

# Email Marketing: Beyond the Basics

Amplify Your Email Impact with Segmentation, Automations, Personalization, and More



**Student Course Book**

# Table of Contents

Introduction.....	4
Module 1 – How to Use Lists and Tags Together .....	9
Lesson 1: What Are Lists?.....	10
Lesson 2: What Are Tags?.....	
Lesson 3: Define Your List + Tag Strategy .....	
Module 2 – List Segmentation Essentials .....	
Lesson 1: What Are List Segments and Why Are They Essential? .....	
Lesson 2: List Segmentation Tactics.....	
Module 3 – Automate Your Email Marketing .....	
Lesson 1: What Are Automations and Why Do You Need Them? .....	
Lesson 2: Pulling the Trigger – How to Set Automations into Motion.....	
Lesson 3: Choose an Automation and Map it Out .....	
Module 4 – Personalize Your Email Marketing .....	
Lesson 1: What Is Email Personalization and Why Is It Important? .....	
Lesson 2: Personalization Tactics and the Role of Tags .....	
Module 5 – Test and Measure Your Email Content.....	
Lesson 1: What Is Split Testing and How Can You Use It?.....	

Lesson 2: Which Metrics Should You Track? .....

Module 6 – Next Steps .....

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# Introduction

Email marketing is an essential part of your digital marketing toolkit, allowing you to communicate directly with prospects and customers. You probably use it to welcome people to your community, introduce them to your brand and products, present offers and discounts, engage with customers between purchases, educate audience members, and more.

## Why Go 'Beyond the Basics'?

Even now, with so many digital marketing techniques available to us (social media marketing, content marketing, SEO, etc.), email marketing is still one of the most powerful and effective ways to connect with prospects and customers. That's why it's so important that you maximize its impact on your own marketing goals.

With a relatively simple skills upgrade, and by digging a bit deeper into your email marketing platform, you can take your email marketing to a whole new realm of results.

## The 'Basics'

Before we jump into 'beyond the basics' email marketing tactics, here's a quick refresher on the essential steps:

- Choose an email marketing platform
- Set up an email list
- Attract people to your list with a strong lead magnet and/or content upgrade

- Create an opt-in form and add it to a high-converting page or in a targeted blog post
- Develop an email marketing campaign made up of 4-5 emails, each with strong subject lines and calls to action

This process provides a strong foundation, but with some finetuning, you can make your email marketing work exponentially harder for you.

## Email Marketing Platforms

To get the most out of this course, you should already be using an email marketing platform and have an email list (even if it's small). If your current email marketing platform doesn't allow you to add tags or trigger automations, then you'll have to sign up for one that does – or else you won't be able to execute the strategies taught in the course.

Email marketing platforms that have the features we will be covering in this course include: [ActiveCampaign](#), [ConvertKit](#), [GetResponse](#), and [Drip](#).

As a business owner, coach, or entrepreneur, enhanced email marketing will provide you with numerous benefits. Get ready to:

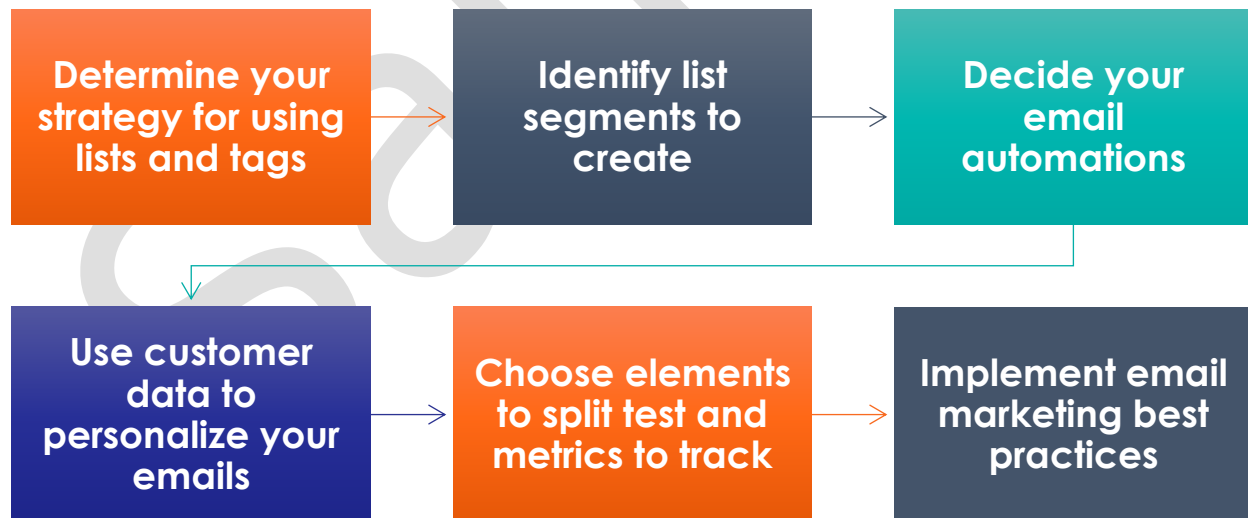
- Reach a highly-targeted, captive audience and engage in conversation with them
- Powerfully deliver information and offers to the right people, at the right time
- Automate and simplify the process, targeting multiple segments at different stages of the customer journey
- Convert more prospects into customers (and even brand advocates!)

