



SHAREFLO'S

SECRETS TO GROW A MASSIVE EMAIL LIST OF PAYING CUSTOMERS

Growth Course



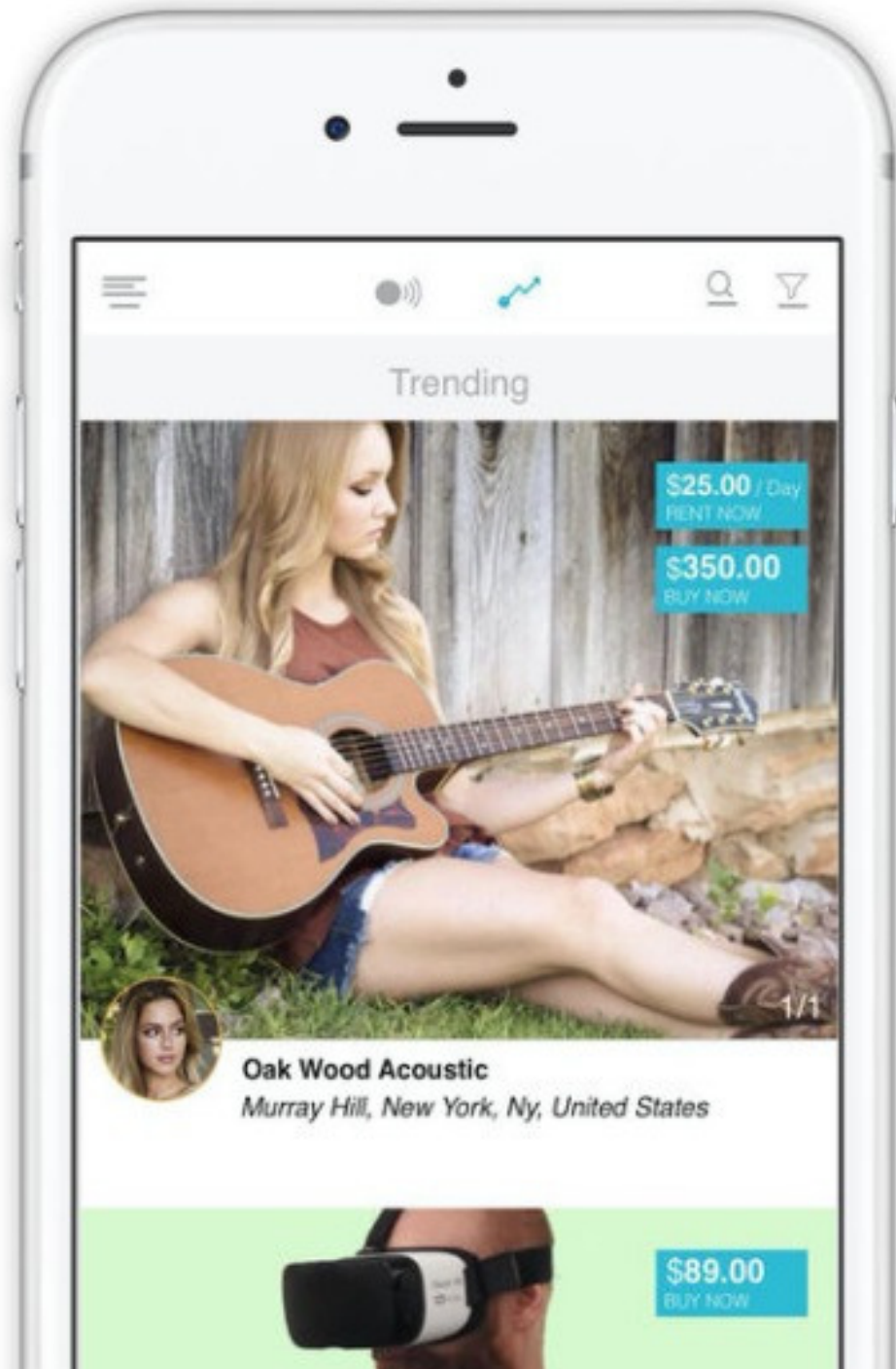
HEY!

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



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

LESSON 1

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

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

Select

Plain-text campaign

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

Select

A/B testing campaign

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

Select

RSS campaign

Send content from an RSS feed to a list.

Select

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

Use something subscribers will instantly recognize, like your company name.

