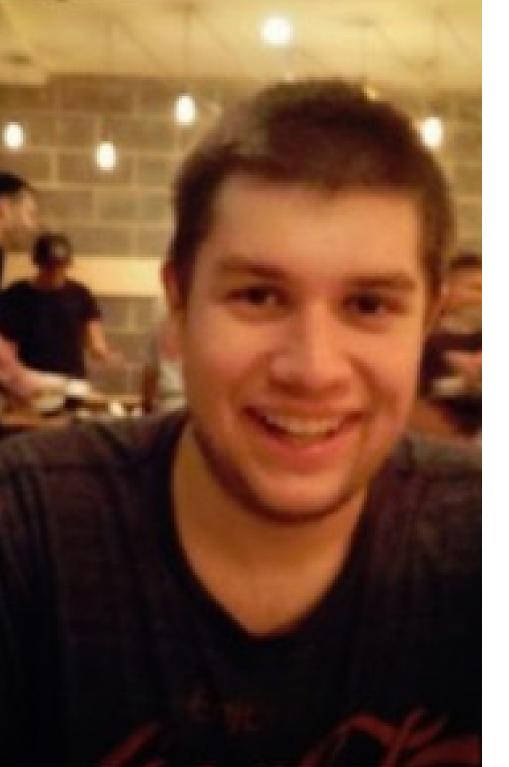
SHAREFLO'S

SECRETS TO GROW A MASSIVE EMAIL LIST OF PAYING CUSTOMERS

Growth Course



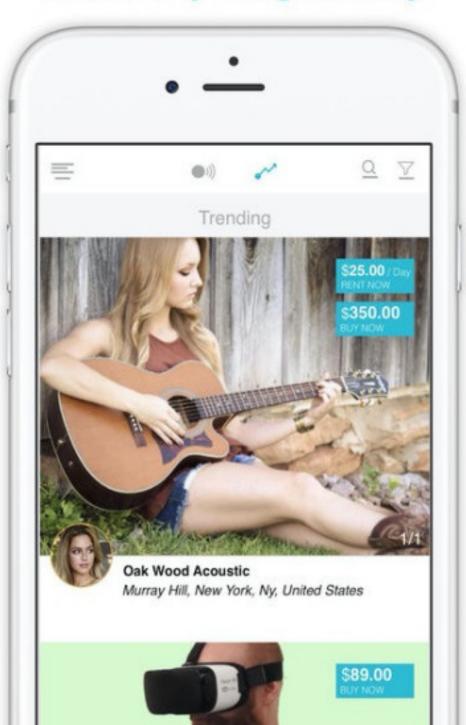
HEY!

MY NAME IS SPENCER & I'M A DIGITAL MARKETING MANAGER FOR SHAREFLO.

SHAREFLO

- Mobile hyperlocal app on iOS that allows you to tap one button to ask for what you need, and immediately rent or buy things nearby.
- Learn more at shareflo.com

Rent or Buy Things, Nearby



WHATIS EMAIL MARKETING?

- Evolution: 1978, Gary Theurk sent the first mass marketing email promoting DEC machines to 400 users via ARPANET
- 1990's, email transformed B2C direct marketing
- 1998, the Data Protection Act was updated to ensure that all marketing emails had an "opt-out"
- 2000's, AOL and Hotmail were widely available to consumers
- Present Day, 205 billion emails sent per day...
 66% opened on mobile

WHAT YOU'LL NEED

MAILCHIP

Mailchimp (or email marketing service of your preference)

LIST

A list of people you would like to email

CONTENT

Interesting, creative, and useful content relevant to your brand or business

OBJECTIVES

IN THIS COURSE YOU'LL LEARN

- How to set up and distribute email to a list
- Creating a simple yet effective campaign template and replace with great content
- Ideas for creating great content
- Maintaining your email list, keeping it healthy
- How to view your analytics

LET'S GET STARTED

LESSONI

BUILDING YOUR LIST

BEST PRACTICES TO ACQUIRE AN EMAIL LIST

- Start with warm leads
- Send personal emails, ask people if they would be interested in being added to your email list
- Export your LinkedIn, Google, Outlook contacts, etc.
- Import your contacts from Facebook,
 Twitter, then export to your list
- Go to events with your landing page on tablet, have people sign up



GROWING ORGANICALLY

- Regularly promote your mailing list, via social media and website
- Entice people to sign up on your website
- Give something away for free
- Make your content shareable (social share buttons, etc.)

