

The Home Improvement Pros Power Guide to:  
**E-MAIL MARKETING**



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# INCREASE LEADS, EARN MORE REVENUE, & BOOST YOUR BOTTOM LINE WITH E-MAIL

Are you getting the most bang for the buck from your e-mail marketing campaigns? Here is the definitive guide for home improvement companies to get your e-mails opened and read as well as convert more homeowners to customers.

## THE IMPORTANCE OF E-MAIL MARKETING

Contrary to rumor, e-mail marketing is not dead. Nor is it dying in the wake of the rise in the popularity of social media. E-mail will live on longer than most think. Because e-mail is alive and kicking, e-mail marketing is an incredibly important channel for home improvement businesses to generate leads and increase sales.

While e-mail is here to stay, it is rapidly evolving. The way e-mail is consumed and delivered is not what is used to be, and that means you must adapt to meet the demands of finicky homeowners.

E-mail marketing is, as the name suggests, the use of e-mail in marketing communications. It's the electronic equivalent of sending a direct mail piece, a printed newsletter, or placing an ad in a magazine, newspaper, or insert.

But as you can see from the quote on the right – a whole lot of people have e-mail accounts.

And as you'll discover, most small businesses are still making money by sending them messages.

For every dollar spent, the return varies for each method of advertising. People unfamiliar with e-mail marketing often wonder what all the fuss is about. Didn't spam kill e-mail as a marketing vehicle? And if spam didn't kill it, what about blogs, Twitter and all the other clever ways we can communicate online? Isn't e-mail outmoded?

Those wondering about the benefits of e-mail marketing in today's ever-changing online and marketing environment need only look at the numbers.

**"For all the popularity of social media, 92% of adult Internet users maintain at least one e-mail account.**

**59% of marketers say they believe e-mail is the best outlet for generating revenue."**

**-John Hayes, iContact**

# THE HOME PROS POWER GUIDE TO E-MAIL MARKETING

## FOR EVERY DOLLAR SPENT, THE RETURN VARIES FOR EACH METHOD:

### For Every \$1 Spent:

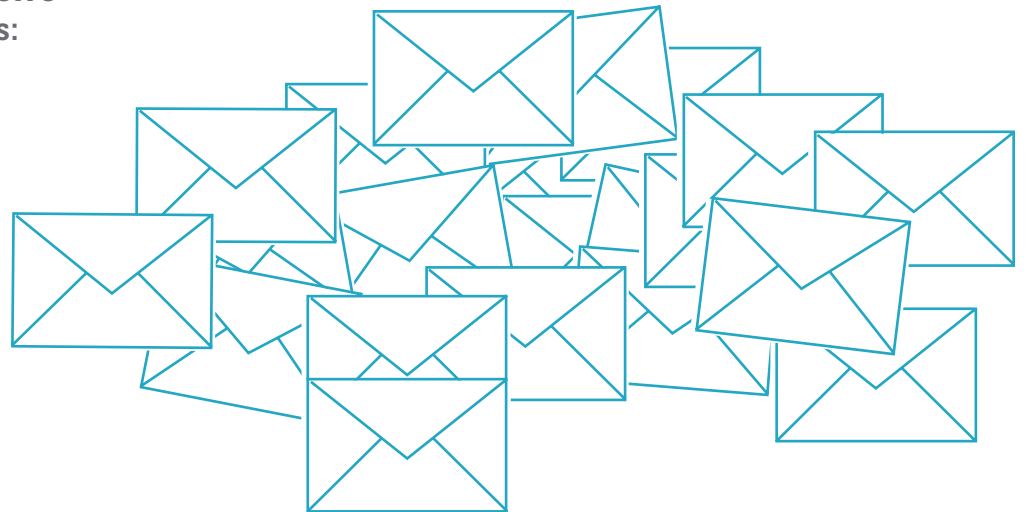
- Inserts: \$11.35
- Mobile: \$11.37
- Newspaper: \$11.89
- Direct Mail: \$12.61
- Social Media: \$12.90
- **E-mail: \$44.25**

And believe it or not – it's not just e-mail that's bombarding everyone with marketing messages. Homeowners are getting marketed to from a variety of sources.

Even though people complain about how much they hate SPAM and all the e-mails.... Guess what? They still prefer to get those messages from e-mail:

### How people prefer to receive their marketing messages:

- Direct mail: 9%
- Text messages: 5%
- Facebook: 4%
- Twitter: 1%
- **E-mail: 77%**



# THE HOME PROS POWER GUIDE TO E-MAIL MARKETING

Why Is E-Mail Still The Best Way To Communicate Your Message? Because It Works:



**Drives  
Direct  
Sales:**  
e-mails do  
lead to sales



**Build Relationships,  
Loyalty & Trust:**  
You're always on your prospect's mind

**\$ Cost Effective:**  
It doesn't cost much to send



**Quick  
Response  
Times:**  
People respond  
fairly fast



**Ease of Use:**  
Most e-mail systems  
are not difficult



**Targeting:**  
You can segment  
who you want  
to send to



**Track Results:**  
It's easy to see what  
works and what doesn't

# THE HOME PROS POWER GUIDE TO E-MAIL MARKETING

A recent survey from Forrester Research shows that e-mail may even be improving in popularity. The following chart demonstrates that people's negative attitudes toward e-mail are in decline.

