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SHARK LABS
WE BUILD BRANDS

BUILDING YOUR EMAIL LIST

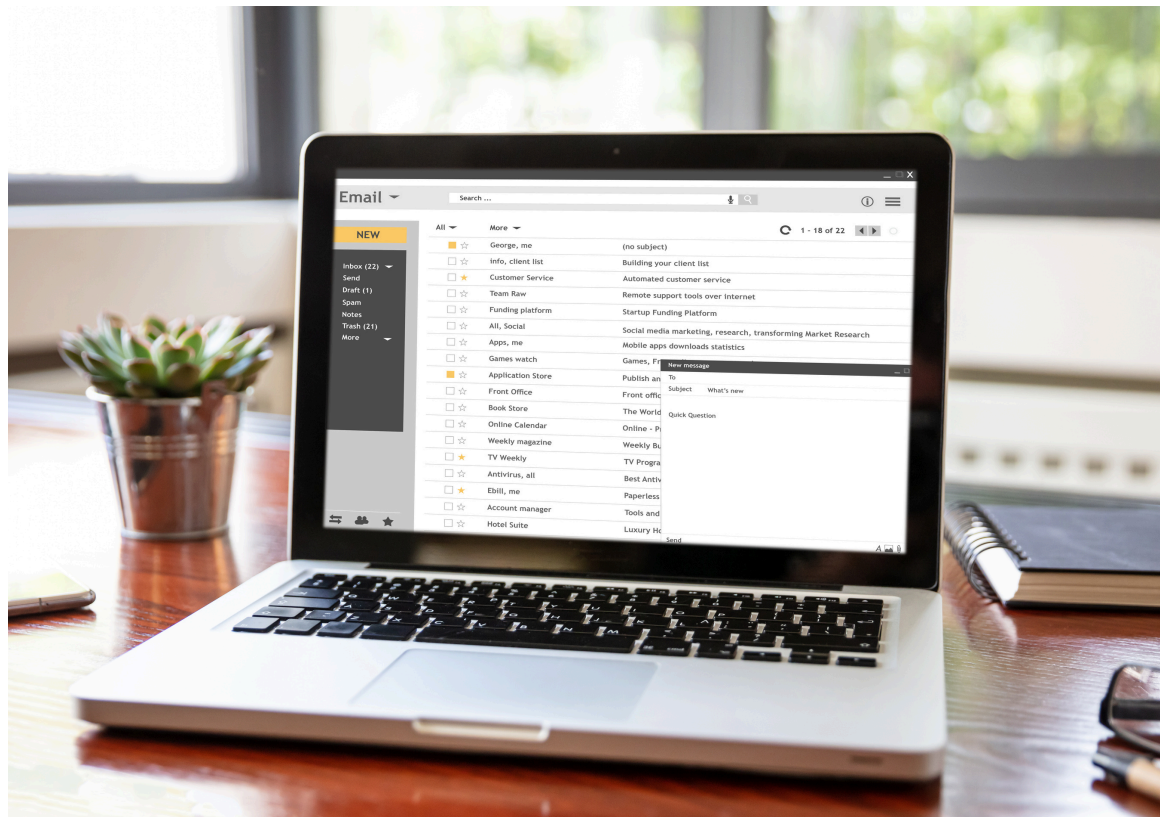
Many of the people who go to your website will not necessarily click on the affiliate link. Most of them will just leave without taking any action that helps your business. You can use an email marketing campaign to keep a percentage of these people coming back to your website. Email marketing is effective because it makes you part of one of the most common habits among professionals, checking emails.

People treat emails with a higher level of priority compared to other forms of communication because it is usually used for work. Checking one's emails is one of the first things that most people do when they get to work. By setting up an affiliate marketing campaign, you will be able to put your affiliate marketing business in the screens of people who do have the power and the willingness to buy the products you promote.



