ShiftCon®

Eco-Wellness Influencer Conference

HOW TO BUILD AN ENGAGED E-MAIL LIST (AND WHY)

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SHIFTCON OCTOBER 3RD, 2019

THE WHY

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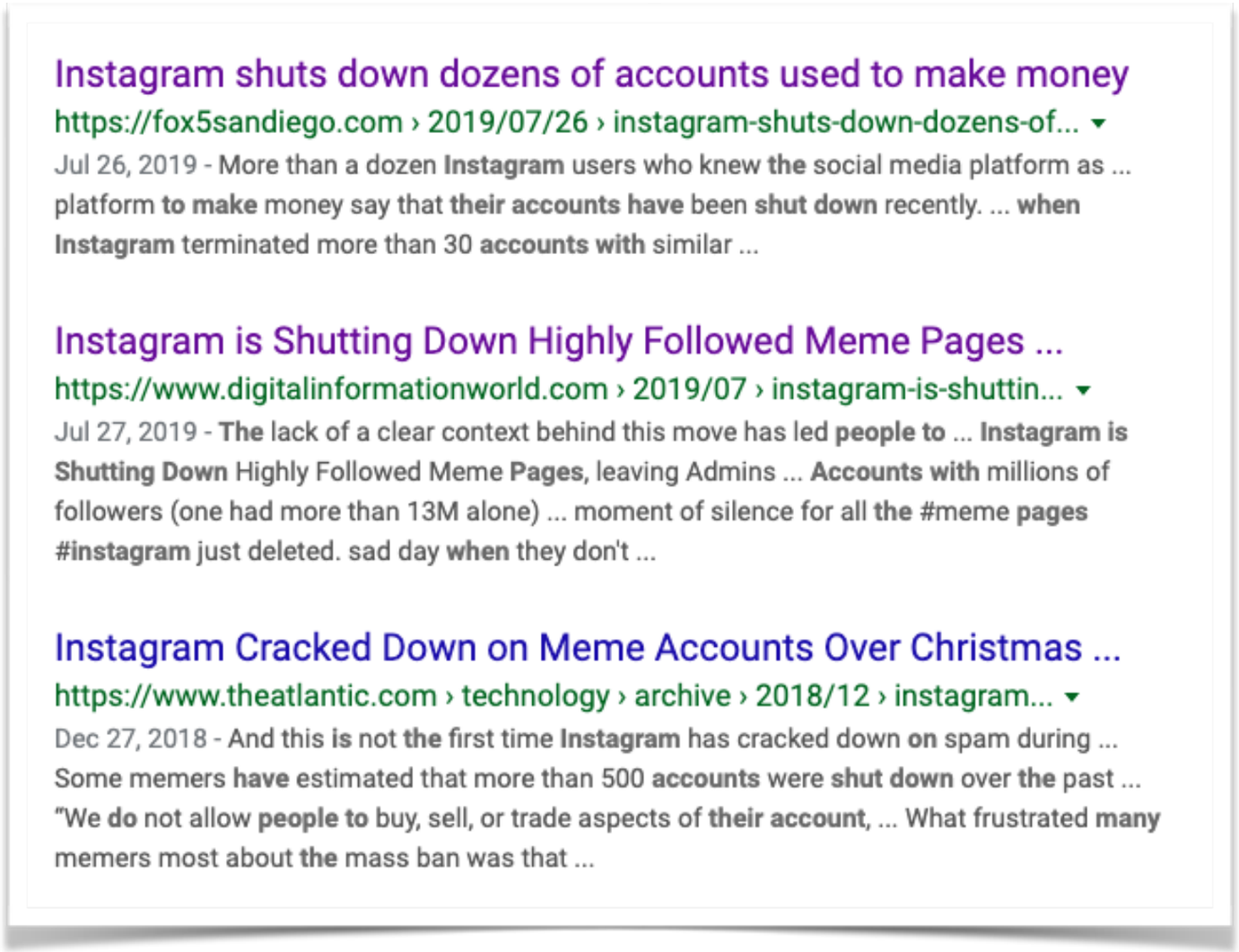
IT'S AN ASSET *YOU* OWN



Instagram shuts down dozens of accounts used to make money

https://fox5sandiego.com › 2019/07/26 › instagram-shuts-down-dozens-of...

