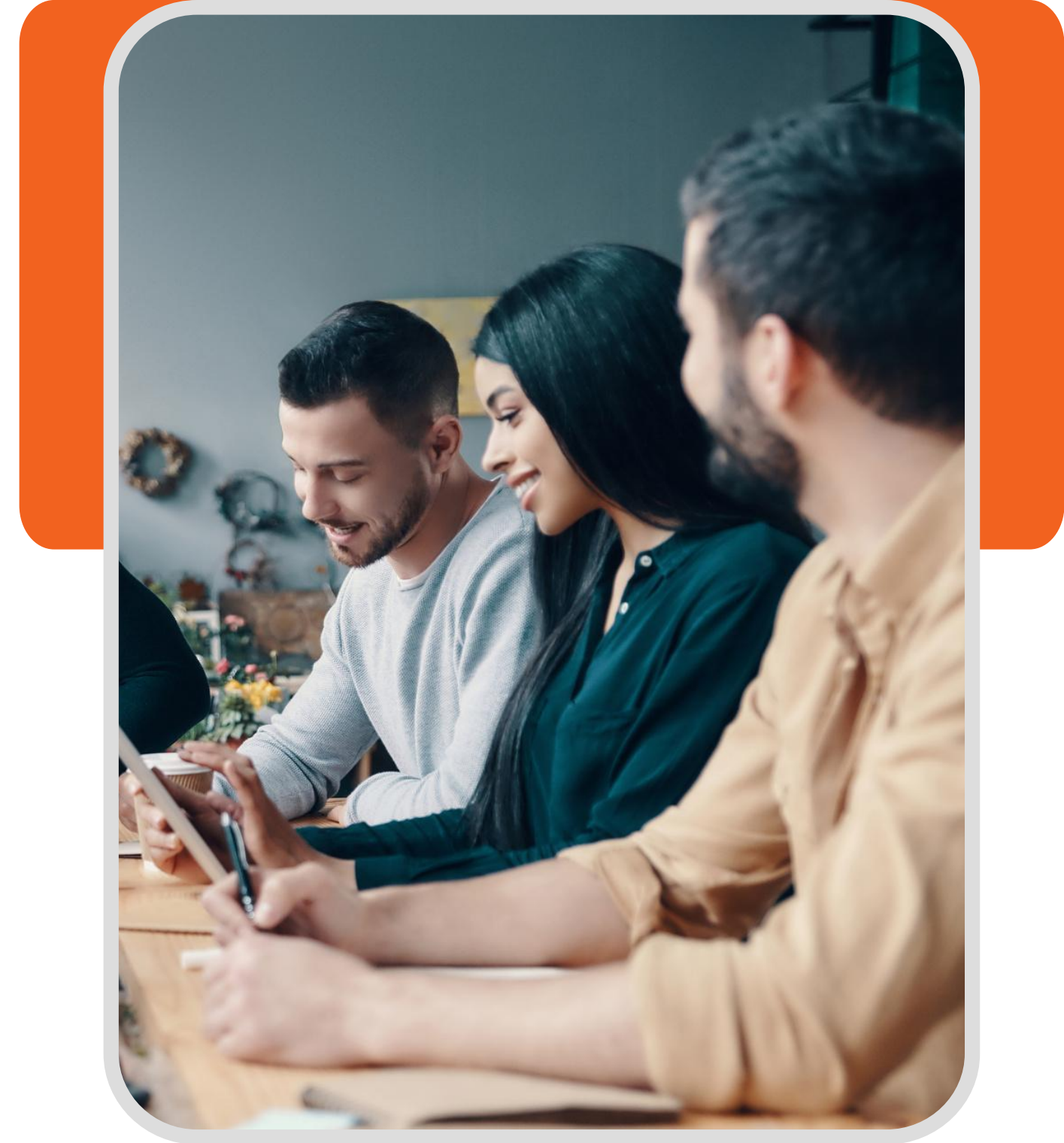


# Strategic Email

# Planning: your email data into dollars

*Hannah Roth, Predictive ROI*

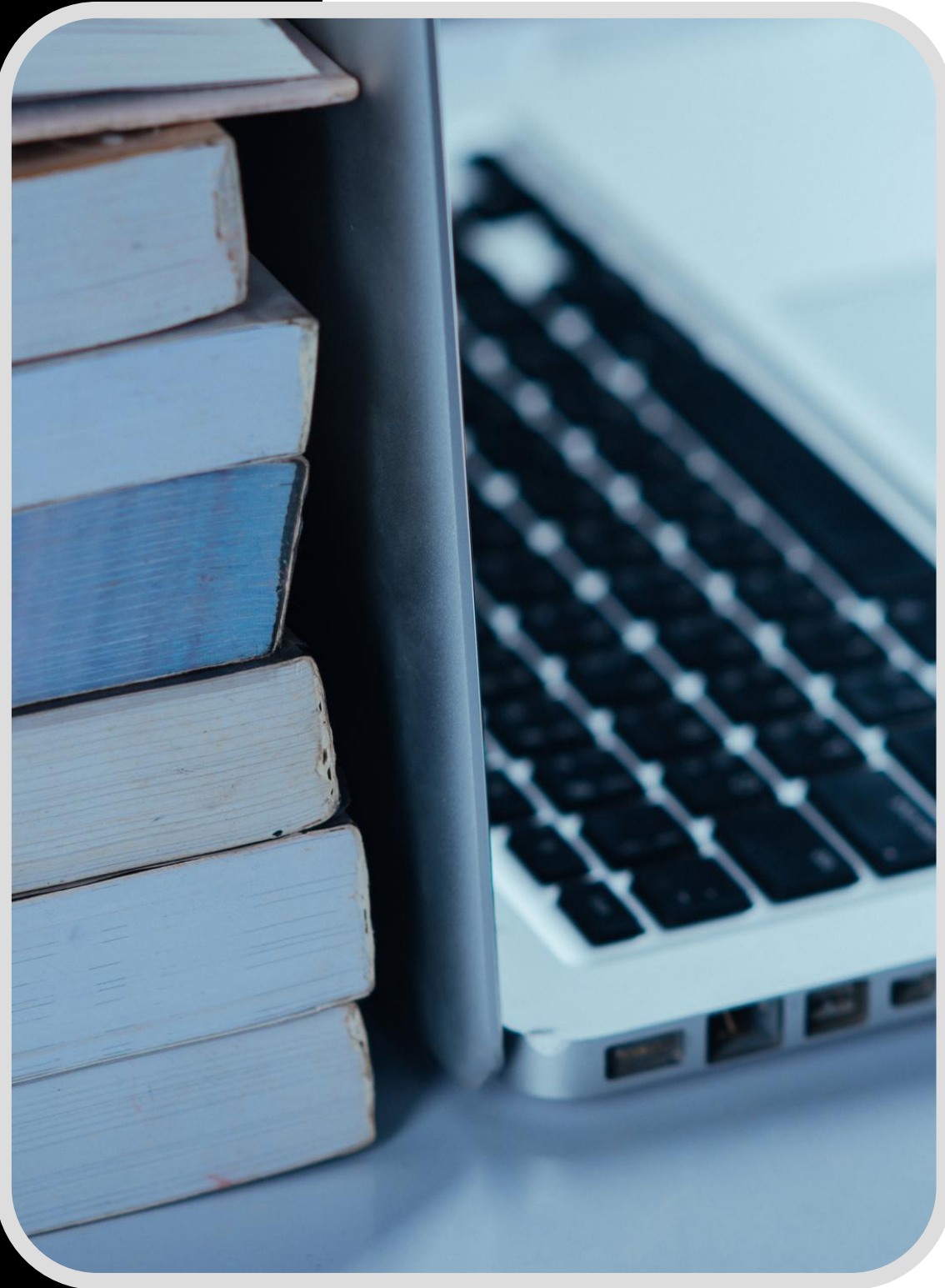


# Setting Expectations...



# Why am I talking about this?

- Content is typically a big struggle for agency owners, and they often describe themselves as a bottleneck.
- Communications are consistently inconsistent, with “weekly” newsletters going out once a quarter.
- Agencies describe their content as “generic,” stating it doesn’t showcase clear subject matter expertise or a point of view.
- ***Content isn’t crafted with a sales strategy in mind, and first-party data is overlooked or not collected.***



# What we'll cover...



- 1. Email Content:** The framework we have used to create relevant email content that establishes trust, credibility, and drives sales.
- 2. Rise above the noise:** The science backed cadence and frequency we use to consistently nurture our audience.
- 3. Shorten the time to conversion:** How using strategic content helps you gather data so you can prioritize biz dev efforts.