To implement an effective email marketing campaign, you will need to learn the steps on how to make people sign up and how to use email newsletters to keep them coming back to your website. The basic steps of an affiliate marketing campaign come in three basic steps:

- Capturing emails
- Automated response
- Sending out newsletters and email-exclusive promotions



Experts say that it takes at least seven interactions with your brand before the average new customer decides to buy. If you want new visitors to come to your shop and buy using your affiliate links, you will need to make them keep coming back to your website, constantly. An email campaign is an effective way to do this. First though, you will need to convince your visitors to give up their email addresses.

You can do this through your content marketing campaign. In your website, you could set up an email capturing tool that appears together with the content. The placement of these email capturing forms is important. Here are the places where you should be placing them:

BEFORE YOU CONTENT

An email form before the content will ensure that the visitors see it. In this position, more people will see it and a higher number of visitors may sign up. Make sure though that it occupies only a small part of the screen and it can be dismissed.



IN CONTENT

Most online readers have developed a habit to skip everything above the fold and go straight to the content. Their eyes go from the title of the article straight to the first paragraph. For visitors with this kind of habit, you can put your email capturing tool inside the article. This strategy works because you can use the text in the content or the other types of media to bring attention to the email subscription form.

IN POP-UPS

Pop ups can be good or bad depending on how you use it. If you use it to promote unwanted ads, then people will hate your website. In the case of email subscription popups on the other hand, you are actually offering something that people may like.

The best part about popups is that you can choose an action that will trigger it. For instance, some popups are triggered after you have spent a considerable amount of time in the website. Some of them are also triggered by activities like clicks or pressing the close button to leave the page. With these triggers, you can capture the emails of visitors based on their intended activity in the website. You can have it triggered for example by a call-to-action button. Or, you can also capture it when the person is about to leave.





IN THE SIDEBAR

In the past, bloggers and content marketers mostly put their email subscription forms in the sidebar. This makes the form easily visible, especially if it is placed above the fold. Unfortunately, because of the use of the sidebar for placing ads, internet users have generally developed the habit of avoiding looking at the sidebars. Because of this, the effectiveness of forms placed in this section has decreases.

The increase in the use of mobile devices to view websites has also made sidebars less effective. In a mobile-responsive theme, the sidebars are placed under the content. This means that your forms at the sidebar will only be viewed after the visitor read the content. Unfortunately, between 40–60% of readers never get to the bottom of articles. If you post mostly long articles, expect that the sidebar forms will be ignored. If you post short posts on the other hand, a large part of your traffic may reach the bottom of your content and more people will see your forms.

AMP Pages and Facebook Instant Articles

Facebook and Google are both promoting the use of stripped down pages for mobile devices to increase the speed of webpage loading. Google calls this type of webpage AMP or accelerated mobile pages. Facebook has its own version of this and they call it Facebook Instant Articles.

Both of these traffic sources have guidelines on how to create these types of pages. For Google, you only need to create a special part of your website dedicated to AMP. This type of page is stripped down its usual features. Any extra code is removed and only the essentials are left.

For Facebook Instant Articles, you will need to create alternate versions of your content inside of Facebook. The Instant Articles will be hosted by Facebook themselves and you will need to pass an application process to be able to use this feature.



These types of pages are effective in collecting emails because they are fast loading and they tend to have higher capturing rates compared to the average webpage. The lack of distractions in the AMP and the Facebook Instant Articles makes it easier for people to see the email form you set up. In the case of Facebook instant articles, the email address of the Facebook user is already typed in the form. A user only needs to click the subscribe button to sign up to your email newsletter.

OTHER SOCIAL NETWORKS

You can also get more email newsletters from the other social media assets you have. If you have an Instagram page for instance, make use of it by mentioning your email newsletters in your post descriptions. You could then add the link to your email subscription form in the bio. This is a much better approach than just to drive Instagram users to your latest content. It will consistently create a call to action that can lead to returning visitors.