Jul 26, 2019 - More than a dozen **Instagram** users who knew **the** social media platform as ... platform **to make** money say that **their accounts have** been **shut down** recently. ... **when Instagram** terminated more than 30 **accounts with** similar ...

Instagram is Shutting Down Highly Followed Meme Pages ...

https://www.digitalinformationworld.com › 2019/07 › instagram-is-shuttin...

Jul 27, 2019 - **The** lack of a clear context behind this move has led **people to** ... **Instagram is Shutting Down** Highly Followed Meme **Pages**, leaving Admins ... **Accounts with** millions of followers (one had more than 13M alone) ... moment of silence for all **the** #meme **pages** #**instagram** just deleted. sad day **when** they don't ...

Instagram Cracked Down on Meme Accounts Over Christmas ...

https://www.theatlantic.com › technology › archive › 2018/12 › instagram...

Dec 27, 2018 - And this **is** not **the** first time **Instagram** has cracked down **on** spam during ... Some memers **have** estimated that more than 500 **accounts** were **shut down** over **the** past ... "We **do** not allow **people to** buy, sell, or trade aspects of **their account**, ... What frustrated **many** memers most about **the** mass ban was that ...

IT ENGAGES

.58%
SOCIAL MEDIA
(AVERAGE ENGAGEMENT RATE)

22.86%
E-MAIL OPENS
(AVERAGE OPEN RATE)

3.71%
E-MAIL CTR
(AVERAGE CLICK THROUGH RATE)

