



# VA/Client Email Marketing Process

This guide has been created to help you and your VA to understand your business and the type of content you require them to conduct email marketing on. Please remember that your VA is not an entrepreneur or marketing/business consultant so don't expect them to help you develop strategies to grow your business. They are here to provide you with suggestions and assist you in executing your email-marketing plan.

Before implementing this task you are required to provide your VA with some detailed information about your business and its current marketing strategies.

You can speak with your VA through emails and Skype. However, the best way to communicate and assign tasks is through Basecamp, which is why we highly recommend you to set up an account to work effectively with your VA.

## Email Content:

- o Any upcoming events?
- o Anything important you want to say?
- o Any special promotions or offers?

Your VA can help write up the newsletter content for you to approve.

## Design:

- o If you are using Mailchimp or other email softwares, there are many free templates that your VA can use.
- o If you would like a custom design, then provide your VA with any sample newsletter design you may like or provide them instructions about your preferences

Your VA will then combine the content with the design and provide you with the email design mockup to approve.

## Emailing:

- o Advise your VA which customer list you would like to send the email to
- o Let them know what date and time you prefer
- o Ask them to send you a test email to check for any issues
- o Once approved, give them the green light to send it out
- o like or provide them instructions about your preferences

It's important for you to understand the different types of email marketing and to identify the ones you would like to produce.

### 1. Promotional email (hard sell)

An email to promote new products, discounts, offers, events etc. This is the most used type of email Marketing. This kind of email is best to be sent as a single email and a straight to the point offer, rather than in a newsletter format.

### 1. Newsletter (soft sell)

Giving out company information, to educate clients about a product or service. Newsletter is about giving value to the subscribers rather than hard selling. Its purpose is mainly to inform and educate with useful material. Newsletter can be directed to client and also for internal staff / team member.

### 1. Planning the marketing strategy

Clearly define goals and objectives, which will act as a guide when developing content.

**Tip:** Having well set out goals and objectives are very important, examples could be: to make clients aware of company news by sending out monthly newsletter, or thanking the people who subscribed via opt-in on landing page etc.



## 2. Setting up database by sorting group data

You probably already have a client list through email subscription, opt-in, current clients etc. you can develop a more specific email marketing for each target group once you segment them accordingly.

**Tip:** It's crucial to have your target audience in segmented groups, as you will be able to tailor content more specifically to each group.

## 3. Define the email concept

In this step you will determine which email marketing type you would like to produce, the frequency and the tonality of the overall content.

**Tip:** Show your VA some sample work or examples of emails you would like to produce. (Engagement email, promotional email or newsletter)

## 4. Creating and planning the content

For every type of email the content produced will be aimed at different groups of audience. Although some emails such as the newsletter will be acceptable as mass email group. VAs will usually develop a 3-6 month plan in advance, to prepare for all special occasions such as (Anzac Day, Easter, Christmas etc.) and promotional activities that will take place.

**Tip:** It is advised that each email is personalised with the client's name. You would also need to let your VA know in detail what kind of email you would like them to set up and send out. E.g. Whenever new clients have made a purchase we will send them 'this' email or to promote our sale range we will send our clients our digital catalogue etc.

## 5. Setting up email account and platforms

In order to send out client emails you must have an email account already set up. There are tools such as Mailchimp and Active Campaign that you can use to make sending out emails more efficient.

**Tip:** Advise your VA if you would like to set this up or already have an account, as these tools do require a fee. Provide your VA with the email login details.

## 6. Pre-approval and ready to be sent

It is recommended that your VA is working on content a week before it's release date, as you're required to approve all the information before they send it out.

### Tasks that a VA can do to assist you with email marketing:

- o They can help you set up the email marketing platform/tool account.
- o Sorting email into proper groups
- o Set up email templates for various types of emails
- o Organize and gather content: Research, writing, prepare images, layout, set up and complete the draft ready for your approval to be sent
- o Can help you plan an email marketing schedule
- o Can plan a newsletter email series either aimed for internal staff and stakeholders or external clients and followers
- o Monitor open rates and results