

16 Recipes

Email Marketing For Bloggers

List Building, Traffic, Money & More

INTRODUCTION

Email Marketing may very well be the most important marketing aspect that bloggers have to learn about! That being said, it is also the one aspect that many bloggers neglect. Here is a quick overview of why Email Marketing is so important:

- It touches all aspects of blogging: Web Traffic, relationship to readers, monetization, ...
- Being in your readers inbox means you are one step closer to them. For communicating with subscribers of any kind this is as close to being “their friend” as you are ever going to get.
- Collecting email subscribers is often easier than collecting fans or followers.
- Email subscribers are the most loyal subscribers compared to all other subscription forms (like social media or RSS)

Having started with that - let's begin with the recipes for email marketing!

PART 1 :

Starting Your Email
Marketing Process And
Learning Effective
Newsletter Writing



RECIPE 1: START GROWING YOUR EMAIL LIST EARLY!



Even when you are just starting out with your blog, you should collect email addresses at once! The first subscribers are often the most loyal ones - they've been there from the beginning. Also - the earlier you start, the earlier your email list is going to grow!

Implement a signup form on your blog to get your first email signups. To do this easily, create an account with email marketing software like [Mailchimp](#) or [Aweber](#).

Hot Tip:

Most newsletter tools offer a free limited version. These are limited by allowed numbers of subscribers in most cases - they allow you to grow lists of up to at least 1000 to 2000 subscribers for free. These are perfect for getting started growing a list! Our recommendation for a great newsletter tool is [Mailchimp](#).

RECIPE 2: ONCE YOU HAVE EMAIL ADDRESSES, START SENDING NEWSLETTERS

Don't just build a list of early subscribers - start using it at once!

Your list is worthless if you don't start sending emails to your subscribers. And every email should provide them with something. So beat your feat of actually sending out emails to subscribers and simply start doing it. Here are some things you can send to your subscribers:

- Notifications about new articles on your blog
- Extra content that you write especially for your subscribers
- Notify them about cool free stuff you found on the web
- Make a toplist of the best content (within the scope of your blog) that you found on the web and especially on other blogs and send it weekly or monthly

RECIPE 3: IT'S NOT ABOUT THE SUBSCRIBERS YOU LOSE!

When you send out newsletters, you will probably lose a few subscribers every time you send one.

That's OK!

Really - those subscribers you lost are mostly subscribers you wouldn't have kept for long anyway. Don't get frustrated because you lost 2 subscribers on yesterday's newsletter! Focus on those you've kept.

With every email a subscriber opens (and doesn't unsubscribe), you continue to build a relationship to this particular subscriber! In a way, this person becomes your friend - a lot more that he would be on social media. Focus on having a lot of friends instead of losing a few!



RECIPE 4: ONCE PER DAY IS BETTER THAN ONCE PER MONTH

People forget stuff. And more importantly, they forget about you - and they forget what they subscribed to.

This is a problem when you send to few newsletters! Because people will actually forget that they subscribed to you - and will be annoyed because someone they don't know is sending them emails!

Sure, a lot of people claim that they don't want to receive newsletters every day - but the truth is, that those subscribers who are worth most, in the long run, are those who will stay on your list and read your stuff no matter how often you send emails.

Sending newsletter once per day may be a bit too much in the beginning - you simply won't have enough content and ideas to send out interesting newsletters all the time! But as soon as you start sending newsletters at all you should, at least, send one every week.

RECIPE 5: LEARN TO WRITE GREAT NEWSLETTERS



Another reason you should start sending newsletters early is that you need to learn how to write effective newsletters, and there is no way to learn this without practice. And the earlier you start practicing, the sooner your results will show.

Hot Tip:

Write every newsletter yourself and write every newsletter from scratch. Don't use templates - even when you are just sending notifications about your newest blog posts.

RECIPE 6: YOUR OPEN AND CLICK RATES ARE MORE IMPORTANT THAN THE SIZE OF YOUR LIST

You can have 100,000 subscribers - it won't matter if you end up in everyone's spam folder and no one reads what you send out!

