



THE MARKETING LAB

Getting More Engagement with Your Lead Magnets through Outbound Email

A simple tweak to get more viewers, readers, and interest in the content you offer...

With me today...



Jasper Blake

Start Here:

*What outcomes are you trying to create
within your email campaign?*

Key Concept:

To begin with – the goal is to engage.



A man's gotta have a code.

General Email Rules:

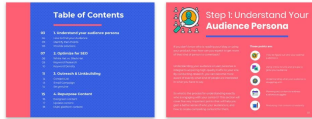
- Email doesn't sell the product
- Not about you
 - Customer-centric and problem-oriented
- Stories over claims
 - Example vs. 'how you can 10x your ROI'
- Personalize efficiently
- Experts help solve problems
- Be short

For Today:

We're talking about how to get more viewers, readers, downloads, etc.



Cover Page



Page 2



Page 3



Page 4

The Secret S
How LinkedIn Uses LinkedIn P



How do people usually promote these?

Curious about |

 **Ryan Reynolds**

to me ▾

Hi John,

I came across your info on

Looking at your info, thoug

It's a fairly quick read with

Anyways, thought you mig

Feel free to drop me a line

Josh

Hey, it's Ryan here...

And if you're not registered yet for tomorrow's LIVE High Ticket Secrets training...

[Go here to grab your spot now!](#)

If the thought of selling high-ticket scares the pants off you...

Or you already HAVE a high-ticket offer and you're looking to scale it or raise the price...

And maybe you're wondering if you're making one of the 5 most common high-ticket MISTAKES...

I'm going to cover all that (and more) on tomorrow's training:

...their quality of leads for B2B clients.



TODD BROWN



TODD BROWN PRESENTS:

FREE WORKSHOP:
*"How To Get New Customers
Every Single Day In Any Market...
With Any Product... At Any Price
Point!"*



Which of these best describes where you're at in your business:

- I'm just getting started marketing online.
- I'm marketing but not getting consistent sales.
- I'm generating consistent sales and want to scale my business.

NEXT



Re-think what I mean by that...

Subscribe For Latest Updates x

Sign up to best of business news, informed analysis and opinions on what matters to you.

SUBSCRIBE NOW

We promise not to spam you. You can unsubscribe at any time.

Subj: Was on the {company} site and had a question

Hey {firstname},

I recently came across the {company} site and had a few quick thoughts on XYZ.

Wanted to see if you'd be open to me sending you a short 4 min Loom video.

Let me know if you'd like me to pass it along. Or if there's another contact on your team I should follow-up with.



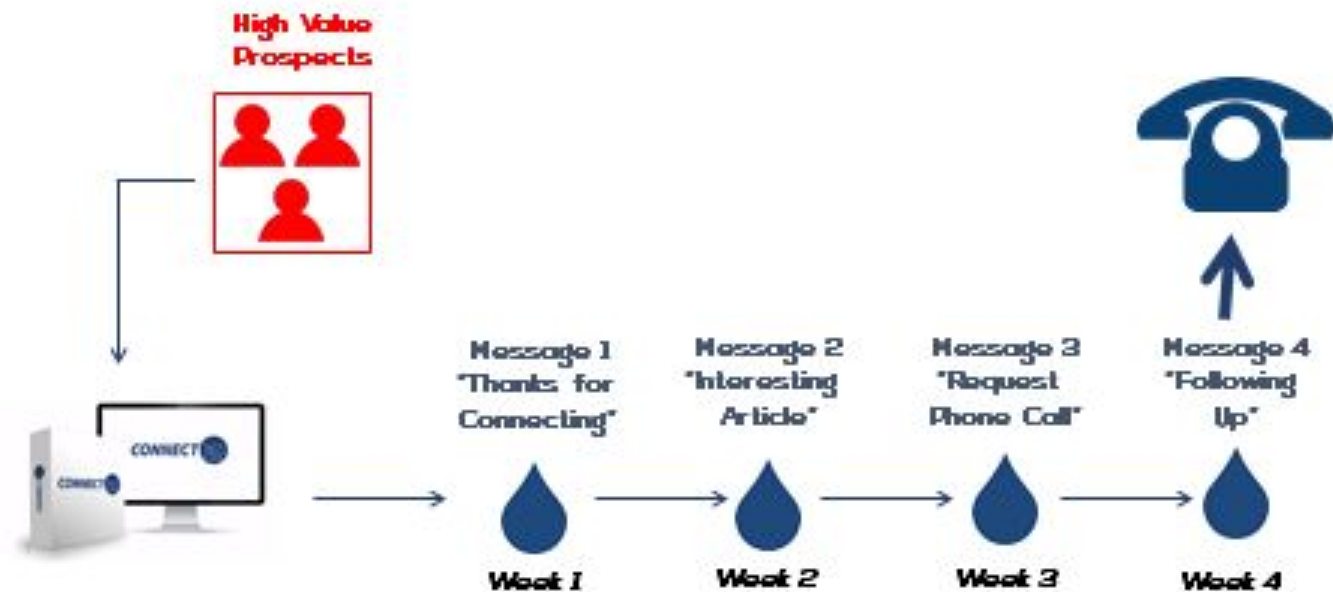
Why...

A pattern interrupt involves breaking an individual's routine, habitual thought or behavioral pattern so as to shake it up.

Why...

To help build trust. Distinguish yourself. Help lead to the upcoming big ask of your campaign.

Personal Messaging Campaign



The best part: The system is repeatable and reliable.

Your LinkedIn profile had me thinking



Josh [redacted]

to [redacted]

10:50 AM (1 minute ago)



Hi Sheila,

We've been connected for a bit and your name popped up on my LinkedIn feed the other day and I thought I might reach out after looking over your profile.

I'm thinking of launching an informal mastermind of IT/Consulting Business Owners, maybe 5 or 6 of us...we just do it on Zoom.

No charge or anything like that. Everybody shares something that's working right now in their business for revenue growth. 90 minutes total maybe, and hopefully we all pick up some things from each other that can help us moving forward.

It's the kind of thing I want to do more of, but I don't want to travel more than I already am, or commit to any big long term thing. So I figured, why not do this informally with some folks in the industry I'm already connected with.

If you're interested, let me know and I'll put you on the list. Hoping to get it scheduled in the next few weeks.

Count you in?

Thanks,

Josh



Subj: Would you like a copy?

Hey {firstname},

Thanks for being a part of my network on LinkedIn.

With your experience on high-powered Marketing teams, I thought you might be interested in a recent report on XYZ.

But I didn't want to assume and come across as one of those overzealous new connections.

So just wanted to reach out here to see if you'd be open to me sending you a copy?

Looking forward to staying in touch!

A quick note on describing/selling your lead magnet...

Explicit v. Implied

“Intermittent fasting is such a powerful fat burning method.”

OR

“Why is intermittent fasting such a powerful fat burning method?”

Explicit v. Implied

“Personal email is a more powerful outreach than mass email”

OR

“Why does personal email outperform standard mass email automation?”

Reply Rates:

- Benchmark(s): 10% of Opens, 2-5% of total Sent
- What to review?
 - What is your Call-to-Action?
 - Can this be stated more directly?
 - Can the response be simplified?
 - How visible is the CTA?

Key Concept:

To begin with – the goal is to engage.

Questions???

On the next Mastermind:



Identifying the Reasons for Doing Business - PAIN

Call Held 4/21 at 1 pm (central)