## Why email?



## What Does the Research Say?

### Insight #1:

According to Hubspot's annual report, email content has an impressive return on investment – an average of \$36 for every \$1 spent.

And, email content generates three times more leads than traditional marketing, all while costing up to 62% less.

*Data comes from Hubspot's Annual State of Marketing Report 2024*





# What Does the Research Say?

## Insight #2:

Your prospect's inboxes are more crowded (and more competitive) than ever before.

14k+ new email marketers join Mailchimp every weekday.

*Data comes from Mailchimp and is cited in Hubspot's Annual State of Marketing Report 2024*



لجينة  
@lujainahs

"I hope this email finds you—" STOP FINDING MEEEEEE



# Strategic Email Planning



<b>TARGET AUDIENCE:</b>			
Common Questions:			
Pain Points:			
Desired Outcomes:			
Solution:			
Relevant Story:			



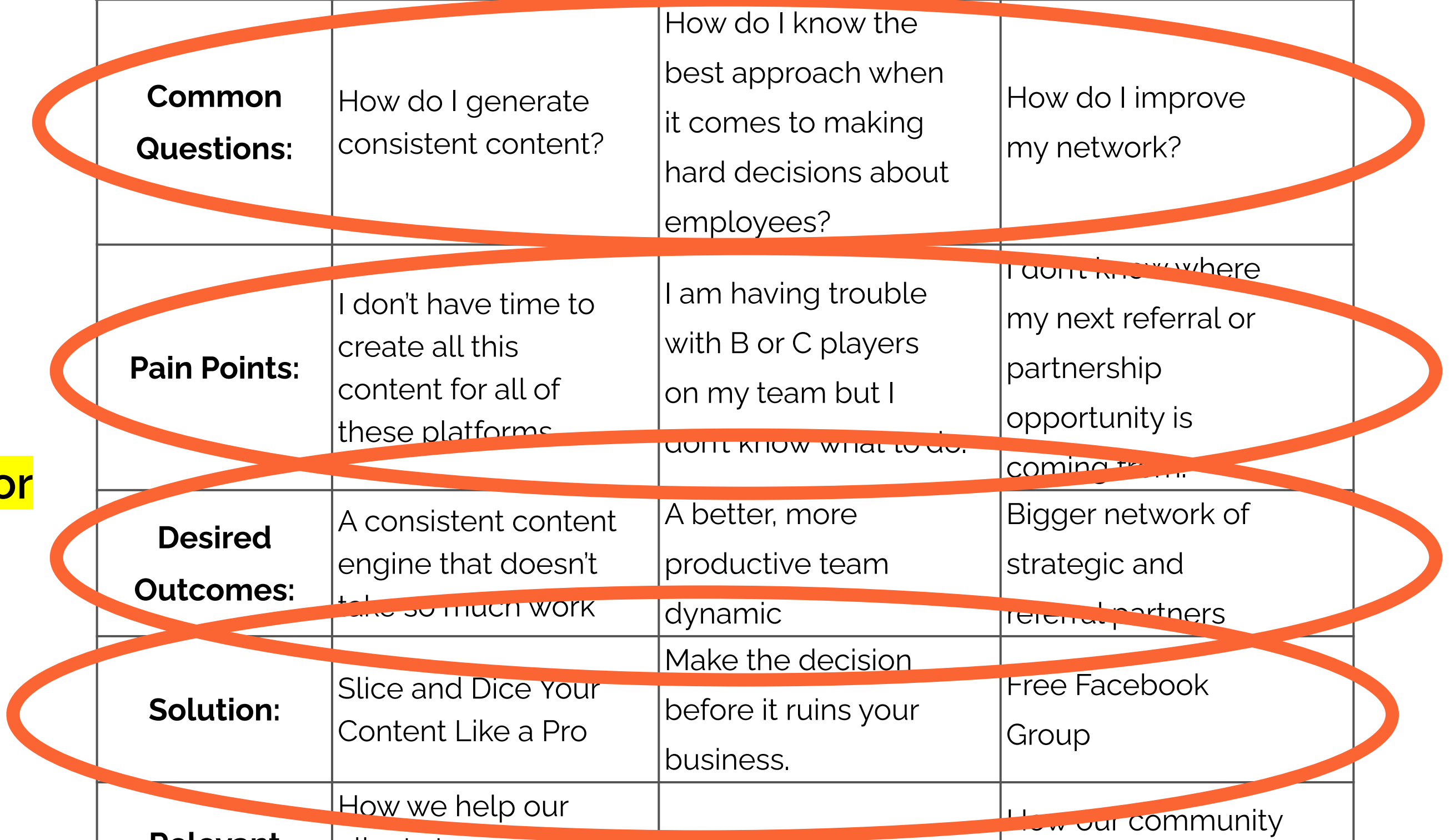
TARGET AUDIENCE:	Agency Owners		
<b>Common Questions:</b>	How do I generate consistent content?	How do I know the best approach when it comes to making hard decisions about employees?	How do I improve my network?
<b>Pain Points:</b>	I don't have time to create all this content for all of these platforms.	I am having trouble with B or C players on my team but I don't know what to do.	I don't know where my next referral or partnership opportunity is coming from.
<b>Desired Outcomes:</b>	A consistent content engine that doesn't take so much time	A better, more productive team dynamic	Bigger network of strategic and referral partners
<b>Solution:</b>	Slice and Dice Your Content Like a Pro	Make the decision before it ruins your business.	Free Facebook Group
<b>Relevant Story:</b>	How we help our clients turn cornerstone content into cobblestones	The Monkey's Tail	How our community members partner together to win

