

There's a whole world out there of people that need you to serve them. You are now investing your time and your energy, and you are stepping up to be that person and that woman who makes investments like this, who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make happen no matter what,

This is the million dollar business podcast. Here's your host. Jenna faith

Hillel come to the million

Dollar business podcast for entrepreneurs who want to create wealth and freedom with their business. You are in the right place. If you're looking for the mindset and strategy to get seen, known and paid online, I am your host, Jennifer faith, success and mindset strategist for entrepreneurs who want to start a movement and have a seven figure business and brands. So we're going right into it. Today. I have been Hawking for years and years about how adamant and how passionate I am about email marketing and why it's just such a better strategy than social media. So in today's episode, I'm going to be sharing with you nine things, nine. There's probably more, but I'm going to be sharing with you nine things that you can do with email marketing that you can not do on social media and hopefully be sharing with you and getting you to see how powerful of a tool this is when done correctly.

So let's go ahead. Not waste any more time and dive right into today's episode. All right. So I'm rigging down nine things that you can do with email marketing that you can not do on social media. So I have been an advocate of email marketing for years and years, because I think it's just the most powerful tool. Yes. I use social media. I have nothing against social media as a layer of your visibility strategy or a layer of your marketing strategy, but it absolutely should not be the whole thing. If it's the whole thing, you have all your eggs in the basket. You're just really leaving yourself open to losing a lot, you know, with the changes that are happening on social media, with algorithms, with rules, with people being banned and censored. And it's just not the best way to build your business. In my opinion, and being online for eight years, there's gotta be something of more substance.

So one of the reasons why I love email marketing is because you can do so much more with it than social media. So not only can you reach more of your ideal client, people who have actually shown interest in your products and services, but there are a plethora of other tools that can pick up all the money that you're leaving on the table by just using social media and I'm breaking those down today. So there's a reason why you get daily emails from the biggest, most well-known businesses and brands. I mean, I get an email daily from Wayfair, from express, from Amazon, from Starbucks, like it's every single day, isn't that a little bit of an indication of like, Hmm, it's all these huge billion dollar corporations emailing regularly. That must mean that email marketing works, right? You've got like this whole thing and it's like, somehow they know they're in your head.

They know exactly what you want. And that's the beauty of email marketing and what I'm going to be breaking down for you today. So the first thing is that you can track interests or clicks. So one of my favorite things to do is to track subscriber interests by what they're clicking on inside of my email. So I can put a link in my email and track who clicks on it. Basically they're showing interest. Sometimes it's just a little bit in those units, but usually interest. And you can see exactly who is clicked on your sales pages, on your landing pages, and you can retarget them, right? So this is a really great tool. So if you're sending something, you're sending out a new offer, new program, you can track every person that clicks that link. You can also look and say, oh my gosh, like people aren't clicking on the link.

If they're not clicking on the link, there must be something in the email. That's getting them to not want to click, right? So it's data for you to be able to see what people are responding to and then target them based on what they're doing, target them by how many things that they've clicked on. What they've clicked on. Number two is retargeting. Typically I can do this with Facebook ads. So when you have

someone's email address, when you collect someone's email address, you kind of sort of have it for life. This is like a little underground secret, okay. Even if they unsubscribe, you still have their email address. Now you can't email them. That would be against FTC rules. However, you can upload your entire email, including your unsubscribes into your Facebook ads, dashboard, and retarget, anyone who has ever showed interest in your business.

So I don't know about you, but that's pretty cold to me. Number three is that you can segment based on behavior. So very similar to tracking the clicks and things like that. You can segment your list based on what they open, referencing different subject lines, how often they open, what they click, how often they click, if you sell multiple different types of products or have multiple different offers, you can now target these people based on what they're doing and the actions that they're taking. So for example, I have kind of two legs of my business. The first one is the actual business coaching where I'm helping people grow their online business. And the second one is the mindset piece, right? I can basically have a list of like this, these people here are more interested in mindset. These people over here are more interested in the tactics and the strategies to grow their base business.

And then I can target those people with a specific offer based on that. Another really, really cool thing. Number four is that you can send a personalized messages. So now that you have your segments and you know, well, what people are doing, you see that somebody clicked on your sales page like five times, but they didn't buy it. You can actually send that person a personalized message based on their behavior. You can literally send an email. That's like, Hey, I saw that you clicked on the link for my email millionaire program, but I don't see your name on the roster. Do you have any questions about the email millionaire that I can answer? Kind of creepy, kind of cool. Very cool. If you ask me number five is upsells and down sells. So once you know that someone is interested in a particular thing, maybe they just gave you their email address in exchange for your freebie.