So, don't just count your subscribers - analyze your open rates and click rates (every single newsletter software allows this). Mailchimp provides additional data allowing you to compare your newsletter open rates to industry averages. This allows you to identify whether your newsletters are receiving good open rates.

Hot Tip:

Regard your newsletter as conversations - ask readers their opinions and for their feedback around the stuff you send them. Also - keep up to date with their replies. This is an excellent way of keeping your subscribers engaged, especially when your list is still small!

RECIPE 7: A CLICK FROM A SUBSCRIBER IS WORTH 10 TIMES MORE THAN A CLICK FROM SEARCH ENGINES!

Hot Tip:

This holds true for every aspect of blogging - which is why this recipe is listed again in a different form at the end of this guide. But refrain from just seeing your subscribers as your source for money. Instead - see them as the people who market your business for you. Give them value and they will spread the word about you.

Every subscriber who clicks on a link in your newsletter and comes to your page this way is worth a hell of a lot more than a click from Google. Why? Because he is a returning visitor. Someone who has already been on your page and came back for more! These are the people you are currently building a relationship with - and if you stay on it, you may be able to earn a lot of money from them. If that is your goal.

PART 2:

Growing Your List Fast

RECIPE 8: PEOPLE LOVE FREE STUFF



To get more people to sign up for your email list, create or at least provide “freebies” in return for their subscription. This can be set up easily within every single email software.

Hot Tip:

You can create an entire sequence of emails that you send out to new subscribers. If you provide something valuable with each email you can kickstart your relationship with the new subscriber this way. You could for instance send a sequence of your best content to every new subscriber.

Create your form - and state what makes your freebie great. After the sign up you can send an automatic first email that sends the subscribers the freebie.

Ideas for good free stuff are:

- Free guides (like this one!)
- Case studies
- Rebate codes
- ...

RECIPE 9: INVITE SOCIAL MEDIA FANS AND FOLLOWERS TO SUBSCRIBE

You can invite your fans and follower on various social media accounts to subscribe to your email lists. On some networks you can even send automated messages to your new fans and followers inviting them to subscribe to your list as well.

This works extremely well if you combine this with a free bonus for the signup. This way you can prevent to be seen as a spammer!

Hot Tip:

Test various freebies against each other - and determine which freebie gives you the best conversion rates. Do this for every social media channel you send invites on!

RECIPE 10: CONTENT UPGRADES

When you have a blog article that runs particularly well and receives constant web traffic, you can provide a freebie that works as an extension of that blog article. For instance, I could write an article about email marketing and offer this guide as a content upgrade.

To get the content upgrade, the reader then has to subscribe!

Hot Tip:

Don't just offer your content upgrades on just one article each - reuse them on multiple articles. This way you can optimize your results!

RECIPE 11: EXPERIMENT WITH SQUEEZE PAGES

When implementing email signup forms on your blog, you can, of course, implement them solely by adding signup forms directly on your blog so that it is visible on any blog page. But in most cases implementing the signup form on a Squeeze Page can result in a far higher conversion rate.

A squeeze page is a static page that is conversion optimized. There are templates for squeeze pages on the web that you can try out. The main components of a well designed squeeze page are:

- Visually pleasing design.
- All elements above the fold: everything should be visible on a standard laptop browser window without having to scroll.



- A short description what registrants get when subscribing (when you offer a content freebie - describe it in a few words!)
- The signup form.

Once you've implemented your squeeze page you can then link to it from various places on your blog.

Both the squeeze page and the areas on your blog from which you link to your squeeze page can be conversion optimized by testing and implementing results regularly.

Hot Tip:

You can use services like [LeadPages](#) or [Wishpond](#) which offer various templates for well-designed squeeze pages - and they are easy to implement and provide a lot of other features that can be very useful!

RECIPE 12: POPUPS ARE GREAT LEAD MAGNETS - WHEN USED RIGHT!

A lot of people will tell you that popups asking for signups are evil, will scare visitors away and will not result in conversions.

That's BS. Honestly.

