



AMPLIFY YOUR SALES WITH EMAIL MARKETING



WITH
ASHLEY DELUCA

Who can you help on your email list? Expert Ashley DeLuca will help you take your email marketing game to the next level by showing you how to organize and categorize your list, how to track and follow up along the customer journey from opt-in to customer stages, and the email sequences that will be a game-changer for your biz, resulting in customers for life. Plus, learn the subject lines that will actually get your list to READ your emails! Win-win, right?

Amplifying Sales Relationships with Email Marketing

- Email marketing can be thought of like touchpoints on a customer's journey, from opting in to becoming a prospect to an actual buyer or customer.
- When you're organizing by tag, make sure you're tracking what matters.
- Pay attention to what people are clicking on, even if they're not buying and see if you can use that information to follow up/help them become warm leads.
- Everyone's retention funnel is different.

- Your email sequences should be about 8 pieces long – a good balance between selling and providing value. For each sequence, consider spreading them out 2x a week over a period of one month.
- Email frequency should be what you can commit to, to start.
- The best subject lines are conversational.
- Keep CTAs simple and don't use more than one – it will confuse your customer.

About Ashley DeLuca

Ashley DeLuca mastered email marketing for e-Commerce and service-based businesses by simply putting the conversation and intention back into it. She has also worked with many 6-7 figure businesses ranging from business coaching to health and wellness physical products. As an email communication strategist, she is obsessed with avocados and sea turtles. But more importantly, helping you build a relationship-first company with email marketing. Find her on [LinkedIn](#).

QUESTIONS TO CONSIDER WHILE WATCHING THIS COURSE:

1. What email organization might work best for you? List? Tagging? Write it down here.
2. If you've given out a freebie, is it consumable, timeframe appropriate, and actionable?
3. Are you tracking buyer retention? Why or why not?
4. Practice writing a welcome email sequence of 5-8 emails.
5. Practice writing a nurture email sequence of 8 emails. Remember to focus on stories and providing value.
6. When considering the retention stage of your email marketing, what would it look like to hold your customer's hand along the touchpoints of their journey?
7. If you have an e-commerce business, do you have an abandoned cart sequence set up?



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