



THE 10 MUSTS OF EMAIL COPYWRITING

USE SOCIAL MEDIA
AUTHENTICITY TO
CONNECT AND BOND
WITH YOUR CUSTOMERS

FIVE REASONS YOUR
BUSINESS NEEDS
CONVERSATIONAL TEXT
MESSAGING NOW

ISSUE 10

CONTENTS

03

The 10 Musts of Email Copywriting



will do you no good if you send messages that do not resonate with your audience.

08

Use Social Media Authenticity to Connect and Bond with Your Customers



and strengthen that bond over time. Social media authenticity enables you to make real, lasting connections.

13

Five Reasons Your Business Needs Conversational Text Messaging Now



customers without engagement and expect them to buy from you and remain loyal. Today, marketing is all about listening to your customers and engaging with them.

Two-way conversational text messaging is a must for businesses today, and that will only increase heading into the future. Gone are the days when you could blast out advertisements to



Welcome to the Marketing Umbrella Magazine

The best source to generate more sales for your business with online marketing.

Each month we break down the complexities of a few key digital marketing strategies.

We keep it practical, so you can decide if you want to implement them in your business.

It doesn't matter if you're just starting out or an established business owner, you will benefit from harnessing the power of digital marketing.

To your Success,
The Results Pathfinder Team
www.resultspathfinder.com
+1-833-518-1181

BROUGHT TO YOU BY

Results Pathfinder is the leading digital marketing agency focusing on helping small businesses grow with digital marketing.

Results Pathfinder has local marketing experts in almost every market.

We provide dependable growth strategies that will increase your sales. Many of our services are results-based, which means you only pay when we reach the agreed goal.

If you want marketing to deliver dependable results at affordable prices, reach out to Results Pathfinder.

THE 10 MUSTS OF EMAIL COPYWRITING



Email remains a strong weapon in your marketing arsenal. There is a lot to email marketing, but today we are going to concentrate on [email copywriting](#). After all, the best list in the world will do you no good if you send messages that do not resonate with your audience.

Why are we concerned with email?

- More than [4 billion people use email](#), and that number is only going to increase.
- Email marketing has an [ROI of \\$42](#) for every \$1 spent.
- [95% of marketers](#) agree that email retains a very important place within marketing.
- Email is an [essential channel](#) for converting and retaining customers.

Email has been around longer than some other channels such as social media, but the ways to use email effectively have changed. And that includes writing email copy.

1. DEFINE YOUR SEGMENTS

You probably have a number of different segments in your audience. You want your email to be as relevant as possible to each reader, so be sure to define each of your segments and choose one before you start writing. There are any number of ways to define segments, and some will overlap. For example, you could define segments by interests, place in the sales cycle, newsletter subscribers and so on.



2. DEFINE YOUR GOALS

For each email campaign and each email, define your goal. You cannot accomplish a goal unless you determine what it is. Do you want to educate? Increase brand awareness? Drive immediate sales? Make sure your selected segment and your stated goal align.

3. LIMIT YOURSELF TO ONE OBJECTIVE

There is a temptation to say everything you want a customer to know in every communication with them. Resist that urge. Limit yourself to one objective. If you are trying to accomplish multiple objectives or get your audience to take multiple actions, you will only drive down your conversion rate.

4. PERSONALIZE

It's critical today that you personalize your email. The more personalized it is, the more effective it will be. This can go far beyond just including the person's name. Images, calls to action and more can all be personalized.

For example, if you are a web developer or SEO expert, you could include a screenshot of a prospect's website then explain how your services would apply. Today, you can do this with mass personalization tools that are often powered by artificial intelligence. For more information, read [Seven Mass Personalization Marketing Tools to Leapfrog Revenues.](#)



5. GIVE VALUE

Now that you have determined your audience segment and the purpose of your email, determine what content would be of value to your readers and motivate them to take the desired action.

- If your audience is interested in practical advice about starting a business, offer them step-by-step instructions instead of a theoretical diatribe.
- If your audience just bought a specific product, consider writing an email that offers add-ons which will expand the original product's usefulness or impact. For example, for an audience that just bought shoes from your "Duchess" fashion line, offer them a limited time deal on a matching Duchess purse that's only available to new Duchess shoe customers.

