



How to Make Email the Heart of Your Content Marketing

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About Me:

Content Marketing since 2006



Goal: help SMBs create profitable relationships

Featured in: **Inc.** *The New York Times*

**DIRECT
MARKETING
NEWS**



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Content is king...



... but it's hard...



0 comments



Leave a message...

... and when this happens...





... there's not much to roar about.





BUT, you can still be a content hero



In the Next 45 Minutes, You'll Learn...





Why Building Your Email List Must Be Content Marketing Priority #1





5 Motivations That Make People Want to Subscribe



4 Ways to Get More People to Join Your List



The Secret to Effective Popups that Don't Piss People Off

A close-up photograph of a bronze statue's hand reaching upwards, with fingers slightly spread. The background is a blurred outdoor setting with a building and some greenery.

Ask Questions!

A close-up photograph of a wolf's face, showing its eyes and fur. A white rectangular box is overlaid across the middle of the image, containing the main title text.

Why email is the Alpha among content marketing channels

Most People Only Visit Once



- **80.63% New Visitor**
26,537 Visits
- **19.37% Returning Visitor**
6,374 Visits

LOVES WASTING CONTENT

**So you create awesome content... and
80%+ of people never come back**

NO

“But... Social Media!”



 **noah kagan** @noahkagan 15 Mar
Check out behind the scenes of Making your First Dollar
buff.ly/Yg5NhB (see me in my gym clothes!)
[View media](#) [Reply](#) [Delete](#) [Favorite](#) [More](#)

Out of 13,090 followers how many would you expect to click after I tweeted?

1,000?

500?

More like 109 clicks, a 0.8% CTR. WTF Twitter?!?

Friday 15th March

WTF?!?!?



Check out behind the scenes of Making your First Dollar <http://buff.ly/Yg5NhB> (see me in my gym clothes!)

🕒 12:10 PM

2 Retweets

9 Mentions

14.0k Potential

5 Favorites

109 Clicks



So I was curious how many clicks I got via email from my 3,547 subscribers.

[okdork.com] Making your First Dollar

Sent: 09:07AM - February 06, 2013 List: okdork-subs

TOTAL SENT
3,547

BOUNCES
11
(0.3%)

COMPLAINTS
1

Hell yea!

Opens
2,139
(60.5%)

Clicks
882
(24.8%)

Opens Over 2 Weeks



882 clicks!!! Holy shit

First off I love you.

Secondly, that's a 24.8% CTR and 8x improvement over Twitter.



Plus, your email list is YOURS

A close-up photograph of a hand with two fingers raised, symbolizing the number two. The background is a soft, out-of-focus green. A white horizontal bar with black text is overlaid across the middle of the image.

To join your list, people need 2 things...

6 French, Italian and Dutch Porcelain
c.1730-1775
7 Chelsea Porcelain
8 Bow Porcelain

13 Delft and White Worcester Porcelain
c.1751-1780
14 Printed Worcester and Caughley Porcelain
c.1760-1790:
15 Creamware c.1750-1800

21 Spode China and Earthenware
c.1805-1833
22 English Pottery c.1800-1850
23 English Porcelain c.1800-1850

29 Art Pottery
30 Martinware
31 Ruskin Pottery
32 Studio Pottery c.1890-1950

A way to join...



**... and a reason
to do so.**

FORGOT TO JOIN



MORE EMAIL LISTS

TODAY

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memegenerator.net

5 reasons people join email lists



They're passionate about your topic





They want to learn





They want to be entertained

A close-up photograph of a yellow Connect Four board with blue side rails. The board is partially filled with black and red pieces. A red piece is visible in the fourth column from the left, in the second row from the bottom. The text "They want to connect with people" is overlaid in a white banner across the center of the image.

They want to connect with people



DAILY WORTH

It's your life...Own it.

plan

FOR THE FUTURE

earn

WITH PASSION

spend

WITH INTENTION

learn

FROM THE EXPERTS

live

TO THE FULLEST

Search

Money has meaning when it gives you the freedom to live an inspired life. We are here to do just that. Together.

Sign up for money motivation delivered directly to your inbox every day.

email address

GO

FOLLOW US:



Now Hiring
Customer Care Professionals

Achieve your potential.

Learn more

what will you do
for living?



WORLD SERVICE

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They have something to gain

GROUPON[®]

Save 50% to 90% IN Austin

1

Your Email Address

We'll send you unbeatable deals in Austin.

Continue

By clicking Continue, I agree to the [Terms of Service](#) and [Privacy Statement](#).

