



# GRASPED AI Search

## Email Marketing

### GRASPED Digital Marketing Topics

#### ADVERTISING - The Ins and Outs of SMS Marketing

##### Why You'll Want to Use SMS Marketing

...many businesses do, you can combine it with other forms of marketing to get more customers, faster. With SMS marketing, you get an instant delivery rate and studies have shown that more people will read a text message than will read an email message. In fact, text messaging has been shown to have more successful marketing campaigns than email marketing campaigns. Text messages are read almost instantaneously, while email messages where the content is marketing either get deleted, go unread or get caught by the receiver's spam filter and never even reach your intended...

### GRASPED Digital Marketing Topics

#### ADVERTISING - The Ins and Outs of SMS Marketing

##### The Good and the Bad of SMS Marketing

...his phone and instantly the payment is sent to you. So, there's a greater chance that you'll make a sale much faster with this kind of marketing over email and other types of marketing. Like any kind of marketing though, there are a few drawbacks that you'll want to consider before you get started. First, because mobile phones can all be so different, you can't create a one size fits all campaign that's going to run smoothly on all devices. There are bound to be some technical glitches from one type of device to...

## GRASPED Email Marketing

### Module 8. GRASPED Segmentation

...who already have accounts on your site, and then they give you the option to send an email to someone who abandons their cart before completing a purchase. You can remind these prospects to come back to complete their purchase, which will boost conversions. To further increase conversions, you may offer them a coupon code if they complete their purchase in the next 24 to 48 hours. 12: 2 Ways to Engage "Recent Activity" Segments Many autoresponders, shopping carts and other tools let you segment your list based on the users' recent activity. Here are two...

## GRASPED Email Marketing

### Module 9. GRASPED Follow-Ups

...your content. Here's one more idea: ask a friend to read your email. Then ask them to guess when you wrote the message. If they can tell when you wrote it, then you need to go back and rewrite the part that's dating the content. 7: Connect Your Emails Even if your current email isn't part of a series, you should still remind subscribers of what was in your last email. You can even link to previous emails, which will help boost conversions from people who didn't see it for example, they saved it for...

## GRASPED The Future of Work

### Email Marketing For Your Ecommerce Business

#### 3: Audience Segmentation in E-mail Marketing

...styles of e-mail marketing campaigns, and you can readily adopt ideas from previous campaigns to make your present one more effective and productive. One of the most effective ideas is the classic "We Miss You" e-mail. Typically, companies send out this email when a customer has not purchased from them in some time. You can use this e-mail to subtly fish for reasons why the customer has not been back. This can gauge information about your company, such as technical glitches/issues, the price of your products/services, your overall marketing tone, etc. Sending them an...

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## NICHE MARKETING - Passion and Profits Niche Site

### Create an Email Autoresponder Series Designed to Show Value

...have a squeeze page with an attractive offer. And every blog should have an opt in form in the sidebar as well as below each blog post. You can create a series that goes out on autopilot to new subscribers, or you can blast out a broadcast email every time you have something new to share. Think of what your target audience is looking for and turn it into a series. For example, let's say you're in the weight loss niche. You could have one of these topics as your opt in series: You...

## GRASPED Digital Marketing Topics

### NICHE MARKETING - Passion and Profits Niche Site

#### Have Fun Branding and Social Marketing for Your Site

...Social marketing can be a really fun thing to do when it's a topic that you enjoy. For other marketers who are still chained to topics they dislike, it is a huge burden. Start by following people interested in the same topics as you. Most of the time,...

## GRASPED Email Marketing

### Module 2. GRASPED Getting Subscribers

...Feature-Rich Autoresponder4: 6 Ways to Capture Subscribers5: Do Something Every Day6: Offer Multiple Lead Magnets7: Create Sharp-Looking Lead Magnets8: Write for the Reader.9: Help, Don't Hype10: Use Email Automation11: Comply with All Rules and Regulations12: Build Your List Using Word-of-Mouth13: Use Content Marketing14: Drive Traffic Using Paid Ads15: Leverage Other Peoples' Traffic16: Generate Traffic Through Social Media17: Track and Test Your CampaignsConclusion 17 Best Practices for Building Your List Every Single Day 1: 15 Types of Lead Magnets 2: The Lead-Page Checklist 3: Get a Feature-Rich Autoresponder 4: 6 Ways to Capture Subscribers 5:...

## GRASPED Digital Marketing Topics

### ADVERTISING - The Ins and Outs of SMS Marketing

#### Mistakes to Avoid with SMS Marketing

...how much the SMS campaign is going to cost you up front and you need to let customers know of the possibility they can be charged for receiving your messages depending in the phone data plan they have. Know the mobile marketing laws in the states where you're going to send out your campaign so that you avoid making a mistake that can be a very expensive one to make....

## GRASPED Digital Marketing Topics

### BRANDING 6 Elements of a Good Branding Campaign

#### #6 Branding Through Email Marketing

...Email marketing is a tool that your customers allow you to use to brand yourself to them. They're giving you permission to access their lives on a regular basis, rather than you having to wait for them to contact you. You want to stay in touch often...