Maybe they bought a low cost or a trip wire. You can now offer them a complimentary price or service that will take their initial download and purchase to the next level. Or maybe you're selling a higher ticket program and they didn't buy right now. You can target those people down, sell them into a lower cost product or service. You can't do this on social media. This is why I call this a spray and pray method, because you're just basically blasting out message, hoping, hoping that someone's gonna bite, right? Whereas this way you can specifically target people and see how interested they really are and what you have going on. Number six, you can reach five times. That's just actually very arbitrary number, but at least five times more of your audience. So in my previous posts and emails, I spoke about email open rates and how they compare with social media stats and algorithm.

So yes, open rates can be on the lower end. And that's probably the number one complaint I get open rates are low. They're only 15%, 20%, 25%, 30%. Yeah, that is true. The average is about 20%. However, those people are specifically targeted. So even at 20%, it's way more than you're going to get on social media. I mean, have you ever made a post that got a thousand engaged, a thousand likes comments, things like that? Probably never. Right. But if you could guarantee, Hey, I'm going to at least a thousand people or at least 500 people are going to see my message. And that's the guarantee by sending the email, why wouldn't you be doing that versus hoping that the, the rhythm is going to be nice to you today and show your stuff to the people that need to see it. Number seven, intentional nurturing.

So based on everything that I've already said, you can now, or your audience with targeted and intentional value, you content that is going to prime them to purchase from you in the future. So most people aren't going to purchase right away, right? They don't know you yet. They haven't been nurtured. They've just kind of putting the feelers out there, seeing if they like you seeing, if they like your stuff, you can use this time to create Goodwill with your audience and get them excited to learn from you and eventually purchase from you. Number eight is one click registration. So this is another

one of my favorite things, because isn't it annoying when you, when you're already on somebody's list and they have an event or a new challenge or a lead magnet or webinar and central landing page, where you have to re enter your information, put your name, put your email address, any other information why that's annoying, right?

Like they already have your information. They already have your name and email, email marketing allows you to do something called one-click registration, where you literally just put a link right in your email. And that person is instantly registered for your event or lead magnet. So it's really just making it easier for your people to say yes to more of your things. And finally, number nine is abandoned cart messages. So definitely by far, you have seen this happen in your own inbox with bigger companies, box corporations and things like that, where you maybe were going to buy something, right. You're saving it for later, or you forget to check back, right. And then you get the email. That's like, Hey, did you forget something? And so this is kind of like, for me, this is the worst thing I know. I get a lot of pushback from people on like, oh, I don't want to sound desperate by continuing to send messages and, and remind people that, you know, deadlines are coming up or carts are closing, but why not?

I mean, how often have you went to go save something or save something or got distracted. And then when you go back to it, it's sold out, you missed the sale or the price is now higher. That sucks. So abandoned cart messages you can also do in your business with your email marketing. And it targets people who have clicked on your purchase. Links clicked on your cart links. So they were right there, right? Like they were ready to purchase for some reason, something pulled them away. So you're able to send a message that reminds them what they were about to purchase with your product and service. So can you see now how much money you're leaving on the table by not doing these things? There is no way to do this stuff on social media. It's just, this is why it's, it's not as effective, right?

Like you're literally just pounding your friend's list over and over and over again with messages and offers that the majority of them do not want, or just simply aren't ready for yet. So that's it for today's show nine things that you can do with email that you can't do on social media. So I really hope I sparked a fire under your butt to get serious about your subscribers, your email list, and really nurturing those relationships, because there's just so much more that you can do. And so much more power that you can have when you own your list. When you have a list of people that are there and want to hear from you. So head on over to the show notes, because what I've done is I have taken my high rated email marketing course and turns it into a monthly mentorship. So if you're looking to get support advice, swipes templates on how to actually make this email marketing thing work for you, you're going to want to join our monthly mentorship.

That email millionaire, the link is over on the show notes@jenscalia.com forward slash 1 0 6. And as always, if you're loving this podcast, please, please, please leave us a positive review on iTunes so that we can get this in front of more people so that more women can know what to do and get the strategies that are needed to really be successful in the online space and to really reach more people and create that ripple effect. So we'll see you back here next week, where you'll get another quick bite episode to build your business from the inside out.

Let's keep this conversation going. Join us in the private discussion group meant for millions where ambitious driven online entrepreneurs go to get the mindset and strategy to grow and scale their online empires joined meant for millions@jenscalia.com slash tribe.

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