- Establish lasting relationships and secure repeat customers

The material in this course will cover key elements that should be on every email marketer's to-do list...once they've mastered the basics. This includes sending personalized content, creating automated email series that correspond to each stage of the buyer's journey, using tags wisely to manage actions, list segmentation, using automation triggers and workflow maps, split testing, and more.

By the time you complete this course, you will be able to leverage 'beyond the basics' features available in most email marketing platforms that will increase your engagement and conversions.

**Here is your roadmap through this course:**



## Learning Objectives:

By the time you complete this course, you'll be able to:

- Determine your strategy for using lists and tags so you can keep your email platform well-organized and optimally set up for using advanced features.
- Segment your subscriber list in different ways to refine your email targeting and ensure you're delivering content to people who will be most interested in it.
- Map out your initial email automations that will have the biggest impact on your goals, increasing engagement without tripling your workload.
- Select email personalization tactics you can easily implement to increase engagement and conversions, along with how you will acquire the information you need.
- Optimize your email marketing results by split-testing different elements and regularly tracking key metrics, making changes as needed to improve your results.
- Apply email marketing best practices and be prepared to test out next-level tactics, continually expanding your email marketing skills and level of success.

This course is broken down into 6 major modules, each with individual lessons, taking you step-by-step through the process of 'beyond the basics' email marketing.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through this course, use your Action Guide to help you complete the action steps at the end of each module.

## Action Steps

1. Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.



# Module 1 – How to Use Lists and Tags Together

Both lists and tags facilitate effective targeting and boost relevance for your audience, but what combination works best? When should you rely more heavily on tags, and when should you focus on lists? Is it better to have a limited number of lists, with many potential tags? Or is it better to create more lists, without the need for as many tags?

Before you dive into these questions and start to formulate your list/tag strategy, let's review the difference between these two essential elements.

- **Lesson 1: What Are Lists?**
- **Lesson 2: What Are Tags?**
- **Lesson 3: Define Your List + Tag Strategy**

## Lesson 1: What Are Lists?

### Learning Objective:

Determine the benefits and potential pitfalls of using lists in your email marketing, evaluating your current approach in preparation for creating your list + tag strategy.

Lists are used to organize your contacts and group them together under identifiable labels. You can create a list for customers or leads. You can also develop lists based on the product your customer purchased, the lead magnet they signed up for, or their demographics (e.g., age group, geographic region, language etc.).

Lists are ideal for creating collections of contacts that you'll want to send content to repeatedly (e.g., newsletter or daily affirmation subscribers).

These email addresses, and how they are grouped, are the key to successful email marketing. Your list opens up countless opportunities: tell your story, promote your business, highlight your products and services, and turn subscribers into customers.

You can add contacts to a list manually or they can be automatically added via a subscription form or automation funnel. One thing all people on your email list should have in common: they gave permission to receive updates and emails from you.

Having a list is incredibly valuable because it is 100% yours. A third-party platform like Facebook or Google can't change its policies or algorithms and disrupt your ability to communicate with your audience. You will always have a direct line of communication to your contacts.

**ATTENTION:**

This is only an excerpt from our full course **Email Marketing: Beyond the Basics**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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