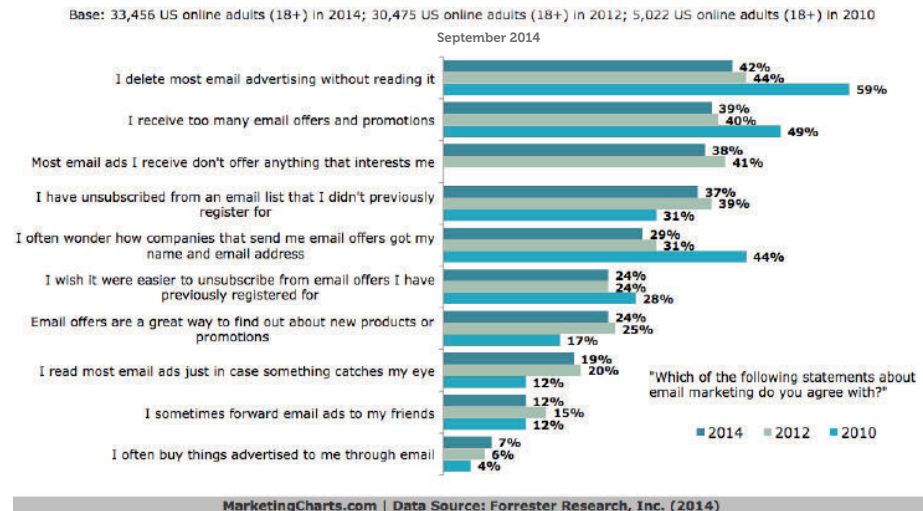
There are still some problem areas when it comes to marketing e-mails but many people are reading promotional messages and some are even passing them along to friends and family.

The changes from 2010 to 2012 were more significant but the trends still show improvements.

Next, the focus will be on the best way to generate quality campaigns.

When creating e-mail campaigns, you have to think beyond just typing up an e-mail in Outlook asking for a sale, then selecting your entire list, and finally hitting send.

## Consumer Attitudes to Email Marketing



## CREATING EFFECTIVE E-MAIL CAMPAIGNS

Because people hate getting sales-only e-mails, you've got to implement some best practices into your campaign so that you get the most out of them. Below are the topics covered in this guide, designed to help you get your e-mail marketing program off the ground... or, to take it to another level:

1. Conclusion
2. Subject Lines
3. Your Message
4. When and How Often?
5. Lead Nurturing
6. Call-to-Action
7. Landing Page
8. Build Your E-mail List

# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 1. Conclusion

The first thing you need to ask yourself is – what exactly you’re asking the e-mail reader to do... before you let your hands touch the keyboard. You’re writing an e-mail to get a decision from the reader – so what’s the point of your e-mail? And what is the conclusion?

Your conclusion is a statement of the decision that you want the reader to make based on the contents of your e-mail. Once you know what your conclusion will be... then you begin writing.

Write out your thoughts and then find that actionable nugget to lead with.

Whatever your point is – put it at the top. Nobody has time to wander through your e-mail to find out what you’re trying to say.

Consider why this e-mail matters to your prospect – not why it matters to you. We know you want to eventually close a sale from this e-mail. But you need to discover how the reader will benefit.

1. What is the e-mail about?
2. Why should the homeowner care?
3. What should they do about it?

Finally, let the homeowner know what their next steps will be. Tell them what the end goal is within your e-mail so they don’t have to guess – download a guide, get a free estimate, receive home show tickets.

**“Vagueness is the opposite of useful. The clearer the goals, the more convincing your email will be.”**

**-Geoffrey James**



improveit 360

# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 2. Subject Lines

A very important aspect of your e-mail marketing campaign is the subject line. This is the text that your readers first see in their inbox. And the subject line is the difference between them opening your e-mail, trashing it, or reporting you as SPAM.

The best subject lines tell what's inside – the worst ones SELL what's inside. Why does your subject line matter? Because a majority of people say it's the reason why they open the e-mail. And that's your first big step – getting people to open it up.

So, with your subject line, you want to set an expectation – making them curious but still giving hints on what they'll see once they open.

You can also simply state what's inside – “Download my free home improvement guide” or “Register for our open house”. You could add a benefit – “Save \$400 on your Air Conditioning Bill this summer”

Writing an effective subject line is one of the hardest parts of e-mail marketing.

Here are a few tips on how to come up with the right one:

1. **Be useful**
2. **Provide urgency**
3. **Convey uniqueness**
4. **Use a Call-to-Action**
5. **Geo-target**
6. **Ask a question?**
7. **Be timely**
8. **Short. Sweet.**

How long should your subject line be? Here are some stats – based on the entire length of your line:

### Subject Line Length

**4–15 characters:** 15.2% open; 3.1% click  
**16–27 characters:** 11.6% open; 3.8% click  
**28–39 characters:** 12.2% open; 4% click  
**40–50 characters:** 11.9% open; 2.8% click  
**51+ characters:** 10.4% open; 1.8% click



# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 2. Subject Lines

The longer the subject line, the worse it performs. Having one that's incredibly short seems the best, but keep in mind – if it's too short, you don't have room to set up expectations or give a benefit. They open it, don't see what they want, and don't act. 28 to 39 characters might be the optimal length.

You can run tests to see if your results differ. Put your most important key words first, however, because the reader's inbox may cut off the rest of your message.

