platforms are cost-effective and do not require an extensive amount of time for you to manage a campaign. Once users subscribe to your emails, you simply have to ensure that your email lists are up-to-date, the content is relevant, and that you continue to email subscribers. You can do this by building out campaigns ahead of time and then automating the emails. The more sophisticated your emails become, the better you can track the journeys of your customers and even create specific emails to go to certain individuals depending on what stage they are in on the sales funnel.

Allows for Personalization

Nobody likes to be referred to as a number in a large crowd. Instead, people want to feel as if they are getting the attention that they believe that they deserve and that the companies from the products and services that they purchase genuinely care about them. That's where personalization can make you stand out from the rest. Most email platforms will allow you to generate each user's name automatically in the first line or subject line of an email. To add an even greater unique touch, sign the email from a person that works within the company, such as the CEO, to put a face behind your brand.

Increases Your ROI

Those who subscribe to your email are more likely to click on the CTA buttons within it than on platforms such as social media. Emails that you deliver are sent directly to the inboxes of customers that are interested in your company, so you are more likely to receive action. Plus, you can track customer actions by understanding which headlines, body copy, and other elements of your emails prompt your customer to want to click on content that encourages them to purchase a product or service from your company.

Below are great sample email templates to use as a reference when building an email campaign sequence. The following are meant to be run over a one-year time period:

EMAIL #1

SUBJECT LINE: Your dream home needs to start somewhere.

Greetings {{first_name}} and thanks for downloading our home design catalog!

At Danmar, we build quality homes suited for Perth's climate - it's why we use double brick and concrete construction. Like you, we know that your home is a big investment and you don't want it losing value by taking shortcuts or using inferior materials. We also understand that finding the right design and floor plan for your needs can be difficult. That's why we've worked with thousands of builders and developers to create a library that YOU can take advantage of – today.

CLICK HERE to find your starting point.

EMAIL #2

SUBJECT LINE: Danmar experts make it easy.

Good morning, {first name}!

Our home build and design experts are ready to show you exactly how to build your dream home (for a lot less than you'll pay with other developers). And the cost of their advice? COMPLETELY FREE.

Book an appointment today and receive FREE & FAST design and pricing information.

EMAIL #3

SUBJECT LINE: We're all ears.

Hi there, {first name}!

We're ready to tailor your future dream home to your needs –without hidden costs, games, or confusion. We listen to exactly what YOU want and need in a new home, and we work around YOU.

What could be better than that? Book your appointment today!

EMAIL #4

SUBJECT LINE: We've got a "solid" (get it?) reputation.

Hi, {first name}!

Your perfect home won't just build itself. But, a trusted, reliable resource can build it with ease, and Danmar clients Catherine and Polxy are proof: “Danmar Homes was my savior, as my first builder went into liquidation. Danmar took on my build from the roof stage. I have so much gratitude for this company and their excellent staff... they are a family business with a fantastic team from the receptionist to the manager who cares about their clients. It’s not just about the money, they really want to make sure you are happy with what they do. Thank you Danmar for saving me.” – Catherine

“Danmar is brilliant! We designed the home ourselves and our build was a tad different to the rest. The house we built was a Special Project, wherein the house was to meet the needs and requirements of a wheelchair... we are ecstatic with the finished product. Thanks again to the team at Danmar. We love our home.”– Polxy

Book your first FREE design appointment NOW. We're ready to make you happy.

EMAIL #5

SUBJECT LINE: Building trust for 25 years.

At Danmar, we've been building solid, unique dream homes since 1993 with the highest level of integrity and customer service. That's 25 years of building exactly what clients want, need, and dream of. We've been proud to help thousands of clients and we have countless design and construction awards from the Housing Industry Association to show for it. Let us show you what makes us different...Let's take the first step together.

EMAIL #6

SUBJECT LINE: One more question...

Hi, {first name}!

Can we provide additional information on the designs you downloaded? We're ready to build the perfect home for you – at the best price – when you're ready.

{Signature}

EMAIL #7-25

Value-driven emails with tips and information. Fun and engaging.

For more information on Local Impact, visit www.itslocalimpact.com.



BG Hamrick
Founder & CEO

BG Hamrick has rocked the marketing industry for over 20 years. As the founder and CEO of Local Impact, BG has grown the agency into a full-service digital marketing team that is equipped with the knowledge and talent needed to exceed their clients' marketing goals. BG and his team are committed to helping businesses and organizations use powerful new online and mobile marketing platforms like email marketing to get visibility, traffic, leads, customers, and raving fans.

Ready for email marketing success? Contact Local Impact to get started **now**.