Already have an account? [Sign In](#) | [Privacy Statement](#)



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How to make it easy to join your list





Expect

Set proper expectations



great things

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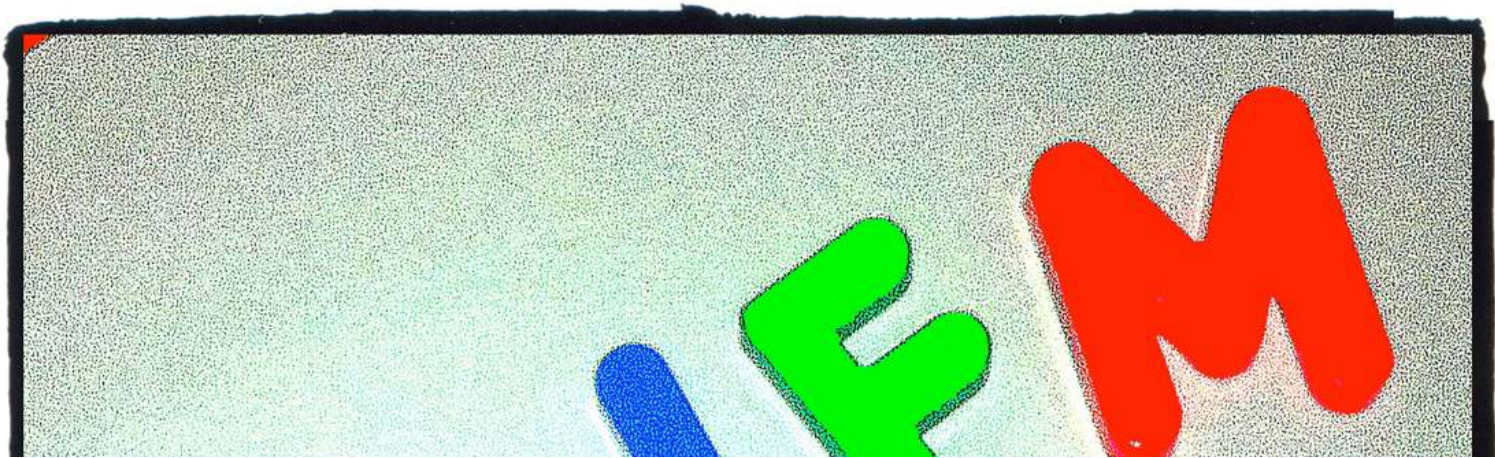
Join us and be a part of a new approach to tackle poverty, one that makes a lasting difference.

+ In This Section

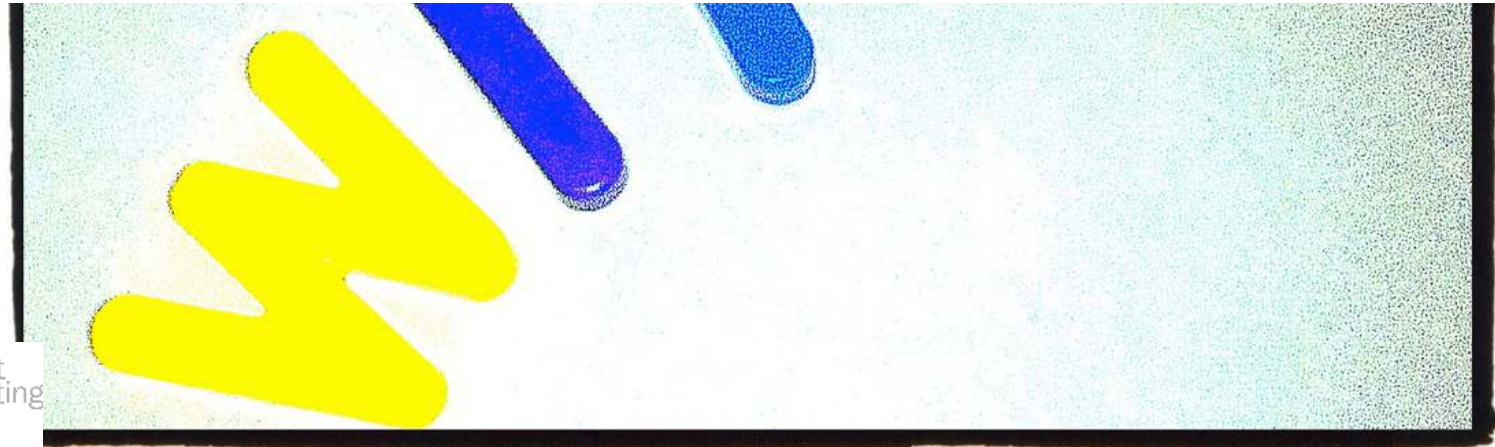
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- [Invite a Speaker](#)

Please provide your contact information below:

	First	Last	
* Name:	<input type="text"/>	<input type="text"/>	
* Email:	<input type="text"/>		
	City	State	ZIP
* City/State/ZIP:	<input type="text"/>	<input type="text"/>	<input type="text"/>
* Country:	<input type="text" value="United States"/>		



Focus on how the reader benefits



When you claim your free My Copyblogger membership, you'll get instant access to a treasure chest of proven online marketing training in these thirteen ebooks:

- ✓ **Copywriting 101: How to Craft Compelling Copy**
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- ✓ **How to Create Compelling Content that Ranks Well in Search Engines**
- ✓ **Content Marketing: How to Build an Audience that Builds Your Business**
- ✓ **The Business Case for Agile Content Marketing**
- ✓ **A Content Marketing Strategy that Works**
- ✓ **How to Create Content that Converts**
- ✓ **How to Effectively Promote Your Content**

Register Here

First Name:

Last Name:

Email Address:

Password:

Re-enter Password:

[Create Account](#)

7 Reasons to Sign Up For Free Email Marketing Tips

Want to create more successful and profitable email marketing campaigns?