Here are a few Don'ts when it comes to your subject lines...

- **Don't use ALL CAPS**
- **Don't use symbols or a ton of !!!**
- **Avoid spelling or grammar errors**
- **Don't use "Re:" or "Fwd:"**
- **Avoid discounts (2 for 1, voucher, ½ price, early bird...)**
- **Don't write it first...Wait until you've written the e-mail**

Here are a few examples. They're not perfect – they're a bit too long – but provide ideas to help jumpstart your subject line strategy:

- **3 ways to improve home value**
- **Finally ready for new windows?**
- **Make the neighbors jealous!**
- **How to reduce your electric bill**
- **Is your Honey-do list too long?**
- **Remodel soon before we get too busy!**
- **Warning signs your home is sending you**

Add in numbers, put brackets around your opening word, ask questions, be intriguing, be funny, and experiment with your lines. Track your success rates and make adjustments accordingly.

# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 3. Your Message



Your message is the content of your e-mail – in other words, what it's about. Why are you e-mailing? To tell prospects or customers that your newsletter is out? To invite them to a trade show? To announce a sale or deliver a coupon? Maybe you want to share a video or Before & After pictures.

Whatever it is – this is the most important part of your e-mail. Your message.

You probably should write your e-mail message first – before you even think about writing your subject line. This gives you a chance to summarize the message into the subject.

Whatever you want them to do... get that as close to the top of the e-mail as possible.

### THESE ARE A FEW TIPS FOR YOUR E-MAIL CAMPAIGNS AND YOUR CONTENT:

#### **Solve a Problem**

How-to videos, tips on buying the right product, show how to save money.

#### **Be a Resource**

Provide educational tools (videos, guides, etc.) announce your DIY blog, let them know you're doing demos at the Home Depot, show finished projects to inspire them.

#### **Focus on Homeowners**

Don't make it about your business, make it about them.

#### **Be Creative**

Don't just send a newsletter. Link to or use video, photography/images, useful apps, etc.

#### **Conduct a Poll or Ask Questions**

Use your e-mail to poll your list and discover what their plans or ideas are. Will they remodel this year? Do they need new windows or siding? What's on their wish list? What are their financing options?

#### **Offer a Coupon**

It's okay to sell yourself occasionally and many homeowners accept and read e-mails if they might get a deal or a discount. Especially if they were previously considering your services.

# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 3. Your Message

Now it's time to create a compelling e-mail. Here are a few quick tips:

**MAKE YOUR "FROM" NAME PERSONAL:**

Put your name, not the company name

**GET TO THE POINT:**

Fast – Get to the point of the e-mail quickly

**WRITE FOR THE PREVIEW PANE:**

Many preview their e-mails, so again, get to the point

**REMIND THEM WHO YOU ARE:**

Describe your company and team

**PERSONALIZE THE E-MAIL, TOO:**

Put their name instead of "To whom it may concern"  
(Tip: Many email programs or CRMs can automate this)

**KEEP IT SHORT AND BREAK IT UP INTO SENTENCES:**

2-3 sentences per paragraph

**ENTERTAIN. OR EDUCATE. OR BOTH:**

Don't just sell, inform

**INCLUDE A CALL-TO-ACTION:**

Let them know what you want them to do



# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 3. Your Message

So, what should be included in your e-mails?

Content can include text, images, video, and social media:

**IMAGES:** Use a powerful image in your e-mail campaigns – something that conveys the content – that’s emotional, and makes them want to read more. Don’t be afraid to put in images of you and your team – to make it more personal so there’s a tighter connection.

**VIDEO:** While you shouldn’t actually embed a video in your e-mail – you can place an image from the video that has a clickable link to take the reader to your landing page or YouTube. They can watch the video there. Videos are a great way to convey your message – most people love to watch videos and prefer that to reading text by a wide margin. Use video for how-to demos, for Before & After footage, or maybe for a funny and entertaining piece.

**SOCIAL MEDIA:** Invite people to share your content on Social Media. Invite them to connect with you. Place your social media icons in your e-mail with links to your page. Put your photos or videos on social media and link to these pages in the e-mail.

**SOCIAL MEDIA SHARING BUTTONS:** E-mails that include social sharing buttons have a click-through rate 158% higher than those do not according to a new study from GetReponse. That represents an even bigger boost than the 115% jump noted in the researchers’ study last year. While the proportion of users including social sharing buttons increased by more than 60% year-over-year, this practice remains firmly entrenched in the minority, at 29.6% of users.

When it comes to e-mails to your database, you want to do it right every single time. These are some absolute “must-haves” for every e-mail communication you send out:

