

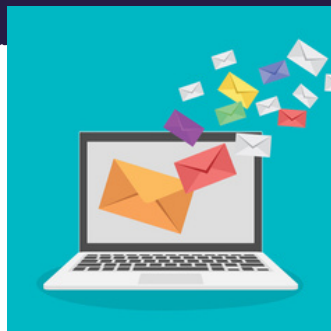


EMAIL MARKETING STRATEGY

FOCUSED?

LET'S GET IT DONE

This is a view only file,
so grab a pen, download
the file, print it off and
let's get started.



WHY EMAIL MARKETING STILL RULES

- Email is the first thing people tend to check in the morning (they do this before checking social media)
- Organic reach declines each year on social media (especially Facebook). You own your email list.
- ROI is far greater than for social media/paid ads.
- People who are on your email list tend to be 'sticky'.

COLLECTING SUBSCRIBERS

- Upgrade your social media followers to become subscribers as quickly as you can.
- Consistently remind people of the value in joining your email list when you're creating social posts (and you can DM them a link to your email sign up, or use a Q.R. code)

E.g. You can put in the comments of your social post "P.S. if you aren;t already on my email list, but want to be - join here (put link)"

ONBOARDING NEW SUBSCRIBERS

Welcome them and reward them. So they'll never unsubscribe.

Send them onboarding emails in a short nurture sequence before getting them into your regular email broadcasts.

Try the following

IT'S A 3-STEP ONBOARDING SEQUENCE

- **ACKNOWLEDGE** (Welcome + Thank)
- **INCLUDE** (Make them feel part of a community)
- **TAKE ACTION** (e.g. Download a lead magnet or exclusive content)

The emails should be just long enough to say what you need to say, but be useful, engaging (and maybe, fun)

ACKNOWLEDGE

- It's not about you, it's about the new subscriber!
- Make it all about them.
- Welcome and thank them - Congratulations on making a great choice to sign up.
- Acknowledge the problems that led them to you (e.g. persistent knee pain).
- Let them know what to expect next.

INCLUDE

- Reinforce the subscriber's decision (This email newsletter is going to solve all their problems!).
- Talk about your mission and your community.
- Make them feel like they are part of your mission.
- Remind them they are part of an inclusive community with a meaningful purpose.

TAKE ACTION

- Offer them an opportunity - e.g. a free download or an introductory offer.
- Focus on how the opportunity will benefit them by solving problems, as reading an aspiration (e.g. running an injury-free, fast marathon).
- It's a great email to showcase social proof, or case-studies of people you've helped.

KEEPING EMAIL MOMENTUM

THE 5X5 EMAIL CONTENT IDEA METHOD



- Choose 3 content pillars that describe what to do.
- Choose 2 content pillars that describe who you are (and your team)

e.g. Hip and Groin pain
Triathlon Injuries
Stress Fractures

+

e.g. struggles of being an injured runner,
our team values and how we care for you.

Content Pillar

Keystone Topic

e.g. FAI: Facts & Myths

Keystone Topic

e.g. Hip Athroscopy

Keystone Topic

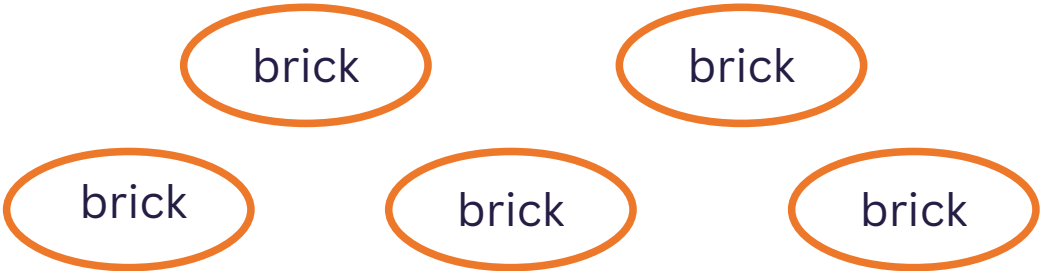
Etc.

Keystone Topic

Keystone Topic

Then... make 5 story 'bricks' for each Keystone topic

KEYSTONE TOPIC



WHEN THINKING ABOUT STORY TOPICS, THINK ABOUT:

- Your Clinical experiences and your own life.
 - Is there a relevant story for your readers?
- Draw on the testimonials of your patients
- Authority - can you add an expert perspective on the keystone topic?
- Current news stories and events that may marry up with your keystone topic.
- Myths and legend stories (the smoker who lived to 105 years of age). You can use these to debunk/show authority.

Voila! You have 125 new content ideas.