Aside from Instagram, you could also mention your email newsletters in your personal and business twitter page. Together with your regular marketing posts, you could include a call-to-action link leading to your subscription form pages. It will be challenging for you to craft a good copy in twitter because of the limit in the number of characters that you can use. You can use other types of media though, like images and videos, to capture the attention of your audience better.

Above, we talked about Facebook Instant Articles. This is not the only way though to collect emails from Facebook. You can also put your email subscription link in the description of your Facebook content. While Instant Articles can also be effective in spreading the news about your website, contents like videos and viral images will have an even greater reach to your audiences in Facebook.

To start, you should pick one piece of content that you will use as your carrier. Ideally, you should choose the type of content that has no other call-to-action feature. For example, you can use a how-to video in your niche. You could also use an image that you think your target market can relate to. If you are satisfied with the content, you could then post it in your Facebook page.



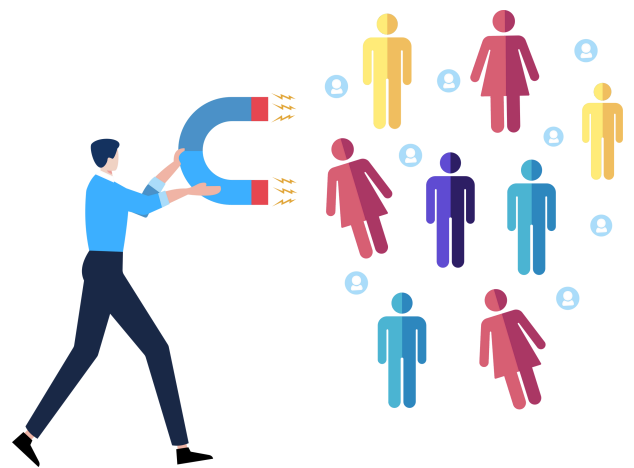
In the description section of your content, you could then add a paragraph for promoting your email subscription form. In this section you could state some of the benefits that they can get for signing up. Together with the text marketing copy, you can then add a link to your sign up form.



Creating a Lead Capture/Squeeze page

A lead capture page is a type of landing page designed to capture opt-in email addresses from potential subscribers. The goal of a squeeze page is to convince, cajole, or otherwise “squeeze” a visitor into providing one of their most sought-after and coveted pieces of personal data: the email address. An example squeeze page is shown below:

To be successful collecting leads, your capture pages need to have the right balance of “ask” and “reward.” The “ask” are the form fields you use, and the “reward” is the offer you’re promoting.



A lead capture page that asks visitors for irrelevant information to the offer is abandoned because a poorly-optimized lead capture form is one of the leading causes of landing page friction . Ideally, your form should not ask for more than basic contact information on the user's first interaction with your company.

A number of companies provide softwares that help you design these capture pages. One of the good ones out there is clickfunnels. Below are the reasons why:

- Clickfunnels provides you with a LOT of pre-built funnel templates. For those who have never designed a funnel before this will be perfect for you!
- Great visual drag and drop editor which is very beginner friendly
- Huge selection of page elements (name field, telephone number, countdown timer etc.)
- The ability to share your funnels with your friends and clients!
- Amazing onboarding process – Wrapping your head around all that ClickFunnels can do may seem daunting at first. But this is helped by a fun on-boarding process. When you first sign up, you're presented with the 7-day challenge. It consists of 4 different games with each one having a number of steps to complete. Every step features a task and a short video clip of Russell explaining what you need to do to finish it.
- If you're interested in getting a 14 days free trial, go to the clickfunnels website or my website at www.MichaelEzeanaka.com (disclaimer – I am an affiliate)



LIMIT THE NUMBER OF TIMES YOU ASK FOR VISITORS' EMAILS

People do not like it if you keep pestering them with intrusive call-to-action features. You do not want people to leave because your marketing campaign is too aggressive. With this in mind, you should limit your popups to just one per session. You can even program popup plugins in WordPress to stop showing to repeat visitors. This will ensure that your visitors will not get the wrong impression from your aggressive ways of capturing emails.