### Must Haves:

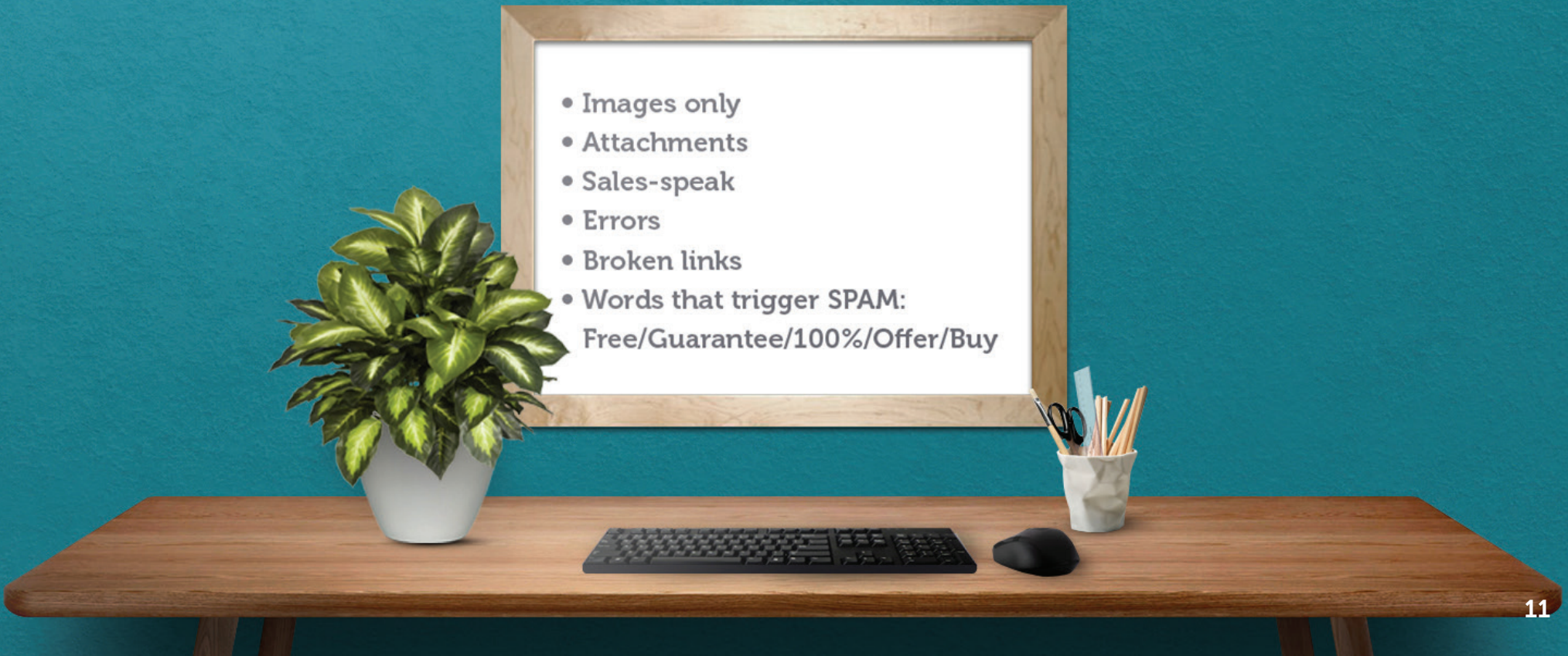
- Social media links
- Easy-to-read text
- Your logo
- Links to your website
- Opt-out option
- Address & contact details



# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 3. Your Message

And here are the “must-not” items that every home improvement company should avoid when sending out their e-mails:

- 
- A wooden desk is positioned in front of a teal wall. On the desk, from left to right, there is a white pot containing a green leafy plant, a black keyboard, a black mouse, and a white pen holder filled with pens and pencils. In the background, a whiteboard with a wooden frame is mounted on the wall. The whiteboard contains a bulleted list of items to avoid in email campaigns.
- Images only
  - Attachments
  - Sales-speak
  - Errors
  - Broken links
  - Words that trigger SPAM:  
Free/Guarantee/100%/Offer/Buy

# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 4. When and How Often To Send

### When to Send

According to a Pivotal Veracity study, early morning e-mail delivery has the lowest open rates. This makes sense since the first time most check their e-mail is when they arrive at work, and the common habit is to delete anything unimportant to reduce clutter before the day starts.

The best open rates tend to be seen in e-mails sent around lunch time (noon or 1:00pm.) This also makes sense as people tend to relax a bit with their inboxes at lunch.

However, consider that Experian found e-mails sent between 8pm and midnight generated higher open and click-through rates, more transactions, larger orders, and greater revenue per e-mail than ones sent during any other time of day—and by a significant margin. So it might be worth a try.

### Midweek Days are the Best Days of the Week

Most studies support that sending e-mails on Tuesday, Wednesday or Thursday yields the best results.

So, if you boil it down, you want to send your e-mail campaign on a midweek day in the afternoon. Despite all of the rules above, the No. 1 rule of e-mail marketing is “Test. Then test again.”

### How Often To Send

How often? Boy, that’s where you’ll find a ton of opinions! Some say you can send every day and others say once per month is too often. So, here’s the problem: If you send too many e-mails, you will overwhelm subscribers and boost your unsubscribe rate. But if you send too few e-mails – they won’t know who you are and might mark your e-mails as spam.

# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 4. When and How Often To Send

In 2014, people are expected to receive 9,000 e-mails per person annually – so no matter how many you send, you're going to make someone mad.

So, do you send once a week? Once a month? Once a quarter might be too long and they might have forgotten about you. You need to consider what context those e-mails are being sent in.

If you're going to send a series, you're okay if you let them know in advance how many e-mails they will receive. But if you are simply sending promotional e-mails, overdoing it will probably harm your business. You probably hate missing out on deals, but do you really want to be e-mailed every single week?

Low open rates and low click-through rates (CTRs) can result in e-mails being sent to the spam folder.