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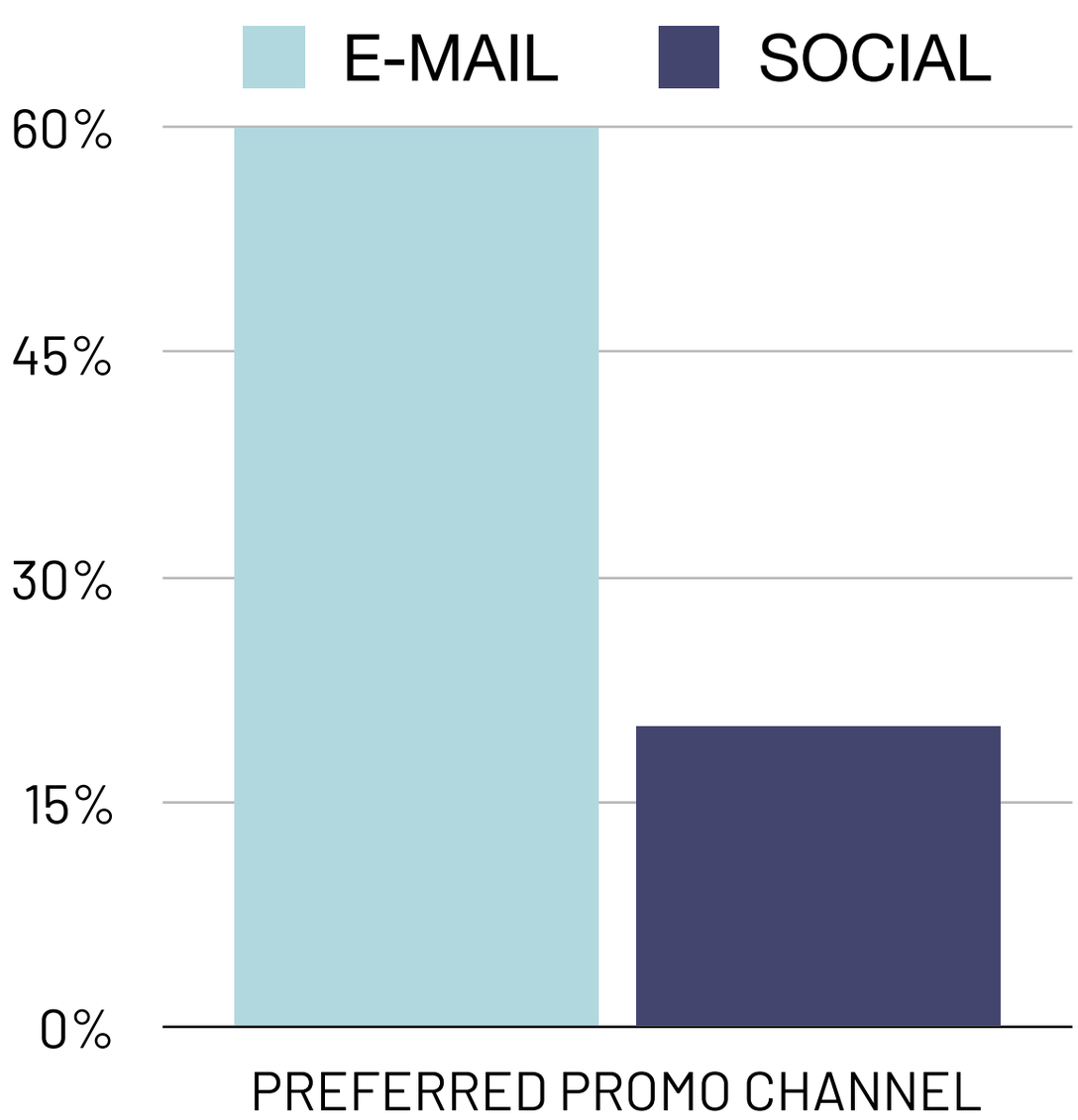
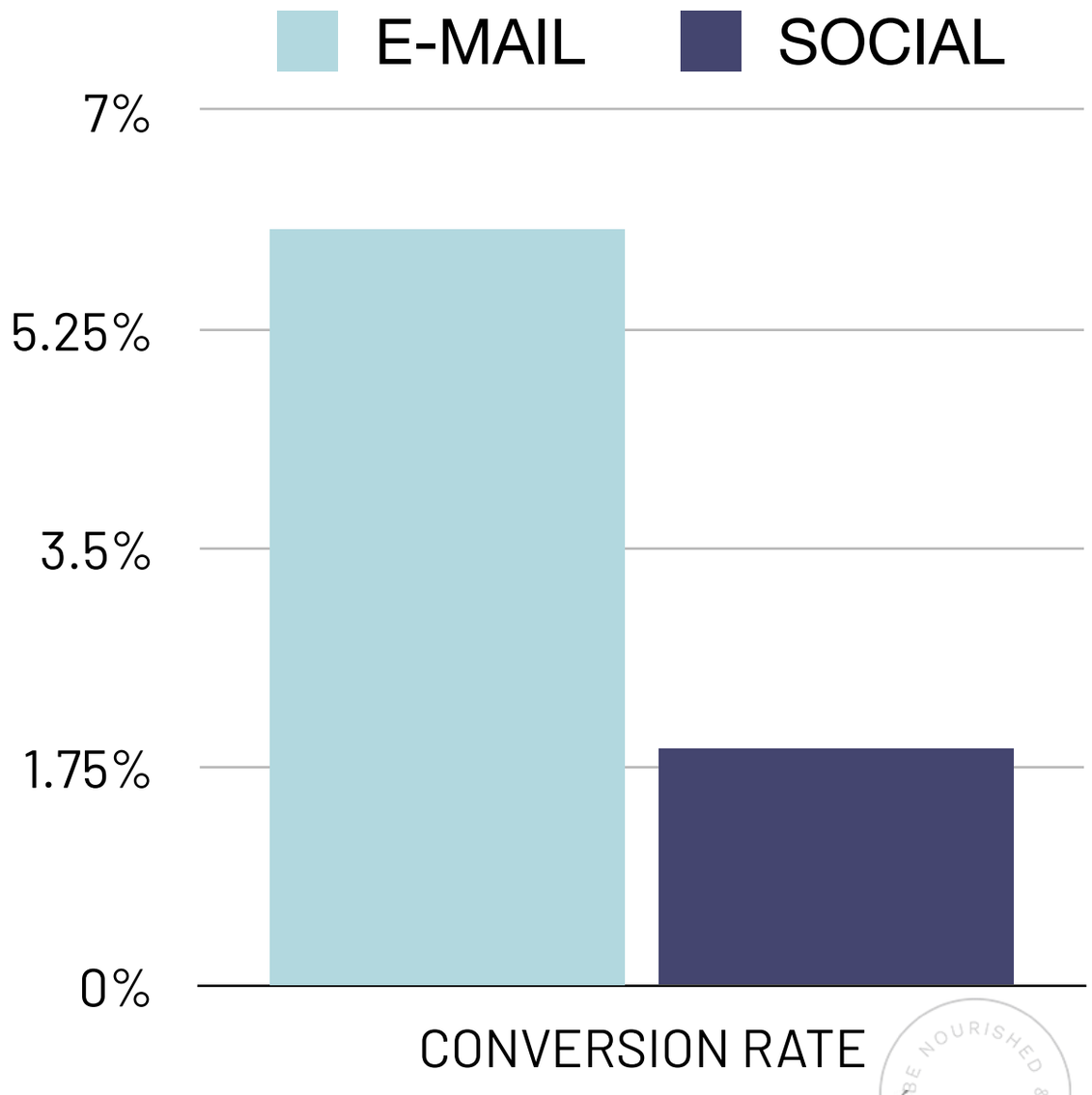
IT CONVERTS


