

Make the most of every email you send!

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SPEAKERS

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Hey, hey, Erin Kelly here, happy start to your week, depending on where you are in the world, it might be Tuesday for you. But yeah, a fresh new week. And this is gonna be a pretty quick one. And also a quick one for you to kind of reflect on. And that is a frustration that I had this morning, as I was going through scrolling through my inbox and clearing it out, there was two different people that I wanted to refer to someone else. And I had their emails in my inbox. So this definitely speaks to, you know, staying front of mind.

So sending emails is really great. But the negative thing is that both of these people had no direct link back to their website, there was no, it was just an email with, you know, information about one of them had a link to a sales page, but it was an external sales page, it wasn't a sales page on their website, as it was like a Click Funnels like squeeze page. And that doesn't help because I'm not going to send that to someone that I, you know, I'm kind of like starting off a relationship with, you know, referring this person, like, it's not going to be like, hey, you should check out so and so like go to the sales page that has no real information about who they are and what they do. It's just a sales page. So that was a little frustrating.

And then the other person, it was just a flat out like, there was no links in the email. And I just was shaking my head because I was like, ah, like, this is such a lost opportunity for both of these people like I get, I get that there's a philosophy around not having additional links in sales emails,

I don't agree with that philosophy. Because I think that there's actually a lot of people that fall out that don't know that they're not necessarily ready for whatever it is that you are linking to that's for sale, but maybe they want to continue their relationship with you, maybe they would want to buy something else that you have on offer, which is obviously, like a big philosophy for for member vault is, is that whole binge and buy, like, let them choose. So it's a lower pressure, longer game kind of thing.

So, you know, it's just like, you're missing out on so many people that you may or may not even know, I did what I did, where they're like, I want to, like I love this person, I'm so glad they popped into my inbox, I want to, you know, share them with so and so. And they they there's no link, like there's no public link, I should say. And so I was reflecting that I feel like there should be a checklist for emails, where it's like, okay, and again, if you believe in the philosophy of like, if you're selling something, the only link in that email is the link to the sales page. That's, that's all as good, like, do your do your thing. I personally like to have more options, because I play the longer game. But even if, in all of your other emails, you make sure that there's additional links, I think that you know, you're still improving on the user experience, and you're being customer centric or people centric, audience centric, right? By giving them options to interact with you.

So I think that there should be like a checklist. It's like, okay, are my social media links everywhere that I'm spending time and putting energy into in terms of social media platforms like are those links in every single footer of my emails, and I know that it's a pain, we actually recently did this, like probably like six months, I say, recently, like six months ago, we updated our template, email and Active Campaign for all of our MemberVault emails. And before that point, we did not have our social media links in there. And it was a little like, like, let's make sure that we get the icon size, right and the right color and like the right link, and you know, I mean, it does, it takes a little bit of energy. But I think if you just add that to your to do list of like, okay, I don't really want to do this, but like it is going to have like long term gains for that single input of energy. That is like super beneficial. So social media links. And that's not to say, like, try and have all the social media links, if you're not spending time on a platform, don't put the link there.

And then having a link back to your website, I think is really important. If you have a MemberVault account, having a link to your MemberVault account, I think is really important. And you can always if you have, because we encourage people that they use the footer inside of their member vault account to have their social media links and their website, if you have that you can always just use your member vault site and not linked to your website. Because they are going to be able to find your website from your member vault site, and you are still putting them towards content that they can engage with both free and paid.

So you don't have to have both. But you definitely should have one or the other. And if you don't, if you are a member of that user and you don't have your website, in your MemberVault footer, I highly recommend it and same thing with your social media links. So, you know, I think those are really important things. If you aren't if you want to go above and beyond, I think that you know having a referral link or a link to where people can sign up. So like a direct link to a freebie that you have is a really great thing. And you can even, and this is just in the footer of your email, right. So like it's in their template of your email tool so that you're not having to like redo this every time you send an email, it just pops up. And it's like always there in the footer.

And I've talked about an other podcast episodes having, like, at the bottom of your emails, the footer be like, here are three ways that you can get support from me. And so that's a really great way for you to incorporate some of these links. Because you can link to the freebie, you can link to a paid product, you can link to your like Facebook group, or your podcast, and just have that in every single email. And you can kind of mix it up every couple of months. So that it catches people's eyes. Or if you're, if you're doing a launch or something like you can change the links to better fit your launch focus.

But just making sure that you are in every email that you send, you're optimizing your ROI, you're like really optimizing the time that you spent to write that email, by making sure that there's different ways for people to click through, and continue building a relationship continue engaging with you, and learning about you. And so, you know, be thinking about, like, if you have a podcast, if you have a Facebook group, make sure that like you have some sort of link to top of funnel beginning information about who you are and who you help. So that if they are in a situation like I was this morning, and they want to share you with someone else that you they don't have to go dig for it, like I had to go Google both of these people, which I was willing to do because I was pretty invested. And I really like them. But most people probably are gonna put the time into it.

So yeah, this is kind of a, this is kind of like a little, like health check on your email optimization. And like, are you really making the most of the time that you're spending on your emails, it's been a little bit of time, creating a template inside of your email tool. Most email tools have this as an option as a feature. And just think about like, this is my favorite way to do I love when people do this, here are three ways to get support from me a free thing, or a low friction thing, a paid thing. And then like a kind of like continuing relationship thing. So like a podcast, or if you do Facebook Lives on your Facebook page. Or if you have a Facebook group or where they can kind of, maybe they're not ready to give up their email address, maybe they're not ready to buy something at they're really brand new to your email list. But they do want to kind of continue diving into your, your world and your voice and how you can potentially help them.

And so that is my recommendation, making sure that you have your social media links if you're on social media. And just setting this up as a template and your email tool so that you don't have to recreate it every single time you can always tweak it. You know, like I said, if you're launching or something like that, but it's it's there. And that's going to make a huge difference both for you and your traffic and sales probably, but also for your people so that it's easier for them to interact with you.

So there you have it. That's my start of the week. Slight rant and optimization tip and I look forward to who knows what's gonna come up for the rest of week but I'm enjoying it so far. So hope you are enjoying them too.