ASK FOR EMAILS IN A NATURAL WAY

The language you use when asking for email addresses affects the effectiveness of your tools. Ideally, you should talk in the language of your average visitor. If you are talking to professionals for instance, you can use formal English to talk to them so that they are more likely to engage. If you are talking to young adults for instance, try to use modern colloquialism that young adults use. Your familiarity of your target audience plays a big role in your ability to create your call-to-action statements.

STATE YOUR EMAIL CAMPAIGN'S UNIQUE VALUE PROPOSITION IN YOUR EMAIL SUBSCRIPTION FORMS

People will not just automatically sign up to your email newsletter service just because you have your forms set up. You still need to convince them to sign up by promising them the right things. We call this part your unique value proposition. This is a paragraph or a statement that comes with your subscription form where you state the benefits of signing up. You could tell them what they will get for signing up to your website.

Think of different ways for you to get the attention of your viewers towards your signup forms. Some affiliate marketers for instance, give out free digital products like a free eBook or a free trial to a service, to encourage people to sign up to the email campaign. You can also do the same. One way to do this is to create an awesome eBook that fits the interest of your niche market. You could then sell the eBook to Amazon and other eBook selling platforms. Doing this will allow you to establish the value of your books. After setting it up in these websites, offer a free version of your book in your website, telling them that they will be able to read the book for free if they sign up to your email service.



In the process, you could also explain the other things that they can get for signing up to your email newsletters. You could state what types of content you send out and how often you send them out. For instance, you could tell them that you have a video tutorial series that are available only to email newsletter subscribers.



CREATING MANY TYPES OF LISTS

As your website grows, you will eventually find that you have multiple categories of content. This can lead to attracting audience that has different interests and goals for coming to your website. If you are attracting a heterogeneous traffic, you may need to create multiple types of email lists, categorized according to the interests and goals of your market. If the person first arrived in an article about planting green leafy vegetables for instance, you could have him sign up in a newsletter that promises content about planting green leafy vegetables. You also notice that great deal of your visitors is attracted towards your articles and videos about composting. You can create a different type of list exclusively for these people.



It goes without saying that you will need to craft very different autoresponder messages for these two lists. The welcome message and future messages should be related to the interests of your subscriber. You could also create a different list based on the buying stage of the subscriber. You could create an email list for beginners for instance. You could create another one for those who are interested in advanced level contents. Beginners for a topic will need a different set of content and affiliate offers compared to those who are already in the advanced or expert levels.

You could then create a sales funnel. In a sales funnel, you try to convert passive readers of your email newsletters into buyers of your offers. You can do this by adjusting the content that you send to your subscribers, from entertaining and informational to contents that suggest buying products and services.



ENGAGING WITH THE CUSTOMER

You should capitalize on the hype that the visitors get when they sign up with your email campaign. The energy and enthusiasm of subscribers are highest at this point. When they sign up, they are eager to see what types of content you have to offer in your email marketing campaign.



CREATE YOUR AUTORESPONDERS

The signup process for email newsletters is pretty straightforward. After signing up with your email subscription form, your subscribers will expect a welcome email. You can set this up with your autoresponder service.

Create your content with your chosen email marketing management service. The email should read in a warm manner, making your new subscribers feel welcome. If you made any promises in the sign up process, you can start fulfilling them in the welcome email. If you promised a free eBook for instance, you should have the link to your eBook in the welcome email of your newsletter.

In addition to the welcome email, you should create more content related to your unique value proposition in the email subscription process. If you promised unique types of content in your email, you could craft them ahead of time and have them sent out daily through your autoresponders. Let's say that your website is about home keeping. You could begin by creating list article where in you talk about 5 ways to keep the home organized. Instead of showing the entire article to your audience however, you could have the content drip in the email newsletter auto responder. You could then have them scheduled to be sent out twice a week so that people will anticipate them.

