

The
"Market Your Business Like A Pro"
Podcast

Get expert marketing tips and advice
you can listen to each week:

- Wherever you are
- Whenever you want
- On any device



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 ARE YOU
GETTING THE MOST
OUT OF
EMAIL MARKETING?



KEN COUNTESS
MANAGING DIRECTOR


info@thecountessgroup.com | 407.242.4200 | www.thecountessgroup.com

Email Fast Facts

Email Marketing consistently delivers ROI of over 44:1

- 91% of adults check their email every day
- >50% of all emails are now opened on a mobile device
- We are hit with over 260 marketing messages each day

The Mission:
Cut through the clutter and use email to your advantage



Here's Who's Making Money
with Email Marketing







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The ideal email for today's
increasingly mobile audience
looks like this

- It's short and sweet
- It's one column
- The **Call To Action** is "above the scroll"





The Time You Have To Make
An Impact





Send At The Right Time



B2B
Test, test, test!



Subject Line Best Practice

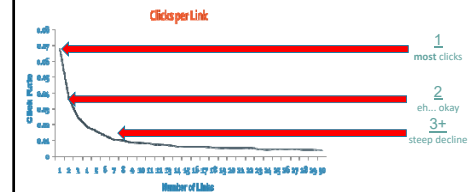
- It's an "Interrupter"
- It's 4-7 words
- It's 31-32 characters (including spaces)

Examples:

- 7 Ways to...
- Download this eBook



When it comes to links, less is more



When it comes to clicks...

Act!



Email Automation

- Autoresponders
- Automatic DNO resends
- Artificial Intelligence



Email Automation

Order	Name & Schedule	Matrix
1	1. "You don't need to be a marketing expert?" Trigger: 1 day after contact is added to list - Change	29 10199 3110 100%
2	2. Free eBook: 5 Ways Email Marketing Will Grow Your Business Trigger: 1 day after 1. "You don't need to be a marketing expert?" - Change	1 9314 2494 100%
3	3. Free Guide: Building Your List Trigger: 21 days after 2. Free eBook: 5 Ways Email Marketing Will Grow Your Business - Change	91 7702 2043 100%



Options

Automatic resends
Artificial Intelligence



www.TheCountessGroup.com 407-242-4200 info@thecountessgroup.com

About The Countess Group

A Full Service Marketing Consultancy

- Executive Coaching
- Marketing Training
- Keynote Speaking
- Strategic Marketing and Communications
- Email Marketing and Social Media Marketing
- Websites
- Search Engine Optimization
- Pay Per Click Advertising
- Public Relations

...and more



Get a Free
Marketing Consultation

Go to <http://bit.ly/meet-with-ken>
to schedule your call



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For today's attendees only
30-minute personal coaching session
\$99 (normally \$175)

Go to <http://bit.ly/consult99>
to schedule your call