6. USE THE APPROPRIATE VOICE

You should develop an appropriate voice for your company and continue it in email campaigns and throughout all your marketing. If you are writing for a corporate law firm, you are going to write in a different and more formal voice than if you are writing for a skateboard store. But no matter your profession and its usual voice, you will probably want to be a bit more personal and also briefer in email copywriting than in some other channels.

7. CREATE INTRIGUING SUBJECT LINES

You should probably spend about as much time writing your subject line as you do the body of your email. It's that important. A subject line motivates people to either open or ignore your email.

Use keywords at the beginning if possible, and try to be a bit intriguing. If you can't be intriguing, try to include a strong benefit. Remember this saying: *Features tell, benefits sell.*

Keep your subject lines short. Mailchimp advises keeping them to no more than [nine words and 60 characters](#). Constant Contact recommends avoiding getting your subject lines cut off by limiting them to not over [seven words and 40 characters](#).



8. WRITE ENTICING PREVIEW TEXT

When your email appears in your customer's inbox, preview text will appear below the subject line or sometimes next to it. Your preview text enables you to give a bit of a longer description to influence people to open your email. Don't write more than 140 characters.

9. MAKE IT EASY AND FAST TO READ

Whether you are a business owner, marketer or copywriter, always keep in mind that as a rule people are not all that focused on communications from your company. They are interested in their own needs. Once you get them to open your email, you need to respect their time by making the email easy to read. A lot of people will just give your email a quick scan if they open it.

So, when writing email, you will want to

- Keep the email short as a whole.
- Keep each sentence and paragraph short. This is a situation where one-sentence paragraphs are just fine.
- Use subheadings except in very short emails.
- Use bullets if needed.
- Use white space to increase readability.
- Use relevant images to help get your point across. If you can personalize that image, so much the better.



10. CREATE A STRONG CALL TO ACTION

What action do you want people to take after reading the email? You need to tell them. Your call to action, of course, should be in line with the goal of the email and where the recipient sits in the sales funnel. You may want them to click to read an article, register for a webinar or make a purchase for example.

Consider whether you can offer the user some extra benefit if they click the link, such as a very time-limited discount.

Whatever action you want people to take, make sure the link is very visible. You could make it a button, but if it's text, consider making it bold, larger or otherwise more visible. It will, of course, already be in a different color (usually blue).

If your email is on the long side, include the call to action after the first 100 or 150 words and also at the end rather than exclusively at the end.

RESULTS PATHFINDER EMAIL COPYWRITING AND MARKETING SERVICES

Your marketing is most effective when you use multiple channels to reach your audience. Results Pathfinder can handle all your marketing and serve as your marketing department or only those areas that you do not want to handle yourself.

Results Pathfinder's [email marketing services](#) enable you to email a list of 150 million consumers with more than 700 targeting parameters. We do both B2C and B2B email.

Let's talk! [Contact us for a free consultation.](#)

USE SOCIAL MEDIA AUTHENTICITY TO CONNECT AND BOND WITH YOUR CUSTOMERS



Social Media offers businesses unique opportunities to engage with their prospects and customers on a human level. Instead of just selling at your customers, you can connect with them, create a bond and strengthen that bond over time. Social media authenticity enables you to make real, lasting connections with your customers.

People want to do business with brands they can relate to and trust, brands that project values similar to their own. Do it right, and social media can help you to create evangelists for your brand. In a recent survey, [86% of people](#) said authenticity is important when deciding what brands they like and support.

But if you do not come across as genuine, your efforts can backfire. Make them feel like they are walking wallets and that your only interest is to get their money, and you've lost them.

So how can your brand embrace true social media authenticity? Social media authenticity involves honestly showing your customers what your company is all about, offering them value, interacting with them and promoting conversation and honest feedback.

Following are some good starting points for authentic social media that inspire customer loyalty.



BEFORE YOU START, BE CLEAR ABOUT YOUR BRAND

When determining your direction on social media, you first need to clarify your brand's positioning, messaging and purpose.