SPAM PREVENTION

- Make sure your email is formatted correctly
- Stick to a schedule! (Unless, of course, you have a limited time event)
- Frequency of emails general rule of thumb once or twice a week

CONTINUING WITH

LESSON 2

SETTING UP A CAMPAIGN

Select A Type Of Campaign To Send:

Regular campaign

Select

Send a lovely HTML email along with a plain-text alternative version.

Plain-text campaign

Select

Send a simple plain-text email with no pictures or formatting.

A/B testing campaign

Select

Send up to three variations of a campaign to test the best subject line, from name, email content, or time/day to send campaigns.

RSS campaign

Select

Send content from an RSS feed to a list.

To which list shall we send?

- August 8th (Assif)
 - Send to entire list
 - Send to a saved segment
 - Send to a group or new segment
 - Paste emails to build a segment
- August 8th
- July 19th (0 recipients)
- Assif (0 recipients)

THIS IS WHERE YOU **SELECT THE LIST YOU** ARE **EMAILING & YOU CAN CREATE** MULTIPLE LISTS

Campaign info

Campaign name	
Internal use only. Ex: "Newsletter Test#4"	
Email subject	150 characters remaining
	₩
How do I write a good subject line? • Emoji	support
From name	84 characters remaining
Shareflo Support	
Use something subscribers will instantly re	cognize, like your company name.
From email address	
support@shareflo.com	

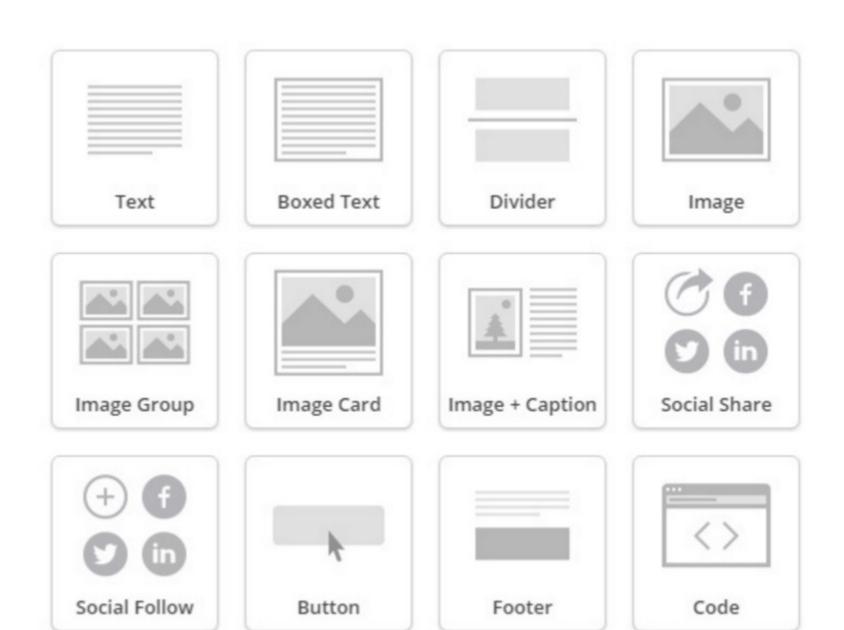
Tracking



Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. Learn more

Track clicks

Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.