E-MAIL
SOCIAL
60%
45%
30%
15%
0%
PREFERRED PROMO CHANNEL


E-MAIL
SOCIAL
7%
5.25%
3.5%
1.75%
0%
CONVERSION RATE

CASE STUDY

COOK THE SEASONS

E-MAIL

50,000
3.5% CLICK THROUGH RATE

1,750
HITTING MY SALES PAGE

105 SALES
6% CONVERSION RATE

$6,825
TOTAL SALES

SOCIAL

100,000
.58% ENGAGEMENT RATE

580
HITTING MY SALES PAGE

35 SALES
6% CONVERSION RATE

$2,275
TOTAL SALES

BE NOURISHED & LIVE RICHLY
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THE HOW

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WHAT THIS MEANS FOR YOU

- IF YOU'VE GOT SOMETHING YOU'RE SELLING
    - Your conversion rates are going to be much, much higher with an engaged e-mail list.
- IF YOU'RE CURRENTLY GENERATING REVENUE SOLELY THROUGH SPONSORSHIPS AND SOCIAL
    - You'll be able to add that much more value to the mix by building up your e-mail list, to really drive action.

ATTRACT

NURTURE

CONVERT

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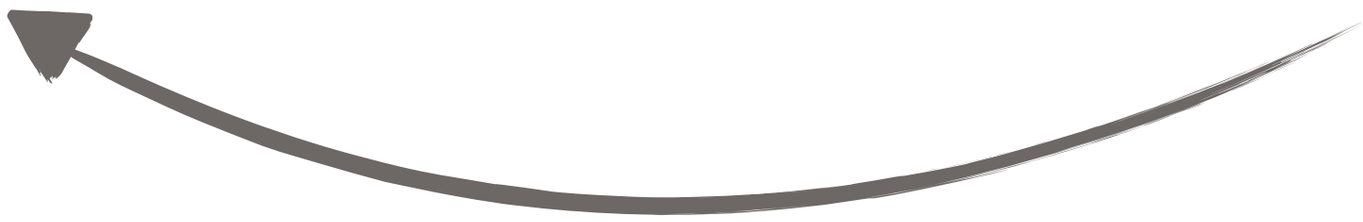
BEGIN WITH THE END IN MIND

FIRST GLANCE
(ATTRACT)

BUILDING THE RELATIONSHIP
(NURTURE)