Yes, some people will be annoyed by a popup. But it won't annoy them so much that they will turn away from content they like, want or need. So, when your blog is offering something of value to the visitor, they won't turn away.

The trick is not to use a popup as soon as the visitor is entering your page. Most popup plugins for WordPress offer the option to show a popup after a specified number of seconds - or even minutes. Other plugins provide the option to detect when a user is about to leave your page. Both options can work really well to generate signups.

Hot Tip:

You can use specific popups on your posts to highlight content upgrades. Also - as always, you should think about a content freebie to announce in the popup in return for the subscription.

PART 3:

Money

RECIPE 13: TRAFFIC IS MONEY



One of the most common methods of monetizing blogs is advertising. Especially when you ad pay-per-click ads to your site (via Google AdSense for instance), visitors on your page from newsletter subscriptions are a lot more likely to click on ads than visitors from social media sites or even via searchengines.

Why? Because these are the ones that spend the most time on your site. These people already have a relationship with you, they know what type of content they are getting and they already decided that this could be of value to them. They are far more likely to read a complete blog post than other visitors.



RECIPE 14: DON'T START SELLING ON THE FIRST DAY

Once you start collecting email addresses, the temptation to sell products to your subscribers can be high.

Don't. Bring value to the subscriber before you start selling anything. When you start positioning yourself as a valuable source, your chances of making a sale are a lot higher.

RECIPE 15: IDENTIFY PRODUCT OPPORTUNITIES

When you start growing your email list, you should also start thinking about product opportunities for your blog. Why? Because selling your own products has a lot of potential when you have an audience of regular readers, that value your content. All other forms of monetization always require you to give most of the money you generate to someone else - either the product owner (Affiliate Marketing), the middleman (Advertising Service) or both.

When you sell your own products, most of the money flows back to you!

But selling a product that is not connected to a brand (in the mind of the person buying) is hard. That is why selling a product without running an email list can often be almost impossible for bloggers - but once you start creating your email lists you have an audience for which you already are building a brand!

Now you might think that you don't have product opportunities - but this is not true in 99% of the cases! It's a matter of identifying what you can create that is worth money to your subscribers. Often this is simpler than you might think.

Think in categories like:

- Ebooks and Tutorials
- Online Courses (Text, Audio & Video)
- Coaching, Consulting
- ...

It is not always necessary to be an expert on a certain topic to offer this. You are blogging around a particular subject - in less time than you might think you will generate a significant amount of knowledge on a topic. You might not be an expert, but you are at least an enthusiast. You possess more knowledge than the people you are selling to - and you've already proven this through your blogs and informative newsletters.

Hot Tip:

Ask your audience if they want a particular product before you create it - you can, for instance, send a newsletter with a link to an online questionnaire. You can use Google Forms or a similar service. This way you can hopefully prevent yourself from creating products no one wants or will buy!

RECIPE 16: AFFILIATE MARKETING IS A GREAT WAY TO CREATE REVENUES

Even if you have not found your opportunity to create products your audience wants yet, you can generate money from affiliate marketing opportunities. Find products that are relevant to your niche - and that offer an affiliate marketing program.

Affiliate programs vary in type massively - some products owners will give you a one-time 15% commission - while others will offer you an 80% commission. What products work for you might not work for someone else. Try to test out a lot of different products and find what your audience wants.

When you are reviewing and recommending products, DON'T ever risk destroying your own credibility. Don't write positive product reviews about products you don't like. Don't recommend stuff you would never use. Your audience will notice and never trust you again.

Hot Tip:

Sites like [ShareASale](#) offer a lot of different affiliate programs - and they also streamline the process of generating a commission and getting paid.

FINAL WORDS:

Email marketing is so powerful for bloggers because it touches every single aspect of the blogging pipeline - from getting and keeping visitors to building a personal brand to generating revenues.

Nevertheless, many bloggers make the mistake of neglecting email marketing. We hope that this recipe guide has opened your eyes to how powerful email marketing is as a tool.

What are your thoughts on email marketing?