# CREATING EFFECTIVE E-MAIL CAMPAIGNS

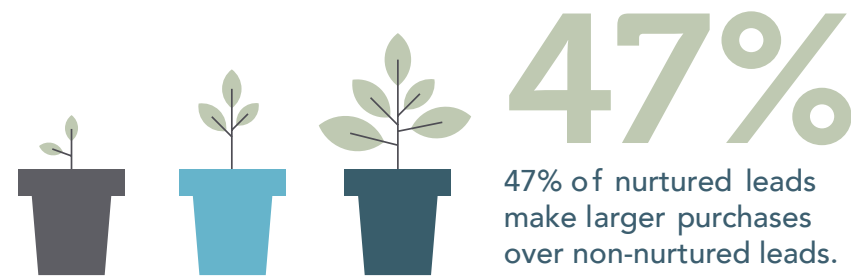
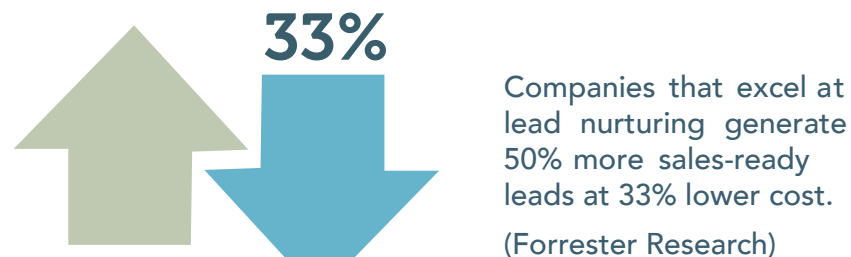
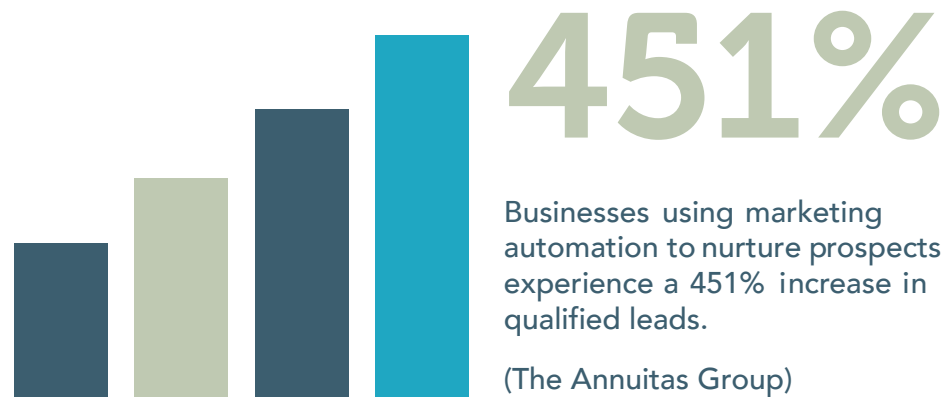
## 5. Lead Nurturing

So... just sending out sales e-mails where you jump up and down about how great your company is will not boost your sales.

But, sending out the right e-mails – over a scheduled period of time – and sending them at the right time helps you get in front of more prospects. This is called Lead Nurturing E-mail Marketing. This is where you nurture every lead until they're ready to buy.

Many homeowners are at varying stages of the sales cycle – some are ready to sign the contract today, others may not buy until next year.

Speaking of when to send and how many.... You need to think about how you're going to communicate with your leads and customers throughout the entire sales cycle.





# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 5. Lead Nurturing

You install great products. You want homeowners to know you've got a great crew of workers that will improve home values. You want them to know you'll improve their quality of life. You want the chance to sit down in their living room and demonstrate this.

Well, the world doesn't really care what you want. It's not just about having great products, great installers, and great sales reps.

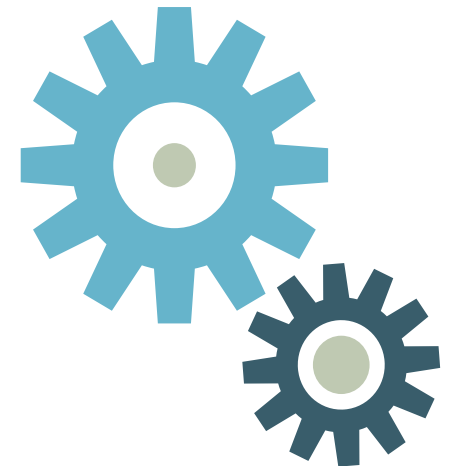
Yes, your focus is always on the "buy today" leads. But by implementing a Lead Nurturing e-mail marketing strategy, you'll be holding the interest of the "tire kickers" until they're ready. And because they're receiving e-mails from you – you'll be the business that's top of mind.

Your relationship begins when a prospect calls or fills out your contact form on your site. Perhaps you run an appointment but they're just looking for an estimate. Instead of abandoning them, what if you were to send out a helpful guide on how to save on their energy bill?

And maybe 2 days later, you send them an e-mail that asks if they've found anyone to do the job. Finally, 2 weeks later, you send an e-mail with a special offer, nudging them into making a phone call.

If you don't hear anything, you continue to send occasional e-mails with more educational material – at 2 months out, 5 months out, and more. You set reminders to slip in a phone call here and there... and, guess what?! You will eventually get their business...