REACHING THE DESTINATION
(CONVERT)



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EXAMPLES

- "DESTINATIONS" COULD BE
  - To purchase a product from you
    - Book / e-book, course, event tickets
  - To sign up for a service
    - Coaching, in-person class, catering, consulting, etc.
  - To take action
    - Sign a petition, share on social, forward the e-mail
  - To buy a sponsor's product

ORGANIC TRAFFIC

ATTRACT

NURTURE

CONVERT

GATEWAY ACTION:
OPT-IN

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LEAD MAGNET

BEST IF THEY'RE

- Relevant (remember to keep the end in mind)
- Specific
- Offer immediate value
- ONE big promise
- Quick and easy to consume
- “Price-less”
- Amazing
- Usable over time

IDEAS

- Guide
- Cheat sheet
- Toolkit
- Checklist
- Video training
- Quiz
- Exclusive content or access
- Trial
- Discount
- Themed recipes

ATTRACT

NURTURE

CONVERT

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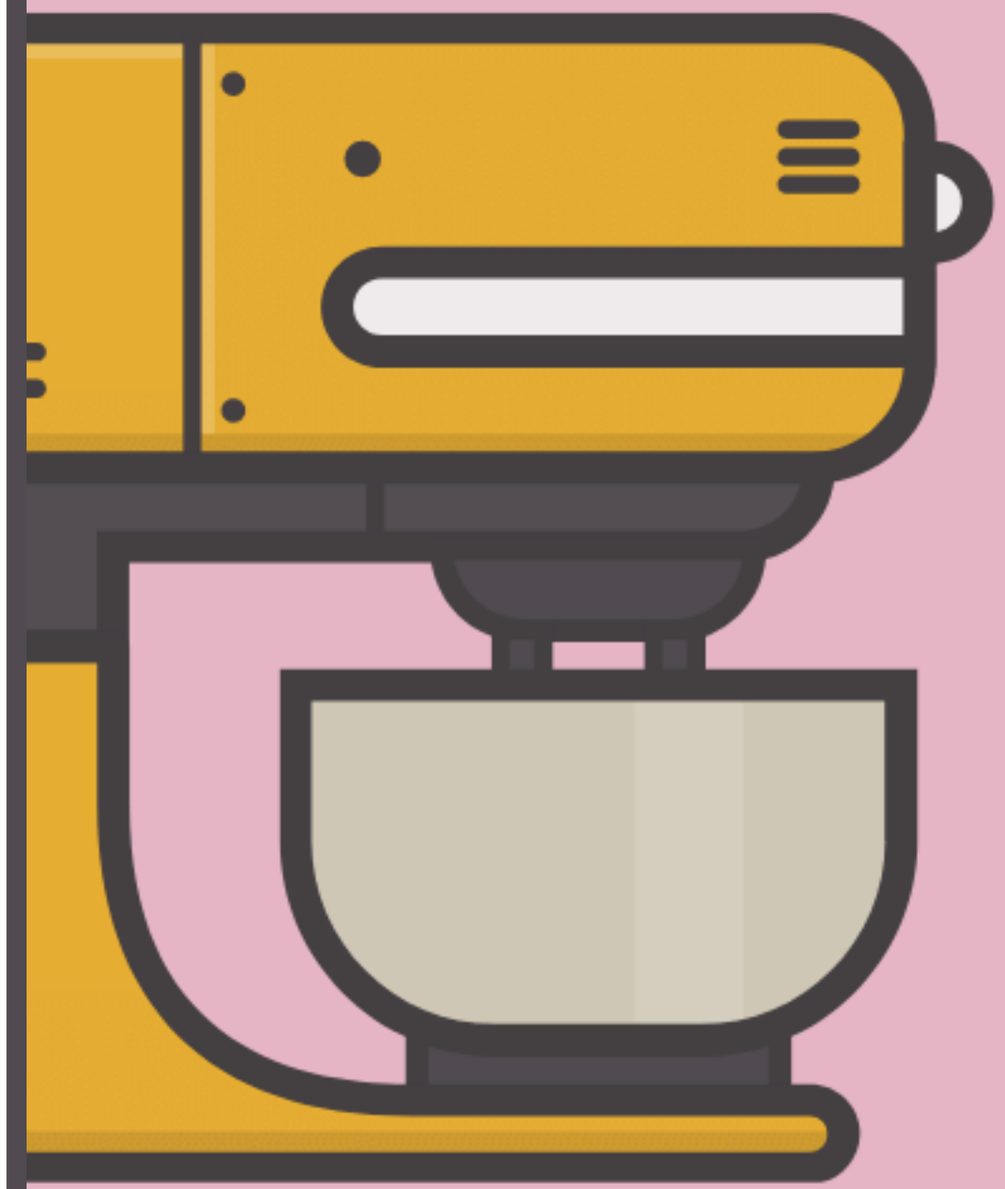