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Subject Lines

**\*\*Tone and content - Pain or Opportunity?**

3-6 Helpful Tips



# Example:

Subject: *5 Time-Saving Ways to Generate Consistent Content*

*Hi Sally,*

*Creating content can feel like a full time job – on top of your full time job. The good news? There is an easier way to create consistent content that maximizes efficiency and minimizes your time commitment.*

*Try these five simple steps;*

- 1. Come up with three questions about a desired topic*
- 2. Sit down with a colleague for 15 minutes and record your conversation*
- 3. Get the AI transcript (We use Temi or Rev)*
- 4. Use ChatGPT to create a blog, an email, and a social post based on your transcript.*
- 5. Set up recurring, 15-minute calendar sessions once per week to create a consistent content engine*

*Voila! 3 pieces of written content, and 1 piece of video content from 15 minutes of time, every single week.*

*Hope it's helpful!*

*Hannah*

# Cadence and Frequency



# Cadence, Frequency, and Email Writing Tips

- We recommend a 7:1 email cadence, where you send 7 nurture emails and 1 sales email per cycle.\*

Week 1	Nurture
Week 2	Nurture
Week 3	Nurture
Week 4	Nurture
Week 5	Nurture
Week 6	Nurture
Week 7	Nurture
Week 8	Lead-Gen Email

\*This is based on Miller's Law, a psychological principle that states the number of objects the average person can hold in working memory is seven +/- 2.

Frequency: One **nurture** email per week over seven weeks.

1. Structure:

- Start with a general overview email that introduces the themes of the sequence.
- Follow with two emails for each pain point or desired outcome, focusing on specific aspects.

2. Example Breakdown:

- Email 1: General introduction to themes (e.g., pain points and desired outcomes).
- Emails 2-3: Focus on Pain Point/Outcome 1.
- Emails 4-5: Focus on Pain Point/Outcome 2.
- Emails 6-7: Focus on Pain Point/Outcome 3.

3. **Sales Email** on Week 8. After the seven nurture emails, send a **lead-generation** email (e.g., a "5-3-90" email). This email makes a direct ask, such as offering a consultation or inviting a reply with a keyword to schedule a conversation.

\*This is based on Miller's Law, a psychological principle that states the number of objects the average person can hold in working memory is seven +/- 2.