This sounds like a lot of work for just one customer. Multiply it by all the others prospects you've got... and it could make you very busy. But there are tools out there that help you automate this whole process, saving you time and money... more on that further into the guide.



# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 6. Call To Action

Your call-to-action (CTA) can be in your subject line or in the body of your e-mail... or both. But there should always be a CTA. The CTA is the action you want your e-mail reader to take.

Always include the "Command" where you tell them what you want them to do next:

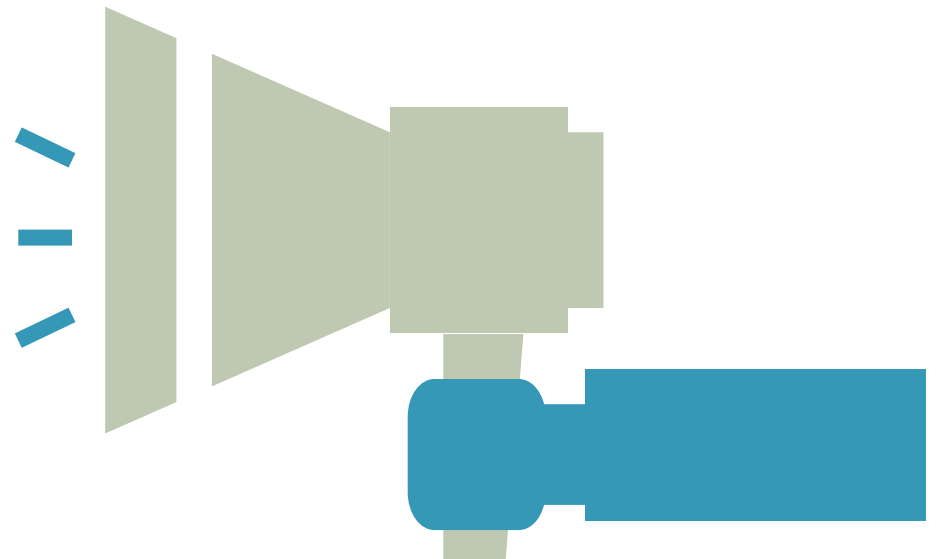
- Download our newsletter
- Read our guide
- Sign up for our webinar
- Click to get a free estimate
- Request a free demo
- Read our latest blog post
- Download our coupon
- Sign up for our contest

Homeowners genuinely want to be told what to do next – you've garnered their attention with the subject line, they opened the e-mail, they read your content, and now need to know that next step.

Keep in mind your prospects get tons of e-mails and CTAs every day. They've seen it all and done it all. But... today, people are interested in being more interactive and hands-on.

Want to surprise them and engage them? Change up your CTAs! Try to put in some power words like these: Assess, Discover, Vote, Enter, Test, or Decide. These words are more interactive. Words like these in your CTAs boost your response rates because you're literally asking the readers to get more involved.

CTA



# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 7. Landing Page

You've got two choices on where you send people once they receive your e-mail and decide to click on your link. They can go to your home page (or equally generic web page) or... you can send them to a specific page, designed exclusively for your e-mail campaign.

This is called a Landing Page. Does it matter? Well, conversion rates can be increased by 50% with a specific landing page designed for your e-mail campaign and Call-to-Action. Here's an example:

A remodeling company asked their web design company to create the landing page below (Fig. 1) for their Google Adwords Pay-per-Click (PPC) campaign.

If you were to use something like this, you'd have a link from your e-mail that takes them to this page. The information on the page probably duplicates the same talking points from your e-mail. But look – there's a specific CTA – "Get Remodeled" and there's a form. If you notice – there's no other place for them to click. There are no other links. There's a phone number, but that's just as good as the visitor filling out the form.

However, if you send them to this type of home page (Fig. 2):

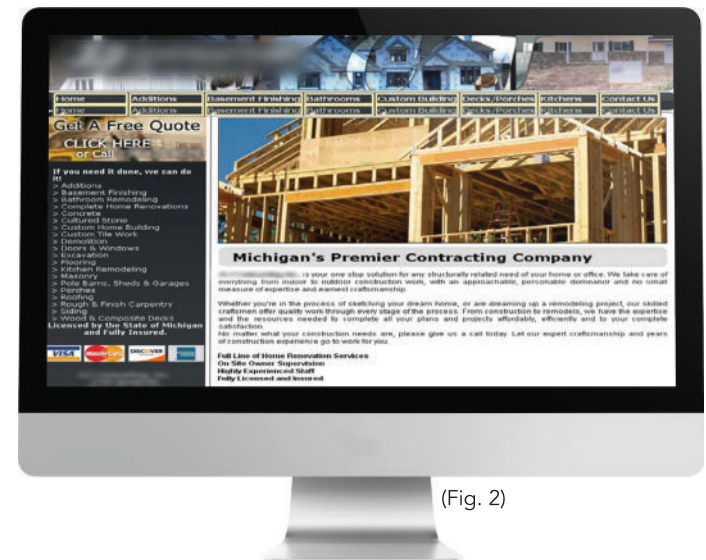
Here, you've got a generic home page, with tons of links, and no direct Call-to-Action. It's just a contracting company talking about itself.

If a homeowner were to get your e-mail, click on the link, and land on this page what would they do next? Where do you want them to go next? They may click away from your site.

So, add a landing page to your campaigns, if you can. You'll see better results.