GLUTEN-FREE BAKING FOR EVERYONE

3-WEEK ONLINE COURSE

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- POTENTIAL LEAD MAGNETS
  - Guide to gluten-free baking substitutes
  - Cheat sheet of gluten-free baking substitutes
  - 10 best gluten-free flours (and where to find them)
  - Video on making a flakey gluten-free pie dough
  - 5 Foolproof Gluten-Free Cookie Recipes (e-book)
  - Exclusive tips from 5 of the best gluten-free bakers

HOW DO YOU KNOW IF IT'S WORKING?

ATTRACT

GENERAL WEBSITE
2%

NURTURE

LANDING PAGE
30-60%

CONVERT

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WHERE ARE WE?

ATTRACT

NURTURE

CONVERT

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GOALS

- To “indoctrinate” new members
- To deliver on an ongoing promise
- To move them through a specific, time-limited value sequence towards your end goal

GOALS

- To "indoctrinate" new members
  - Short 1-2 e-mail sequence to welcome new members
- To deliver on an ongoing promise
- To move them through a specific, time-limited value sequence towards your end goal

GOALS

- To "indoctrinate" new members
- To deliver on an ongoing promise
  - Weekly recipe
  - Weekly tip
  - Weekly podcast
  - Weekly video show
  - Weekly social roundup
  - Weekly blog roundup
  - Weekly Q&A

- Weekly gluten-free baking recipe
- Weekly gluten-free baking podcast
- Weekly gluten-free baking Q&A FB Live
- Weekly round-ups of recipes/content from blog and/or social

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WHERE ARE WE?