# Looking at the Data: A Real Example

This screenshot shows a 'Filter' dialog box with the following configuration:

- Tags:** Includes any (dropdown), Pain Point 1 - Recruitment/Retention (tag with remove icon)
- Lead score:** Includes any (dropdown)
- Count:** 350 contacts in filtered group
- Buttons:** View contacts (blue), Reset

This screenshot shows a 'Filter' dialog box with the following configuration:

- Tags:** Includes any (dropdown), Pain Point 1 - Recruitment/Retention (tag with remove icon)
- Lead score:** Includes any (dropdown), 2/5 (tag with remove icon)
- Count:** 219 contacts in filtered group
- Buttons:** View contacts (blue), Reset

# Looking at the Data: A Real Example

Filter

Tags Remove

Includes any Pain Point 3 - Online Reputation

Add a filter

**207** contacts in filtered group + Save filtered contacts as a group

[View contacts](#) [Reset](#)

Filter

Tags Remove

Includes any Pain Point 3 - Online Reputation

Lead score Remove

Includes any 2/5

Add a filter

**161** contacts in filtered group + Save filtered contacts as a group

[View contacts](#) [Reset](#)



# Looking at the Data: A Real Example

**X Filter**

**Tags** Remove

Includes any  Pain Point 4 - Branding

**Lead score** Remove

Includes any

Add a filter

**319** contacts in filtered group + Save filtered contacts as a group

**View contacts** Reset

**X Filter**

**Tags** Remove

Includes any  Pain Point 4 - Branding

**Lead score** Remove

Includes any  2/5

Add a filter

**239** contacts in filtered group + Save filtered contacts as a group

**View contacts** Reset



**BUT WHAT DOES IT ALL MEAN, BASIL?**

# Analyzing the Data: A Real Example

Pain Point	Contacts	Leads (2 flames)
Recruitment/Retention	350	219
Online Reputation	207	161
Branding	319	239

## Inferences:

- Recruitment/Retention is a key issue facing this agency's target audience
- Online reputation content is resonating less with their target audience
- Branding is also a key issue their audience is interested in.
- The audience interested in branding is more engaged, with a lead score ratio of 74%, while the audience interested in recruitment and retention has a lead score ratio of 63%.

## Actions:

- **Allocate less time and resources into creating content about online reputation**
- ***Biz-dev priorities should focus on converting highly engaged leads interested in branding.***

# Experiment and Improve



## Content Variables:

- **Try Fact-based vs. Story Approach:** Switch up the approach of your email content and see what your audience resonates with.
- **Get Tactical:** Talk about different tactics that relate to relevant pain points and see what your audience leans into

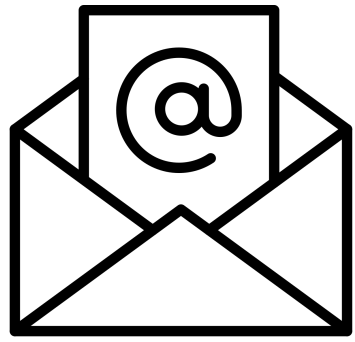
# Experiment and Improve



## Timing Variables:

- **Time of Day/Day of Week:** Analyze how emails perform at different times or on different days to identify the best time to send emails.
- **Frequency:** Look at whether the frequency of sending impacts open rates and unsubscribe rates (e.g., are you emailing too often?)

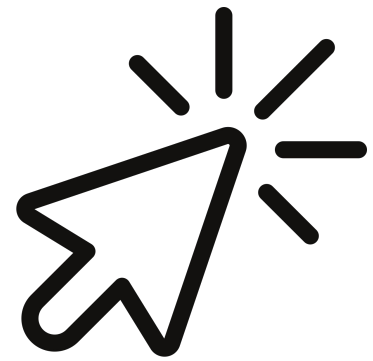
# Experiment and Improve



## Open Rates

- If some emails have significantly higher open rates, analyze their subject lines. Look for common patterns like urgency, personalization, or curiosity.
- **Improvement Tip:** Test different subject lines (A/B test) to see which drives higher open rates. For example, consider using personalized subject lines that include the recipient's name or highlight a benefit.

# Experiment and Improve



## Click-Through Rate Insights:

- Emails with high click-through rates are effectively driving engagement. Look at the design, content structure, and clarity of the call-to-action (CTA) in those emails.
- **Improvement Tip:** If CTR is low, experiment with clearer or more compelling CTAs. Place the CTA higher up in the email, and use action-oriented language (e.g., “Get Started Now” vs. “Learn More”).

**Thank You!**

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