(Fig. 1)



(Fig. 2)

# CREATING EFFECTIVE E-MAIL CAMPAIGNS

## 8. Build Your E-Mail List

Here are some tips on how to build your e-mail list. And it is okay to build an e-mail list. Making a dollar and making a difference are not mutually exclusive. It is fine to ask for those e-mail addresses and let prospects know you're going to provide a service.

### **DON'T EVER, EVER BUY A LIST!**

Grow your list organically by offering homeowner value, that's it.

### **MAKE SURE YOU HAVE A SUBSCRIBE FORM VISIBLE ON EVERY PAGE OF YOUR WEBSITE:**

Place it in a prominent spot on your site; above the fold is best. The more they see your form, the greater the chances are they will subscribe.

### **REDUCE PEOPLE'S ANXIETY:**

Guarantee you will protect their privacy and send them only information they care about. Check out how creatively a company called Gojee achieves this: "We swear on our finest bottle of scotch that we won't spam you."

### **WORK THE TRADESHOWS:**

Don't just schmooze at these shows – gather their information.

### **NETWORK:**

Get out there and rub elbows and collect business cards whenever you get a chance. Trade associations, chamber of commerce events, and small business gatherings.

### **USE SOCIAL MEDIA:**

Use Facebook, Twitter, LinkedIn to announce contests and giveaways.

### **ASK TO SEND QUOTES:**

Many places offer to e-mail your receipt. They're not doing it to save paper, they're doing it to collect your e-mail address.

### **CREATE VALUABLE CONTENT:**

Don't make every newsletter a sales pitch. People will unsubscribe fast. Content must be rich, creative, awesome. Your subscribers will tell their friends and your list will organically spread by word of mouth when they forward your content to others.

### **BLOG SUBSCRIPTIONS:**

If you have a site blog, you can add a subscription plug-in that allows you to capture e-mail addresses.

**PAY-PER-CLICK:** If you set up a PPC account, you can use it to send visitors to your site where they're required to fill out a form to download a free guide, for example.

**ASK YOUR CUSTOMERS:** Get your happy customers to send e-mail addresses of friends and family. Let them know you won't sell it and you'll only use it to send newsletters and coupons.

**WORK YOUR PARTNERS:** Ask a subcontractor or non-competing business to partner up with you and share e-mail lists.

**ARCHIVE YOUR CONTENT:** Once you've created content that people want to read or view, you can "gate" it – meaning they have to fill out a form – to retrieve the free content.

**OFFER DISCOUNTS:** Allow site visitors to unlock coupons or discounts if they opt-in to your list.

# E-MAIL MARKETING SERVICES

Here's a question -- how are you sending your e-mails?

Many have e-mail addresses based on the website URL and company name. But there are quite a few still using Gmail, Yahoo, Hotmail, and even AOL to send business e-mails.

If you can – get your website host to help you set up e-mail accounts based on your website address (or URL.) Why? Which one of these looks more professional?

aaaremodeling@gmail.com  
tom@aaaremodeling.com

If you're looking to send large mass e-mails to your entire e-mail list, you don't want to get "blacklisted" or have other e-mail servers block your messages because they think it's spam. To avoid this, use an e-mail marketing service like one of the following.

Aweber  
Constant Contact  
ExactTarget  
iContact  
MailChimp  
Silverpop  
StreamSend

With no implied endorsement of these vendors, recognize that they provide a huge benefit for your e-mail marketing campaigns. You simply upload your e-mail list and you're ready to start sending mass e-mails to prospects and customers. Nearly all of these services let you import your list from an Excel spreadsheet or integrate with your CRM system, if you have one. There is a fee for these services but they can save you time, effort, and help you generate money more easily. You can upload your header image or, at least, your logo.

And you don't need to create a brand new e-mail, from scratch, every time you want to send. You can create one or a few templates – depending on your needs – and use those each time.

Many of these services help you create forms so you can add a Contact Us page to your website. This strategy helps you capture their name, number, and e-mail address. This contact information is automatically put in to the e-mail marketing service and your CRM software.

# E-MAIL MARKETING SERVICES

Some email services can help you with segmenting your audience, so you can send to a certain zip code, or maybe to all males aged 18 to 49.

You can create an auto-responder e-mail message that goes out automatically to anyone who fills out the form – to welcome them or send a coupon.

Many of the services have Spam Testers – to allow you to see if there are problems with your e-mail that might cause you to get blacklisted or have your message sent to a spam folder.

If it's an option, you can use these services to track your open rates, click through rates, unsubscribes, and many more metrics you can use to judge campaign effectiveness. Here are some more features:

- Import Mailing Lists
- Upload Images
- Create Templates
- Add sign-up forms to site
- Mass email to segments
- Create auto-responders
- Test for spam
- A/B testing



# E-MAIL MARKETING TOP TIPS FOR HOME IMPROVEMENT PROS

Here are a few tips that didn't fit into any of the previous categories.

1. Include a few links throughout the body of your e-mail. Give them opportunities to go on to your landing page. Some like to click images, some click links, and others click the buttons. Keep in mind that too many links (more than 3-4) could set off a SPAM alert on your e-mail.

2. Don't put a ton of images in your e-mail – 2 - 4 at most. Not everyone is set-up to automatically download images and may miss your message entirely.