- What sets your company apart? What is your unique selling proposition?
- What do you want to come to mind when customers hear your company's name?
- What is the voice you want to use to speak with your customers?
- What are the values of your company? How do they intersect with the values of your target audience?
- Who are your customers, and how can your brand resonate with them? You can't successfully be all things to all people.
- If your company was a person, how would you describe its personality? Warm and bubbly? Competent and reliable? Clever and intellectual?



BE HONEST AND TRANSPARENT

The most important factors in social media authenticity are honesty and transparency. To be authentic, you need to show how the sausage is made. Share behind the scenes photos and information. Be honest about what your products do and don't do.

Talk about challenges and how you are addressing them, but at the same time, don't go overboard and undercut your brand. The idea is to show how you truthfully faced challenges and successfully developed solutions to make your brand stronger. Don't pretend to always be perfect, but don't be negative either. Your competition is only too ready to cut you down without you doing it for them.

Remember that it takes a long time to build trust, but only a minute to lose it. Be open to questions and criticism and never be defensive. Mistakes happen, but people want to know you will address them, because you have their best interests at heart.

If you or your social media manager make a false claim or try to spin a mistake rather than just admitting to it, you can lose the trust of your customers quickly. And remember, in the age of social media and review sites, a misstep can go viral within hours.

TELL STORIES

People connect to human beings not corporations. So don't be afraid to show your humanity in your quest for social media authenticity.

For example, tell human stories about how the founders started the company, their challenges, mistakes and ultimate successes. Did they meet in grad school and come up with the idea at a little café where they always studied late at night?

People remember stories. They relate to them.



SHOW YOU HAVE A SENSE OF HUMOR

It's a common saying that people buy from those they know, like and trust. So, create interesting content revealing yourself as a likeable human being who can make people laugh and who can also laugh at yourself.

How much humor and what kind of humor you want to display depends upon your business. A cutting edge software company with a young adult audience is going to have a different voice than a dental clinic. But whatever you are selling, as long as you establish trust, you don't have to be deadly boring about it.

PROMOTE ENGAGEMENT AND FEEDBACK

Social media offers you opportunities to interact with and bond with your customers. Many brands even use Twitter as a customer service channel.

Respond to comments, create surveys, offer contests and encourage your audience to create their own content around your brand. This can be done by promising to publish the best post showing a customer using your product possibly with some kind of prize attached. After all, in a recent survey, [60% of consumers](#) said user-generated content is the most authentic kind.



OFFER VALUE NOT HIGH PRESSURE SALES

You can't humanize your brand and achieve social media authenticity if you are always trying to sell to your audience. Offer them interesting content that offers valuable tips and information. When you are selling, you are not bonding.

That doesn't mean you can never talk about how your products and services can help people. But keep it to a low roar. Your blatant self-promotional social media content should be in the minority.

DON'T SCHEDULE ALL YOUR POSTS IN ADVANCE

You probably want to set up a social media calendar, but keep it flexible to enable you to react to fresh trends, news stories and events. You want your social media to be about conversation not canned commercial messages.

LOOK TO RESULTS PATHFINDER TO HELP YOU ACHIEVE SOCIAL MEDIA AUTHENTICITY

If you want to up your social media game, connect with your customers, increase sales and build loyalty, look to Results Pathfinder. Our experts can analyze what social media channels make sense for your company, and the best ways for you to interact with your customers on each.

[Contact us](#) today for a meaningful conversation about how we can help your business.



FIVE REASONS YOUR BUSINESS NEEDS CONVERSATIONAL TEXT MESSAGING NOW

CONNECT OR DIE

Two-way conversational text messaging is a must for businesses today, and that will only increase heading into the future. Gone are the days when you could blast out advertisements to customers without engagement and expect them to buy from you and remain loyal. Today, marketing is all about listening to your customers and engaging with them.

Your customers want that personal touch. The more you forge real connections with your customers, the more loyal they will be. That not only means you will be able to optimize your profits during the good times, but it also means your business will ride out the bad times.

Businesses and their customers exchange over [20 billion text messages](#) every month on Facebook Messenger. Now think how much more useful conversational text messaging is when messages can be exchanged on multiple platforms and devices. Customers much prefer texting to calling you on the phone. In fact, [74% of consumers](#) said they are more likely to do business with a company if they could message rather than call them.