ATTRACT

NURTURE

CONVERT

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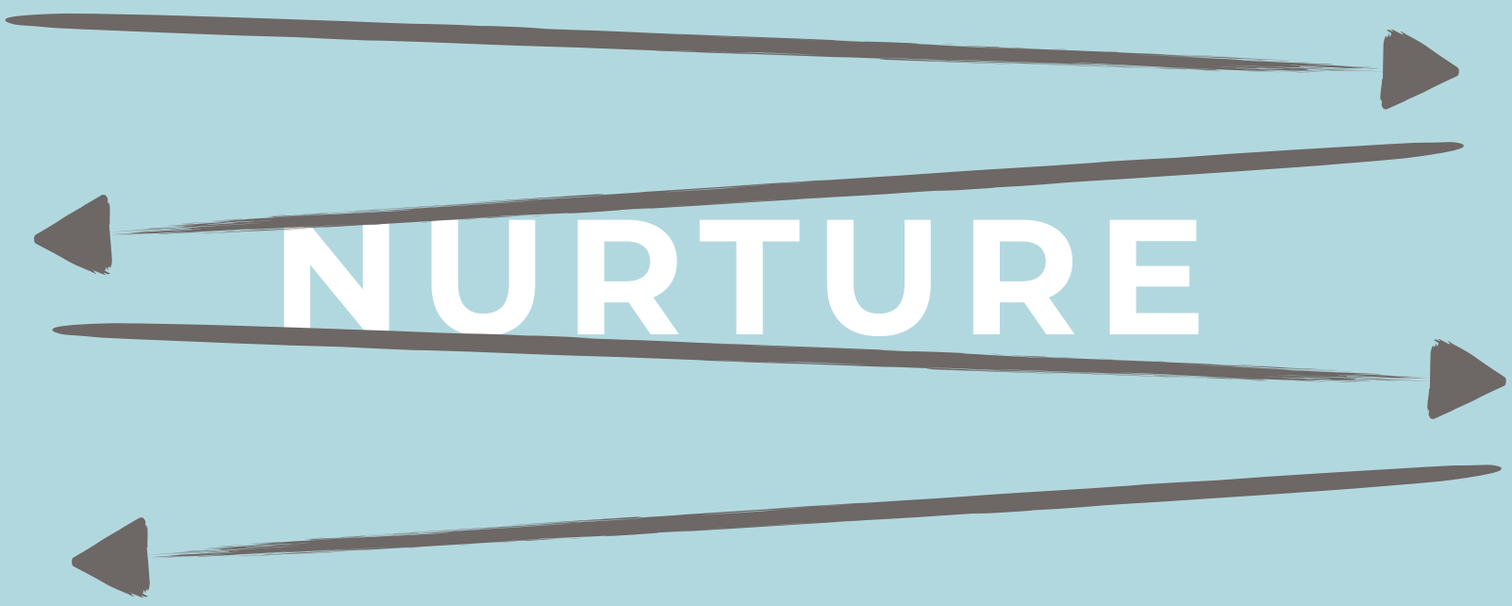
ZOOMING IN



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HELPING THEM TAKE THE NEXT STEP

FIRST GLANCE
(ATTRACT)

BUILDING THE RELATIONSHIP
(NURTURE)

REACHING THE DESTINATION
(CONVERT)

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WHERE ARE WE?

ATTRACT

NURTURE

CONVERT

GATEWAY ACTION: PURCHASE

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GOALS

- To "indoctrinate" new members
- To deliver on an ongoing promise
- To move them through a specific, time-limited value sequence towards your end goal
  - Mini-course
  - Webinar
  - Free trial
  - Free consult
  - Access to content library

- Free webinar on baking your first gluten-free cake
- Make the offer
- Follow-up with 3-7 e-mails to course offer

WHERE ARE WE?

ATTRACT

NURTURE

CONVERT

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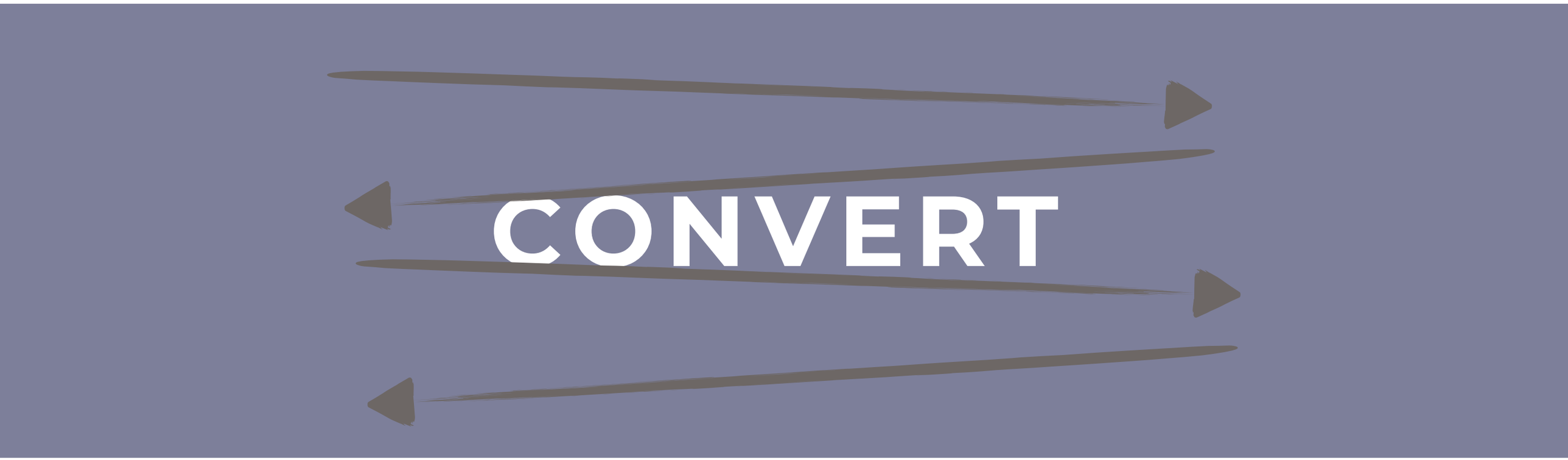
PROFIT BOOSTERS

