



ANNA-VIJA - A MARKETING STRATEGY COMPANY

EMAIL ADVENTURES

MEET YOUR AUDIENCE WHERE THEY ARE.

WHO

what

WHERE

when

WHY

"The single biggest problem in communication is

the illusion

that is has taken place."

- George Bernard Shaw

YOU'RE GONNA NEED A BIGGER BOAT...

- Who should you be communicating with?
- What groups or "segments" do they fall under?
- How long will it take to build a list?



Master Marketing List

Everyone you know, have sold to, have met at an event, or showed interest in your company.

Segments/Groups

Different lists for different buyers/avatars.

- Past Clients/Customers
- Current Clients/Customers
- New Leads/Future Buyers
- "Friends" of the Company/Ambassadors
- Press List
- Employees

"Dirty" vs. "Clean"

 Dirty = Manually added without permission.

 Clean = Opted in to your list (requested the info)



Keep it **CUSTOMER Focused**

- VALUE Adds - Tips, Helpful Article, New Data
- General "News" About Company/Products
- Promotions and Sales

80/20 RULE

- FULL Contact Info
- Service/Product Overview
- Photos/Images/Icons
- Social Media Links
- Testimonials
- Fresh Content (Blogs)
- Personal Touch (Staff)
- KEYWORD Focus

OPTIMIZE FOR MOBILE!

Best Practice

HEADER

- Create a Custom Design to Draw Attention
- Include Most Important Contact Information
- Link Header to Website

FOOTER

- Top "X" Reasons to Hire/Use Us
- Selling Points
- Personal Touch
- Link to Website or Contact Form

And, here's why!

View this email in your browser
admin@avmslocals.com
 615-348-7768

Nashville
 LOCALS



MEET PEOPLE IN YOUR
 NEIGHBORHOOD.
 NOT JUST YOUR INDUSTRY

July is one of our favorite months!

What's not to love about July? Great weather, fireworks, and best of all more Nashville Locals events! Check out what we have planned for a July filled of fun!

Join us at the
 Sounds Game on
 July 7th!

Early bird ticket sales
 end on July 1st so be
 sure to get yours
 today!

You can RSVP [Here!](#)

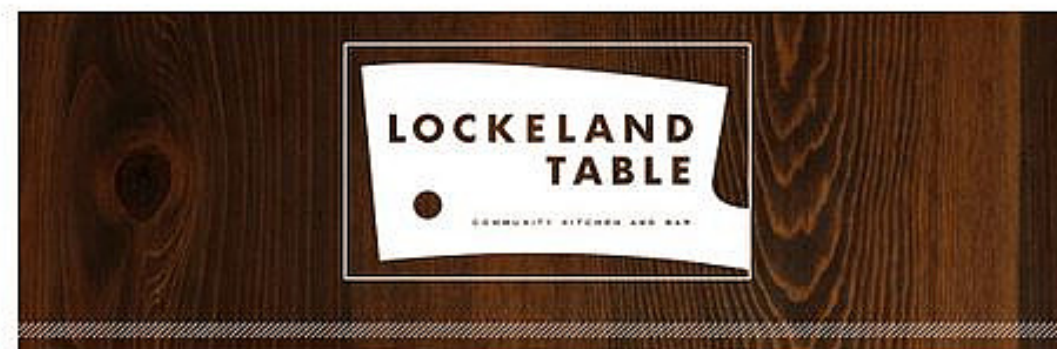


MARKETING BASICS FOR SMALL BUSINESSES

Two More Courses Coming Up - Marketing
 Basics For Small Businesses Workshop!

Lots of exciting news from LT in July!

View this email in your browser



1520 Woodland Street, Nashville, TN | 615.228.4864



There is still space available for our CSA Class! Call and reserve your spot today!

Please join Chef Hal and Chris from White Squirrel Farms on Saturday, July 16th, 2016 from 10am-12pm for a discussion about agriculture as well as tips and tricks on utilizing your local harvest. The class costs \$50 and will highlight ways to utilize local harvest. You will also go home with a generous basket of WSF veggies to get started with! Participants may reserve a space by calling Lockeland Table at (615) 228-4864. Space is limited! Call now to reserve a spot! We hope to see you there!

Join us on our newly
 remodeled private patio on
 Wednesday, July 20th at
 6:30pm for Sous Chef
 Danny Bua Jr.'s **New**
England Seafood Dinner! A
 five course meal for
 \$75/person.

Lobster salad | Parker House roll |
 celery salt buttah

Crab & corn chowdah | Benton's |
 yukons | parsley oil

Crispy calamari * Rhode Island Style*
 | tomato brodo

Razor clams casino | potted ham | ritz
 | green goddess

Go Mobile!

Over HALF the world's internet users are browsing on mobile devices and tablets.

- Pick a Theme with Mobile Design "Built In"
- Use Headers Between Sections to Keep Scrolling Interesting
- Use ACTION Buttons:
 - Call Now
 - Buy Here
 - Make a Reservation
 - Request Quote
- Add IMAGES!

Make Reading Easy/Intuitive

67% are MORE likely to buy from a mobile optimized site/email





MailChimp®

CLICK TO EXPLORE!



Perfect for New Users

- FREE for the First 2,000 Emails
- Easy to Use Design Interface
- Optimizes for Mobile Automatically
- Integrates with Social Media and Website
- Manage All Lists and Segments
- Custom Reporting on Campaigns
- Automatically Cleans Your List (Unsubscribes, Bounces)
- Save Templates for Recurring Use

WARNING - Don't SPAM!

where

Constant Contact[®] 



emma[®]

Infusionsoft.[®]



That's cute.

Who Has Time for That?

- Plan in Advance to Include Information in 1 Email per Month
- Create Your Template First (Save It!)
- Set Aside 1 Hour a Month to Make Updates to the Template
- Add New Email Addresses All at Once Before Sending

RECOMMENDATION:

Weigh the value of your time against the benefit of hiring help with your administrative support and email creation.





Roughly half of an email list will be active – either opening or clicking on emails.

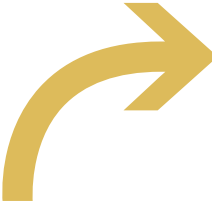
44% of email recipients made at least one purchase last year based on a promotional email.

Monday emails had the highest revenue per email.



64% OF DECISION-MAKERS READ THEIR EMAIL VIA MOBILE DEVICES.

Personalized subject lines are 22.2% more likely to be opened



Emails that include social sharing buttons have a 158% higher click-through rate.



surprise!

I TOTALLY GOT YOU A GIFT!

Download my Custom Email Marketing Content Calendar

Target Keywords	Custom Hashtags (#)		Week Of...	Type	Keywords	Content/Link
			3/7/2016			
			3/7/2016			
			3/7/2016			
			3/7/2016			
			3/14/2016			
			3/14/2016			
			3/14/2016			
			3/14/2016			
Links			3/21/2016			
Website:			3/21/2016			
Facebook:			3/21/2016			
Twitter:			3/21/2016			
LinkedIn:						
Google+:			3/28/2016			
Pinterest:			3/28/2016			
Instagram:			3/28/2016			
			3/28/2016			
Regular Programs/Promos			4/4/2016			

annavija.com/marketingworkshop



thanks

**Have questions?
Let's connect!**

**contact@
annavija.com**

615.348.7768