Connecting with your customers online goes beyond putting a chat function on your website and engaging them on social media. Your customers are on the go, and they expect to be able to reach your business no matter where they are and no matter what device they are using.

Let's look further into why two-way conversational text messaging is a must for your business.



WHAT IS CONVERSATIONAL TEXT MESSAGING?

Conversational text messaging enables a two-way conversation between a business and its customers. It's pretty much the same as text messaging your friends and family. There is interaction between the two parties. It's not just the business blasting marketing promotions at its customers. At its best, conversational text messages from businesses are brief, informal and personalized.

Conversational text messaging is unlike many popular live chat functions on websites in that

- Either the customer or the company can initiate the conversation.
- Your customers don't need to go to your website to start a conversation or respond. They can start a direct conversation with you from their phone, tablet, desktop or laptop.
- The conversation can be saved and returned to later just like your texts with friends.
- Your current landline or VOIP number can be set up for conversational text messaging. No need to use or publish multiple numbers.
- Conversational text messaging can provide instant communication. If you can't have a human agent available 24/7, you can supplement with automated responses which may include directing people to detailed FAQs and other information. Then the rep can see a customer's message and contact them later.

Conversational text messaging is most effective when implemented across multiple channels. Conversations should be possible on whatever platform customers prefer, whether it's Twitter, WhatsApp or another service. Conversational text messaging combines the conversational element of texting with the rich capabilities of websites and apps, so messages can include graphic elements that allow people to buy goods and complete transactions without leaving the platform.

By keeping the line of communication open at all times, conversational text messaging helps businesses provide a positive customer experience. This can help build brand identity and customer loyalty, and lead to an increase in revenue.



KNOW CUSTOMERS WILL READ YOUR TEXTS

Conversational text messaging is wildly effective. When you send a text message, there's a [98% likelihood](#) your customers will read it. That's astonishing.

You can start an engaged conversation with your customers. As many as [45% of people](#) reply to branded text blasts they receive.

PROMOTE SALES

[83% say](#) they would browse or buy products in messaging conversations.

GET THE COMPETITIVE ADVANTAGE

Business conversational text messaging has reached the mainstream. But [61% of marketers](#) still don't use SMS. Rather than wait to be the dinosaur that is the last to introduce conversational text messaging, do it now while your customers will still credit you with being easier to communicate with than your competitors. Build loyalty.



REACH OUT TO CUSTOMERS WHERE THEY ARE

You can have conversational text messaging set up so customers can reach you any number of ways.

Here are some of them:

- Texting directly from their phone – no need to be online!
- Texting from messaging apps such as WhatsApp
- Connecting via a button in an online ad
- Connecting via a button on a social media post whether it's Instagram, Twitter, Facebook or something else
- Texting from your website
- Texting from business listings such as your Google Business Profile



USE IT FOR MULTIPLE PURPOSES

Communication is key to business success these days, and conversational text messaging enables communication for whatever reasons you and your customers have.

For example

- Customer service
- One-on-one buying and selling products and services. Should a customer ask about product details such as color options, you can send images.
- Pre-sales discussions
- Sending mass messages such as those about limited time promotions – and receiving immediate responses
- Basic questions such as what hours the business is open
- Scheduling appointments
- Booking reservations

RESULTS PATHFINDER CAN HELP

Are you ready to turn your landline into a conversational business texting platform?

Be the business that offers a “call or text” option rather the company that forces people to make a phone call. Meet your customers using their preferred communication option.

[**Contact Results Pathfinder**](#) for a free consultation to discuss the best way to set up and use conversational text messaging for your business.



Is your website accessible to the disabled?

DON'T RISK BIG FINES!

If your website is open for public business, it must comply with the Americans with Disabilities Act.

If it doesn't?

You could be fined up to \$150,000 – or more!

Reduce your business risk.

Connect with a wider pool of customers.

61 million adults in the US have disabilities.

RP can make your website accessible to those with visual, hearing and motor skill disabilities.

CONTACT US TODAY