From email address

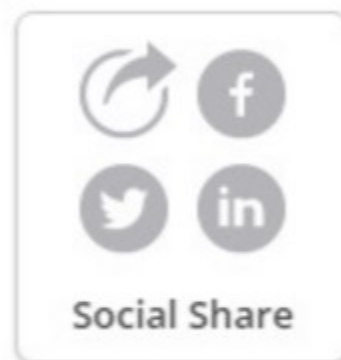
Tracking

Track opens

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

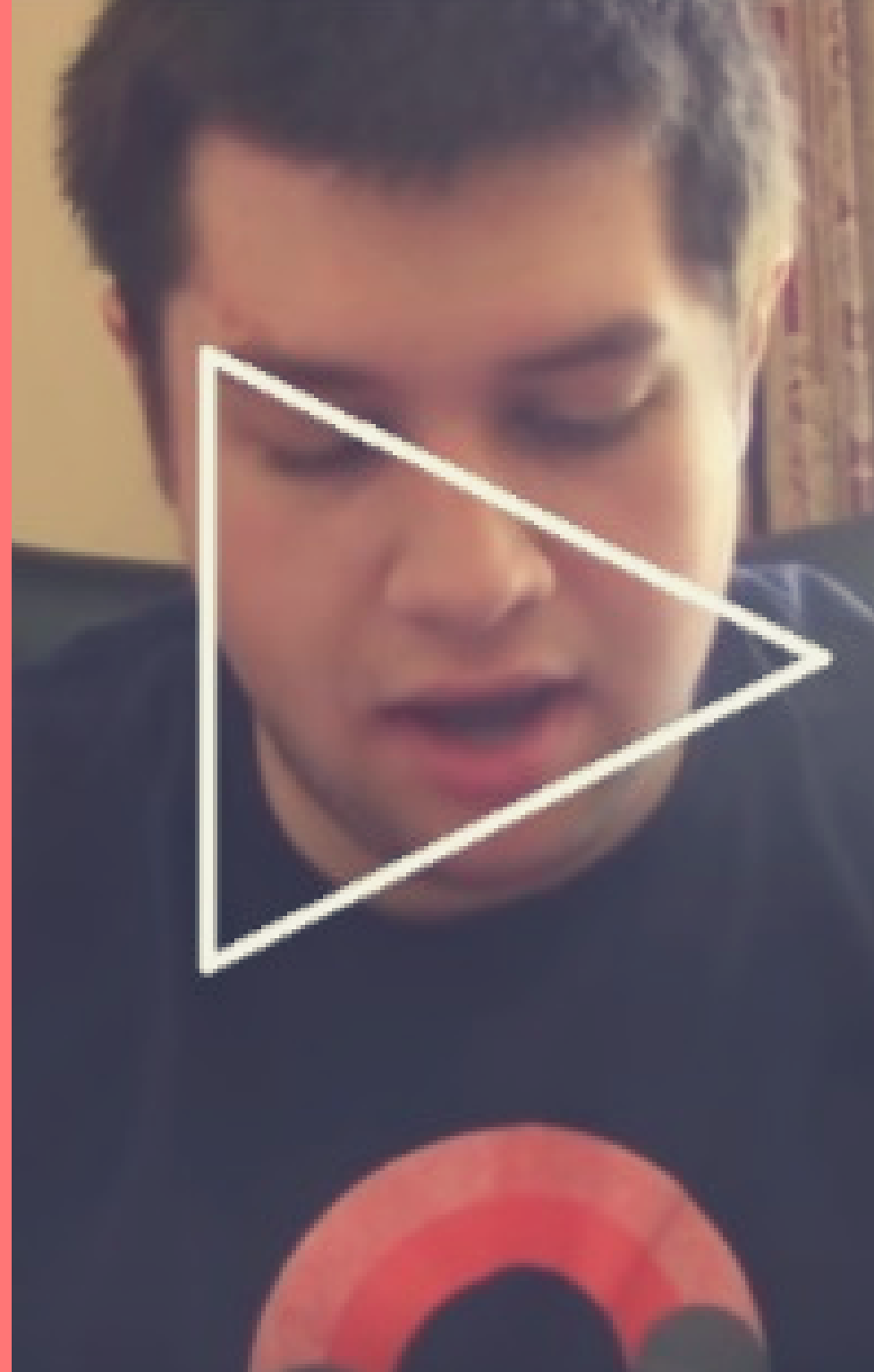
SHARING CONTENT ON EMAIL

Embedding pictures with click through links

Creating video thumbnails (below Example*)

Upload content to free hosting service (i.e.

Mediafire, Soundcloud, YouTube)



FINISHING UP WITH

LESSON 4

KEEPING YOUR LIST "HEALTHY"

CLEANING YOUR EMAIL LISTS

BOUNCE BACKS

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**

WE'RE SO GRATEFUL YOU JOINED US

THANK YOU

[SHAREFLO.COM](https://www.shareflo.com)