Make sure that the content in your welcome emails and in the succeeding auto-response to be substantial so that people will find them valuable. If your email subscribers do not view these emailed content valuable, they may end up ignoring your emails or they may choose to unsubscribe.

To automate the process of sending out these autoresponders, you could use email campaign management services like Aweber . With this tool, you can create prepared emails with the names of the future subscriber in the content. You can also set up the emails to send every week. As at the time of writing, they do an initial 30-day free trial. Alternatively, feel free to check it out at my website (disclaimer – I am an affiliate).



CHOOSE YOUR EMAIL MARKETING APPROACH

There is more than one way to craft your autoresponders and email newsletters. In this section, we will discuss the different approaches and email layouts you can use to create your emails.



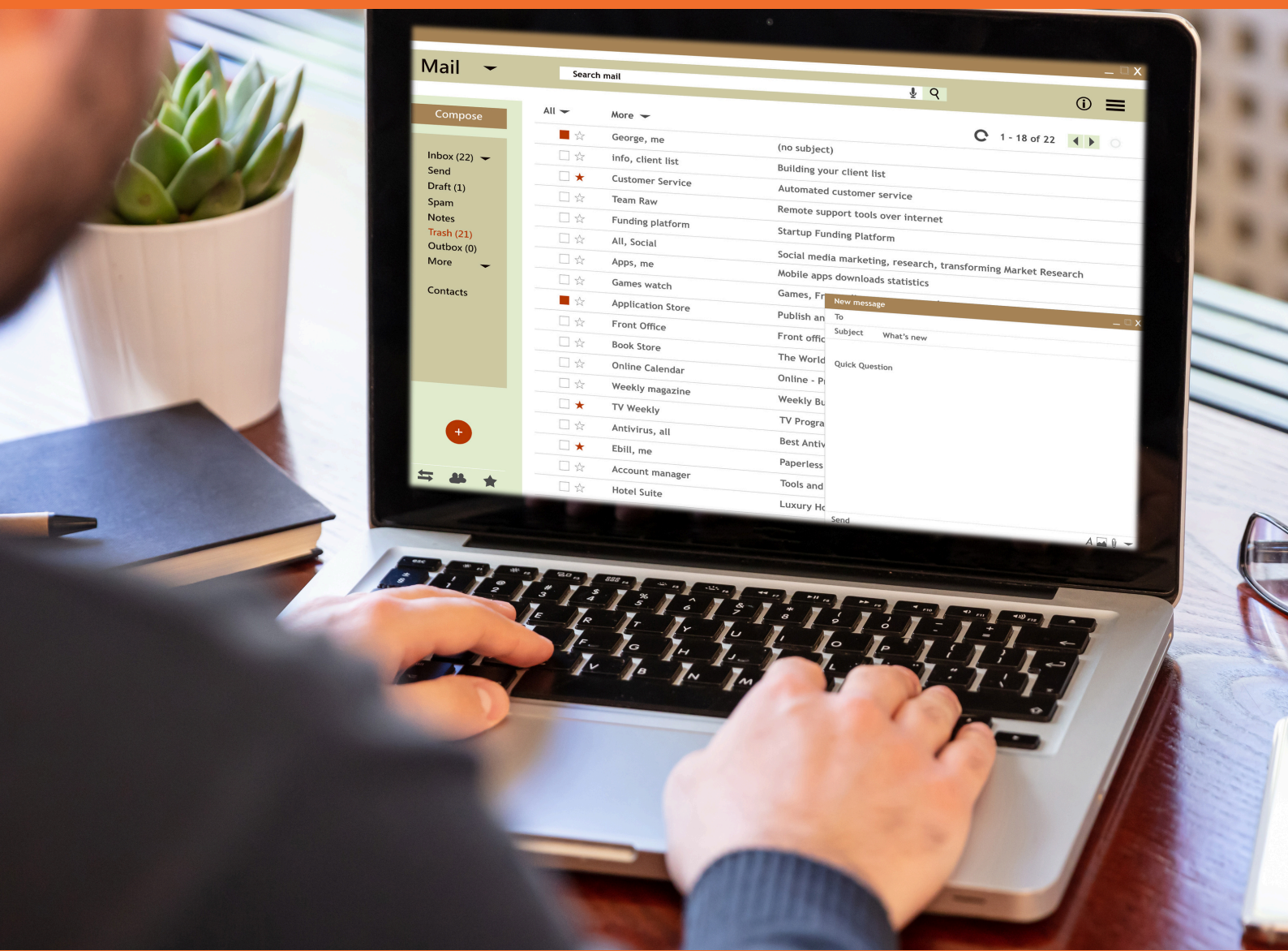
THE PERSONAL APPROACH

If your website is heavily reliant on your personality, you may need to use the personal approach in creating your emails. With this method, you are communicating towards your subscribers as if you are writing a letter to them. The goal of any content you add is to create a personal relationship with the subscriber.

This method requires that you show your face throughout the email marketing process. It begins with the sign up process. In your sign up form, you could enhance the effectiveness of your opt-in tools by putting your own smiling face beside it. People love to join email marketing campaigns wherein they know who is behind it. By putting your own image with the marketing materials, you are establishing the trust between you and the subscriber. Remember that you are asking them to give up their email address at this point. For most people, giving up an email address is a sign that they are giving you're their trust. The best part about this is that you will significantly increase the success rate of your opt-in tools. People are more likely to sign up if they see a familiar face.

The personal touch continues with the rest of the content that you send to the subscriber's emails. It begins with the welcome email. Together with your picture, you could also write a letter that sounds welcoming and personal. The idea is to thank your news subscribers by personally welcoming them into the program.

To continue this approach, you should aim to write personalized letters to your subscribers as a way to introduce your email content. The more interactions you have with these people, the better your relationship with them will be. With this kind of relationship in place, they are more likely to follow your suggestions and your recommendations. This will lead to higher sales numbers.



BRAND APPROACH

If you do not like putting your face in all your marketing tools, you may also choose to use the brand approach. In this approach, your aim is to have your subscribers trust your website, rather than your real persona. While many big businesses use this approach, it may take time for you to develop a brand name and to have people trust that brand.