3. Speaking of images, include what are called Alt tags on every image. These are HTML tags used to describe what the image is called. If someone doesn't have their e-mail account set to load images, they'll at least see this text and know what that picture was about.

4. If you don't have an e-mail marketing service, you might end up blacklisted. Barring that, there are several spam-checker sites out there that you send your e-mail & subject line to and they send back results.

5. If you have the option, make sure you can send an HTML version and a Text version of every e-mail.

6. You should include a message in your e-mails where you ask to have your e-mail address added to their contact list. People can copy and paste your e-mail address into their contact list, or find the contact list and select "Add contact". It's an extra step to avoid having your e-mails head to the spam folders.

7. Finally, focus as much as you can on educating your list or at least entertaining them. You can occasionally sell – but providing them with information keeps your e-mails in front of your leads.

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- 1. Include enough links**
  - 2. 2-4 images only**
  - 3. Use image Alt tags**
  - 4. Run through spam testing**
  - 5. HTML and text-only versions**
  - 6. Ask to be added to their contact list**
  - 7. Go from sales-based to education-based**

# E-MAIL MARKETING TOP TIPS

## For home improvement pros

### Close More Deals and Earn More with the Right CRM System

No matter how you send e-mail, it's going to require work to manage your e-mail marketing campaigns as well as managing your e-mail follow-up reminders, sales appointment reminders, up-sell reminders to past customers, emailed quotes, and everything other type of e-mail you send out. These are the lifecycle e-mails you use from when you get a lead until the final project is complete.

One overlooked tool in the home improvement industry is the CRM system. CRM stands for customer relationship management – and it helps you automate and manage your lifecycle e-mails and reminders for marketing, sales, projects, and customer service.

CRM can also act as a central hub for all your scheduling, follow-up tasks, sales requirements, staff assignments and your customer communications.

Most people think, "I do fine managing that information with Excel, paper, whiteboards, sticky notes . . ." This mindset is completely normal as most owners aren't obsessed with implementing tools and systems at every level of their home improvement business.

However, communication should be your top priority and gaining efficiency with how you tackle e-mail should drive that priority. Every dollar you invest, every minute you spend, creating a more efficient and effective process for managing your leads, sales and marketing translates to a tenfold ROI.

For the successful sales rep, he or she must have the ability to effectively follow-up on leads in a timely manner. Gives the rep a way manage and schedule prospects as well as view tasks, appointments, e-mail templates, and notes in one centralized location. A proper CRM allows them to also set reminder notifications so critical appointments and leads don't fall through the cracks. More often than not, this capability alone justifies a business investment in a CRM system.

Reps spend time meeting, networking, calling, and communicating with prospects and some existing customers. They require access to a lot of information. CRM lets them quickly see prospect history, activity, and notes. A good CRM system lets them easily get to all the details they need to set more appointments and close more deals because they're not wasting time trying to find folders, files, and data that has been stored away somewhere.

Sales goals and quotas have a significant positive influence on sales performance. Goals and quotas help managers to set expected levels of performance. Shortfalls in sales and marketing goals prompt you to rethink strategy and refocus your efforts to get "back on track". When gauged against historical, external, and internal performance, goals and quotas become great tools for coaching and training. CRM systems can deliver reports to help you see problems as well as track goals and quotas in a many areas such as lead generation, sales, outstanding quotes and even minute sales details like Net Sales per Lead Issued (NSLI) and many more.



# E-MAIL MARKETING TOP TIPS

## For home improvement pros

Have you ever hit the end of the quarter and found yourself behind goal? There's not much you can do, but CRM gives you the ability to easily predict future sales in a number of powerful ways such as revenue by month, by product, by stage and by rep. The right system should provide insight into what is working and what isn't. If projections suggest goals will not be met, you'll see it in all in advance with the right reports and dashboards and be able to remedy any issue before it becomes a problem.



# CONCLUSION

Yes, there's a ton going on in your customers' lives, and they're connected at a level like never before. Their inboxes are getting inundated, and you can lose a customer quicker than ever – or have them opt out from any potential e-mail message you'd ever want to send them. But e-mail marketing is still an important weapon in your arsenal. By ensuring that your e-mail efforts are congruent and harmonious with your other marketing efforts, leveraging your existing communications by making them as meaningful as possible, and finally, putting your best foot forward during the first thirty days of acquiring new leads, you can take a cost-effective marketing tool and make it a powerful ROI driver.

## About improveit 360

improveit 360 is the top CRM and business management platform designed to help home pros quickly and efficiently build wealth. This system helps to eliminate chaos, lower costs and increase profit.

With improveit 360, home pros generate and close more deals by automatically nurturing leads until they buy, track all customer interactions, and manage leads, sales, and projects from one central location. With best-in-class dashboards and reports, owners get a 360 degree view of their operation for better decision-making. This powerful system is web-based with no software to install or upgrade. The mobile apps give your team remote access to vital information on a smartphone, laptop or tablet. Designed by two "Big 50" remodelers exclusively for home improvement companies, improveit 360 is a tiny investment that delivers massive returns every day.

**FOR MORE INFORMATION OR A PERSONAL DEMO, CALL 866-421-3360, VISIT [WWW.IMPROVEIT360.COM](http://WWW.IMPROVEIT360.COM) OR E-MAIL [INFO@IMPROVEIT360.COM](mailto:INFO@IMPROVEIT360.COM)**