Set up your schedule

Delivery date

August 10 2016

Delivery time

Send at a specific time

10 → : 00 → PM → Eastern Time · Edit

CONTINUING WITH

LESSON 3

CONTENT STRATEGY

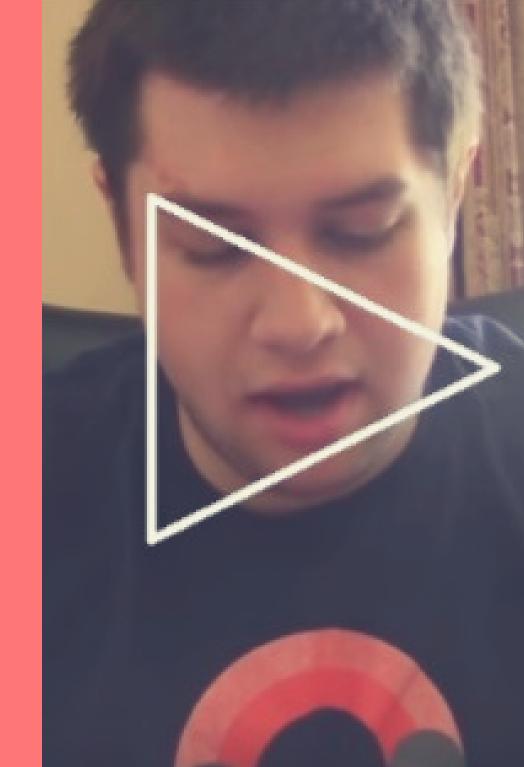
CREATING EMAIL CONTENT

EBOOKS/VIDEO/WEBINARS/ PODCASTS/BLOG ARTICLES

DIGESTIBLE & EASY TO SHARE

SHARING CONTENT ON EMAIL

Embedding pictures with click through links
Creating video thumbnails (below Example*)
Upload content to free hosting service (i.e.
Mediafire, Soundcloud, YouTube)



ANALYTICS

- Do plenty of testing, gauge your audience's retention
- "What would I want shared with me via email?"
- Track open rates, clicks, use bit.ly/goo.gl
- See what's popular with your email list, reproduce that content
- This will help you to understand your audience

FINISHING UP WITH

LESSON 4

KEEPING YOUR LIST "HEALTHY"

CLEANING YOUR EMAIL LISTS

BOUNCE

hard bounces versus soft
bounces
Hard bounces
automatically cleaned,
soft bounces must be
deleted from your list

UNSUB-SCRIBERS

Unsubscribes will be automatically cleaned

DOUBLE CHECK

However, make sure you double check (sanity check)

KEEP YOUR LISTS UP-TO-DATE

- EXPORT YOUR REPORTS AND LISTS
- KEEP A FILE FOR EACH CAMPAIGN
- COMPARE WITH MAILCHIMP LIST, DOUBLE CHECK TO MAKE SURE IT IS ACCURATE

TAKEAWAYS

- WOULD I WANT TO READ THIS? WILL THIS BRING ME VALUE?"
 - MAKE PEOPLE FEEL SPECIAL
 - COPY IS KEY (REFERRAL PAGES, LANDING PAGES, EMAIL COPY)
 - MAKE SHARING FUN AND EASY
- TELL YOUR FRIENDS, AND HAVE THOSE FRIENDS TELL THEIR FRIENDS

LIVE DEMO

RESOURCES

- HTTP://WWW.GOODEMAILCOPY.COM/
- HTTP://BIT.LY/MAILCHIMPTUTORIAL YOUTUBE/NYC TECH CLUB
- HTTP://FOURHOURWORKWEEK.COM/2014/07/21/HARRYS-
- PRELAUNCHR-EMAIL/
- CONTACT US AT SUPPORT@SHAREFLO.COM IF YOU HAVE ANY QUESTIONS!

WE'RE SO GRATEFUL YOU JOINED US

THANK YOU

SHAREFLO.COM