## GRASPED Email Marketing

### Module 4. GRASPED Open Rates

...in a later module.Note: many email service providers also provide tools for tracking individual opens. You can then follow up with those specific individuals who didn't open your last email. For example, if you sent them a promo, you might send up a follow up "last chance" email the next day. 7. Test and Track Your Emails. Another way to boost your open rates is by testing and tracking your email campaigns so that you know what your audience responds to the best. For example, you can test and track subject lines for an...

## GRASPED Email Marketing

### Module 5. GRASPED Getting Attention

...email address, as that just screams "spam!" 17. Use These TemplatesYou should start your own swipe file of subject lines by collecting examples from your inbox. You can also use sales letter headlines and article titles as inspiration, which you can collect from blogs and social

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media. In the meantime, you can generate subject lines by using these templates...Who else wants [a good benefit]? For example, "Who else wants to save money on heating bills?" A weird trick [for getting a benefit] ...For example, "A weird trick for getting more traffic..." Does [some product or idea] really work? For...

## GRASPED Digital Marketing Topics

### LIST BUILDING - Building an Email List from Scratch

#### Best Practices for Email Communications

...for those people, you need to give them the option to sign up to a weekly digest option so that they can maintain interest but keep their email inbox free. Frequency can be whatever you want it to be. If you don't email often enough, your list will forget who you are and why you're contacting them, which can be a problem. Try to find that fine balance, which can be a couple of times a week, depending on your list and its purpose, in addition to what you promised them when they opted...

## GRASPED Email Marketing

### Module 11. GRASPED Deliverability

...newsletter, blog, and social media pages, be sure to subscribe to all three. Even if you're not a customer, many of these companies such as Aweber, MailChimp, CampaignMonitor.com and similar publicly share this information, so be sure to follow and subscribe. In addition, you may check out industry leaders, such as the email marketing section of Entrepreneur.com: [entrepreneur.com/topic/email-marketing](http://entrepreneur.com/topic/email-marketing). 11: Follow Applicable Laws and Regulations Elsewhere in these guides we've talked about laws and regulations such as the EU's General Data Protection Regulations, the US's FTC.gov regulations for marketers and similar. It's worth repeating, be sure...

## GRASPED Email Marketing

### Module 12. GRASPED Analytics

...Test Email Subject Lines 10: Test the Body of Your Emails Present a subheadline with your main benefits. Ask an engaging question. Share a story. 11: Determine the Best Products and Offers 12: Strengthen Your Calls to Action 13: Find Out What Your Audience Wants 14: Test Teasers vs Full Emails 15: Optimize Traffic Sources 16: 2 Email Marketing Mistakes to Avoid Testing One Factor Over and Over Terminating a Test Too Early 17: Track "Negative" Actions Too Conclusion 17 Insights for Interpreting, Improving, and Increasing Your Results with Every Email You Send 1: What Can You Track and Test? Traffic sources. Lead page. Lead...

## GRASPED Digital Marketing Topics

### ADVERTISING - The Ins and Outs of SMS Marketing

#### What You Need to Get Started with SMS Marketing

...There are some tools available to you online that will guide you through creating everything you need to get started with SMS marketing. These are handy if you're tech savvy and enjoy doing things for yourself. It's also fairly easy for those who have run other types of marketing and kind of know the ropes already. But for those who don't know anything about how this or any kind...

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### ADVERTISING - The Ins and Outs of SMS Marketing

#### What Should You Say in Your SMS?

...possible by using punctuation and capitalization. Stick to correct spelling rather than using shortcuts that could have your customers scratching their heads trying to figure out what you're saying. Timing is everything. While standard marketing through email messages say that most people don't pay attention to offers received in their inbox on holidays, it's different with SMS marketing. People do read offers on their phones during special times of the year. Studies have shown that the best time to present an SMS offer is in the afternoon versus the morning hours. Most people take...

## GRASPED Email Marketing

### Module 6. GRASPED Crafting Messages

...will do for them, for example, highlight the benefits. Which brings us to the next point... 16: Close with a P.S. Your P.S., postscript, is a really

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important part of your email, because many people won't read every word of your email... but they WILL read the postscript. As such, you should use this postscript to do one or more of the following...Remind people of the main points and benefits of the email they just read.Provide a call to action and link.Offer a "closing argument" as to why people should take action.Share a new benefit...

## GRASPED Email Marketing

### Module 10. GRASPED Reader Loyalty

...back into the fold. Your goal is to get them to open your emails again and start clicking on your links. For example, you might send out a three-to-five-part series of emails to people who haven't clicked on any of your emails for at least a month. So, what happens if someone doesn't re-engage during this series? Then you can remove them from your list. This will boost your overall conversion rate. Plus, as an added benefit, you're not paying to send emails to people who are never going to open and read them...

## GRASPED Digital Marketing Topics

### LIST BUILDING - Building an Email List from Scratch

#### Drive Traffic to Your Opt-in Form

...Twitter is one social marketing site that helps you build a list quickly. It doesn't require much of an investment in time - and it's free. You have 140 characters to work with, so test different headlines to get people to click through and sign up. Article marketing still works well...