You've come to the right place.

When you subscribe to this blog's free newsletter, you'll get:

1. Tips on How to Engage Your Audience

You'll learn how to better engage your readers, earn more clicks through to your site and make more sales.

"50% of the time when an order is placed on our web site, it is from someone who has been signed up for our email campaign."

2. Ideas & Inspiration

We love good marketing, so when we see it, we blog about it, and our subscribers get stories of smart marketing to take inspiration from.

"Getting ideas from featured clients has been the best. Visually inspiring and easy to follow."

3. Creative Ways to Get Subscribers

We'll send you a myriad of ideas for getting people signed up to your list both online and off.

"My lists have increased by... I would say by 50% compared to my previous performances before knowing certain vital email marketing information from your blog and guides."

4. Free Email Templates

Every so often, we release a few free email templates (professionally designed backgrounds) you can use whether you're an AWeber customer or not. You'll get the HTML for the templates emailed to you!

"Templates that brand the emails help to differ our emails from spam emails."

5. Feature Announcements

Get notified when new tools and features to make your marketing easier and help you reach a bigger audience become available.

Become a Better Email Marketer

Name:

Email:

Send Me Tips!

[No spam. We promise.](#)



Offer something exclusive

JOIN OVER 40,000 OF YOUR PEERS!

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You can manage the e-mail communications you receive from UPS. To receive the types of communications that are of interest to you, choose any of the following options:

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Promotions and Offers

Select **Promotions and Offers** to receive communications regarding available UPS promotions and special offers that best suit your business needs.



Newsletters

Select **Newsletters** to receive the latest information, exclusive news, and feature stories.



Service Updates/Regulatory Changes

Select **Service Updates/Regulatory Changes** to receive alerts about service changes or announcements of proposed regulatory changes.



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Why Do Popups Suck So Much?



They don't add value



They disrupt the experience





Audience

Overview

▶ Demographics

▼ Behavior

New vs Returning

Frequency & Recency

Engagement

▶ Technology

▶ Mobile

▶ Custom

Visitors Flow

Distribution

Visit Duration Page Depth

Visits

34,589

% of Total: 100.00% (34,589)

Visit Duration	Visits
0-10 seconds	18,408
11-30 seconds	2,458
31-60 seconds	2,724
61-180 seconds	4,991
181-600 seconds	3,784
601-1800 seconds	1,742
1801+ seconds	482

Content

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Events

AdSense

Experiments

In-Page Analytics

Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
126,767 % of Total: 100.00% (126,767)	94,157 % of Total: 100.00% (94,157)	00:01:06 Site Avg: 00:01:06 (0.00%)	34,567 % of Total: 100.00% (34,567)	50.65% Site Avg: 50.65% (0.00%)



They appear too often






HOW IT WORKS

CONVERT **VISITORS** INTO **LEADS**

pippity

HOME PRICING FAQs CONTACT SUPPORT

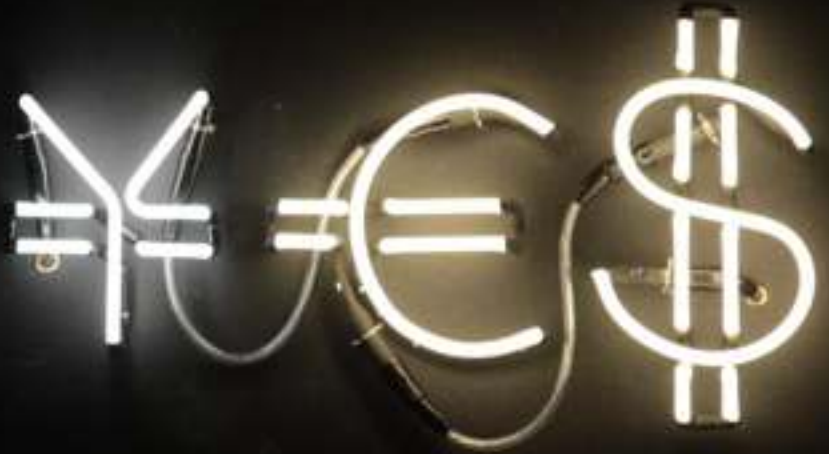
people pleasing popups
positively increasing sign-ups



**Popups don't fail.
BAD popups fail.**



Ready for Q&A?



justinp@aweber.com
@justinpremick