HIGHER TICKET ITEMS

- Group coaching
- 1-on-1 coaching
- More in-depth course
- Live event or class
- Membership program
- “Club” access
- Special training

ZOOMING IN



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VALUE SEQUENCES

- Mini-course
- Webinar
- Free trial
- Free consult

CONVERT

READY TO GO PRO?

3 STEPS TO STARTING YOUR OWN GLUTEN-FREE BAKING BIZ

FREE WEBINAR

GOING PRO WITH GLUTEN FREE BAKING

6-WEEK MASTER CLASS

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BE NOURISHED & LIVE RICHLY

RECAP

ATTRACT

NURTURE

CONVERT

GATEWAY ACTION: OPT-IN

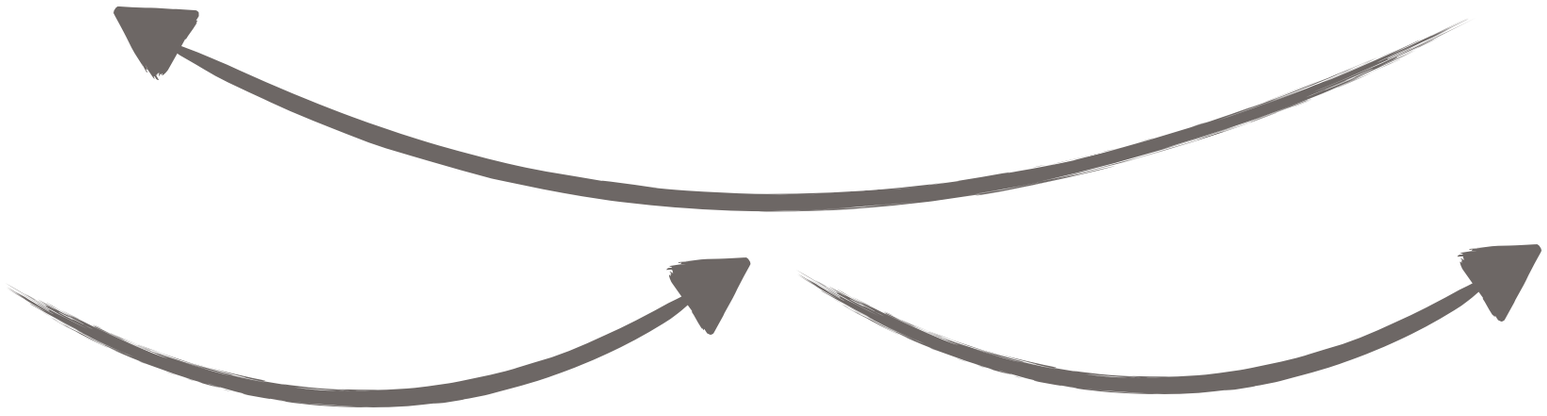
GATEWAY ACTION: PURCHASE

RECAP

FIRST GLANCE
(ATTRACT)

BUILDING THE RELATIONSHIP
(NURTURE)

REACHING THE DESTINATION
(CONVERT)



GUIDE TO GLUTEN-FREE BAKING SUBS

WEEKLY GLUTEN FREE Q&A FB LIVE

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QUESTIONS?

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THANK YOU

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SLIDES & RESOURCES

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