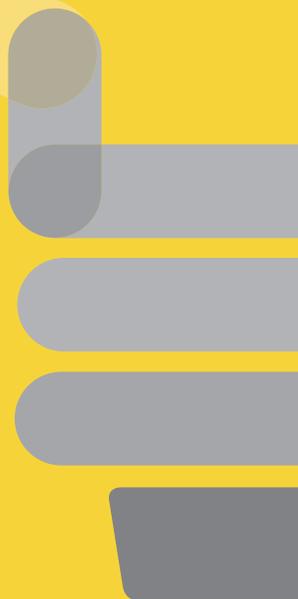




DIGITAL ***SIMPLE***  
**WHY**  
**EMAILS ARE**  
***ESSENTIAL***



# Why using emails are essential...



## Using emails are essential for increasing conversion rates across the board.

Emails play a **major** role in converting your leads into customers.

Taking the time to set up an email sequence that's sent immediately after a lead has been submitted is proven to increase your conversion rate.

Having an email sequence that is simple to ensure you're not going to miss any potential customers. You'll be amazed by how much your conversion rate will increase once a sequence is in place.

We see it happen with the majority of businesses, they get the leads they ask for, but struggle to convert them into customers.

This is usually because they don't have anything in place immediately after the lead is submitted, relying on human efforts that can sometimes be inconsistent and unreliable.

**81%**  
is the open rate of  
welcome emails

(Oberlo)

**81%**

of businesses say that email drives customers acquisition.

(Emarsys)

**80%**

of businesses say that email drives customer retention.

(Emarsys)

**\$42** TO EVERY **\$1** SPENT **GLOBAL AVERAGE FOR EMAIL ROI**

# Automations and Successful Processes



**Good = High conversion rate 10%+**

**Example of a great process!**

Immediately after lead is submitted

Introduction, Broad content, what to expect from you as a company.

Product-specific Information, how your product will help solve their problems.

Content Piece #1 (Case Study, FAQ, How to, Cheat Sheet, Guide, Video, Podcast, Updates, Ebooks + Many more) CTA to schedule an appointment or call

Content Piece #2

Content Piece #3

Best offer: Trust has built by the content being consumed. You could use a sales call, discount, or any applicable offer.

**New Customer!**

Automations are here to make our lives easier, think of them as our new friends! They are always on time, never distracted or forgetful.

Automating your emails has the potential to engage your entire prospect list as well as save you and your teams valuable time whilst increasing operational efficiency which aids your revenue growth.

Every person has atleast one email account that they check regularly throughout the day giving you excellent opportunity to connect, reach and engage with your customers.

Without the use of automated emails in your follow up/sales process I'd hate to know the number of valuable customers you're missing out on

**Bad = Low conversion rate 2-3%>**

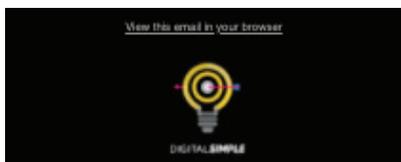
**Example of a bad process...**

48hrs after lead submitted

Hard sales email 48hrs after lead submitted.

**Loss of the lead**

# Email Designs



## JULY NEWSLETTER

This month, James was invited to the [Young Enterprise](#) event hosted by [Ara Institute of Technology](#) here in Christchurch. Michael Roberts followed James' around to capture the day and advice offered. Check it out below!



There were some epic pieces of advice, especially for businesses in early stages without big budgets. We're excited to share it with you!



Not sure if your Social Media Profiles are fully optimised? [Download the guide](#) below for a fully comprehensive (but easy to understand) guide that dives into Facebook, LinkedIn and Instagram profiles and how you can ensure yours are optimised!

[Learn More](#)

We're offering a [FREE marketing WOF](#). It only takes 30 minutes, we promise a low-pressure environment and you have no obligation to work with us, we would love the opportunity to provide helpful feedback for your existing marketing initiatives.

[Book your WOF now!](#)



A minimal and clean design for your emails is more attractive to your customers. Offering links and buttons to learn more is a great way to reduce content of the email but allow customers to find out more if they're interested.

Hello Mau,

MOVIE NIGHTS: EXTRATERRESTRE (EXTRATERRESTRIAL)

Event to be held at the following time, date and location:  
Friday, 21 April 2017 from 6:00 pm to 8:00 pm (AEST)  
Instituto Cervantes Sydney 290 Sussex Street Level 3 Sydney, NSW 2000 Australia

[View Map](#)

Share this event:  
[f](#) [t](#) [in](#)

[Attend Event](#)

When Juli wakes up in a strange apartment after a night of partying, he's pleasantly surprised to discover it belongs to a beautiful one-night stand he can't remember. Juli, who's already an awkward situation is made even more so when they discover a giant flying saucer hovering above the city, which is now deserted. Now Juli must contend with a jealous ex-boyfriend, an eccentric neighbour - and very possibly the end of the world - in Focus.

**Be on time!** The movie will start at 6:00 pm so please arrive before. After 6:00 pm, the ground floor door will be closed and the elevator unable to go up to the Instituto Cervantes.

La película empezará a las 18:00 por lo que le rogamos llegue antes de esa hora. A partir de las 18:00 la puerta de la calle se cierra automáticamente y tampoco se puede acceder al 3er piso, donde se encuentra el Instituto Cervantes.

Show this event on [Facebook](#) and [Twitter](#)

We hope you can make it.

Cheers,  
Instituto Cervantes Sydney

A badly designed email that is hard to read that won't inspire your readers will increase your unsubscriptions or result in an instant delete. Not offering links or buttons for more information does not allow the consumer to skim through to the most relevant content. Having no page breaks or colour changes can be visually overwhelming or completely uninspiring.