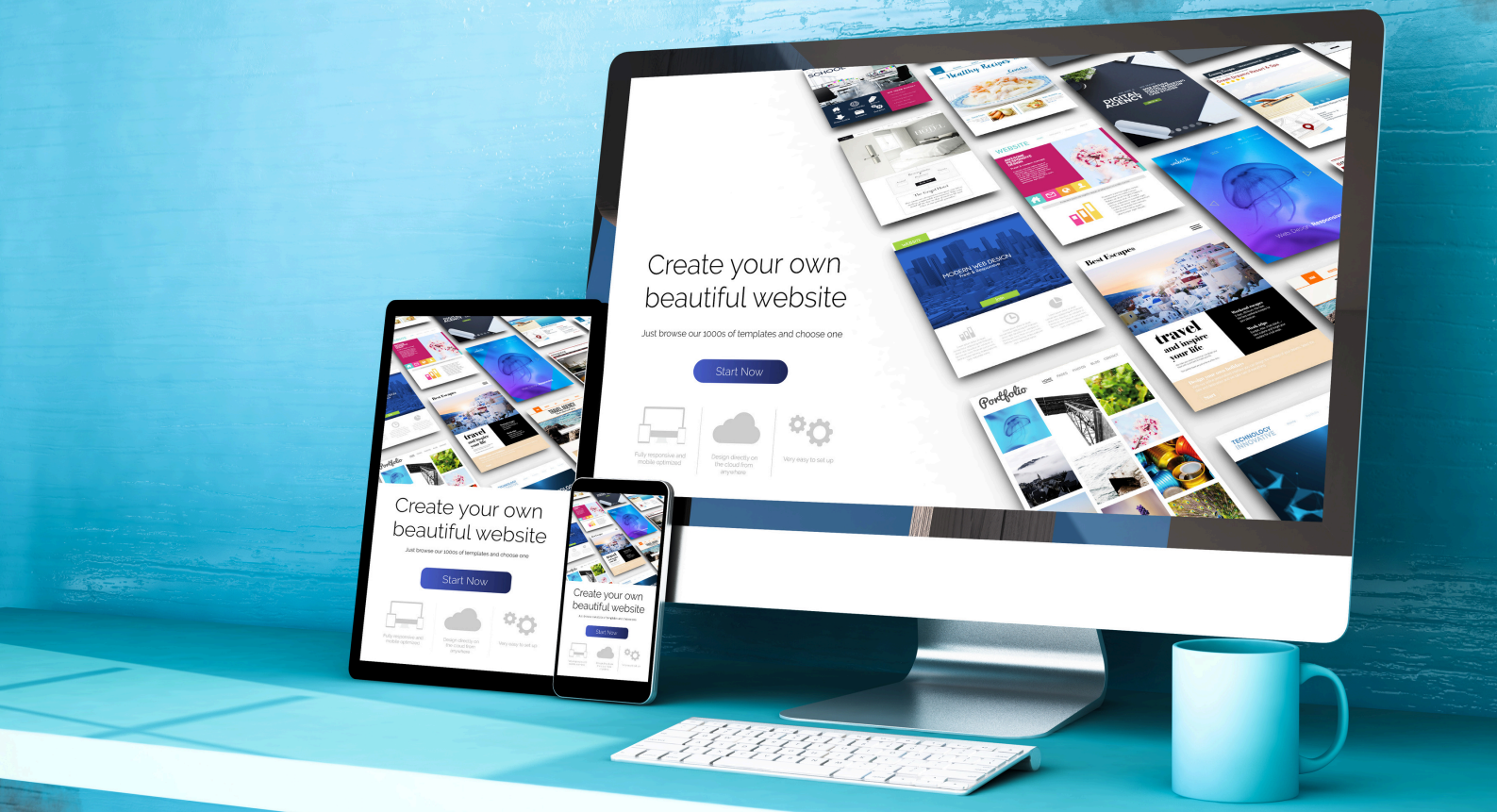
With this approach however, you will be able to distance yourself from the business. With the personal approach, you need to be present to continue creating email content for your subscribers. They expect personal treatment from you.

With the brand approach on the other hand, the trust is with the brand that you have developed. Because of this, it will be easier for you to delegate tasks to the people around you. You can send out an email to your list with a less personal note and no one will notice because they trust the brand rather than your persona.



To start with this approach, you need to create uniform way of presenting your brand. To start with, you should decide on a brand name, a tag line and a logo. The brand name will be the name that your visitors will use when talking about your website. The tagline is a short phrase that tells new audiences about what your brand is about. The brand name and tagline should be easy to understand and say. They should roll off the tongue easily. You will also need to design a logo that represents what you stand for. Make your logo characteristics match the overall theme of your brand. If your website is about gardening for instance, your logo could be green and it could have images related to gardening. You can have such a logo professionally created for \$5 in Fiverr.com.





To develop your website's brand, you need to show people that your website is a reliable source of information. To do this, you need to make sure that the website is already complete by the time you launch it. There should be no lacking aspect of your website. This will show that the website is backed by competent professionals. Next, you will need to add content to your website in a consistent manner. The content in both your website and your social media marketing assets should be professionally done. Ideally, they should be unique and not copied from other website.

Now that you have established that you run a professional website, the next step is to make this reflect in your email marketing campaign. While people using the personal approach can get away with sloppy newsletters, brands cannot. It is easy to forgive a person for common mistakes but it is significantly harder to forgive brands.