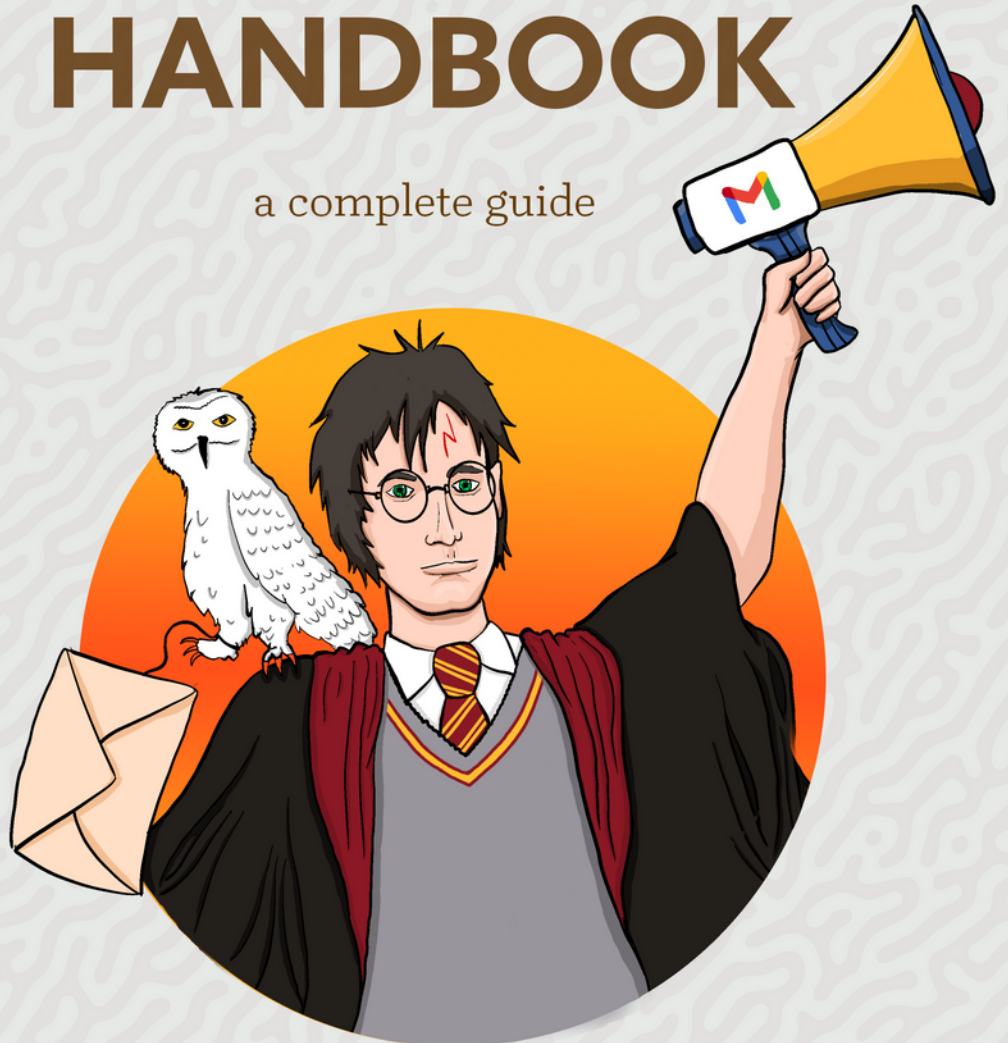# THE
EMAIL MARKETER'S
HANDBOOK

a complete guide

a practical step-by-step framework

for

FREELANCERS AND SIDE-HUSTLERS

THE
EMAIL MARKETER'S
HANDBOOK

Even though email marketing is one of the most effective marketing strategies, it still surprises people that it can be individually pursued as a career.

Email marketing promises better results than SEO, affiliate marketing, and social media but writing an email that generates leads and triggers sales for your business can be a little tricky.
No, we don't mean to scare you!

Instead, we are here to help you learn email marketing right from the basics so that you can get over the tricky part and build a promising side hustle as an email marketing professional.

SERVICES YOU CAN OFFER AS AN EMAIL MARKETING FREELANCER

As an email marketer or an email marketing manager, you will be expected to provide a number of services. These services are usually intertwined and equally important for the business to grow and maintain a healthy relationship with its audience. Some of the services that are included in email marketing are:

- Email copywriting
- Campaign Automation setup
- Email tool management
- Newsletter Management
- Reply management
- Email Analytics Reporting
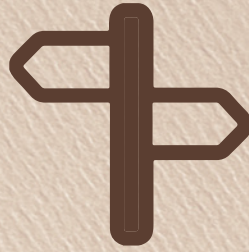
HOW MUCH CAN YOU EARN AS AN
EMAIL MARKETER

Email marketing, because of its demand and value, is one of the highest-paid marketing services. You can easily charge anywhere between $700 to $1000 per month to your international clients.

Moreover, you can work with multiple clients easily. So, there is no restriction or limit to the earning potential.

Even in India, email marketing is a highly sought-after service and businesses readily agree to pay INR 10,000 to INR 25,000 for marketing and campaigns per month. The prices can be increased according to the marketer's expertise, experience, and results.

STEP-BY-STEP GUIDE TO BECOMING AN EMAIL MARKETING EXPERT

Start With Learning About Email Marketing:

Email marketing is a skill. You can't just read a few blogs and think you are ready to step into the market. You need to be prepared for different businesses, their varied needs and expectations, an audience that may be used to a specific type of email or may not have been attended to at all, and everything in between.

You should know everything about email marketing right from scratch to unique strategies that will not only help you stand out from other email marketers but give you the knowledge and skills required to adopt different techniques that will work for every kind of business you choose to work with. We recommend taking a course on email marketing.

Enhance Your Copywriting Skills:

Email marketing depends significantly on copywriting skills. You will be required to write emails that are engaging, informative, and persuasive at the same time. It is not just about the subject line but the body of the email as well. So, having a strong hold over writing skills is a prerequisite. Read emails and see how different brands are able to get better results through email marketing. There is something about the way they write and put forward the information that persuades their customers into not only opening the email but even taking action that favors the business.

Have an Eye for Design:

Emails are not only about writing anymore. Check your inbox now and see how beautifully designed emails you have been getting. There are reasons why email marketers are taking on this trend. You can leave a mark on your leads and potential customers through design and different colour schemes.

Create a Few Sample Emails:

It's time to practice. Pick up a few brands and businesses that you would like to work for, or you find intriguing and create emails for them. This will help you create a portfolio for your email marketing side hustle. Practice with a few brands from the industry you wish to work in and select a few of your best samples to compile them into your portfolio.
You can even reach out to startups and businesses within the industry you selected and ask if they would be interested in becoming your beta clients.

That way you will get to work with a real client, you can get testimonials from them, and it will be a practical learning experience for you. After this, you will be ready to offer services as an email marketing expert to your potential clients.

Outreach:

Now that you have the knowledge and experience, you should start reaching out to the businesses you wish to work with. Send them emails and show them your skills so that they consider hiring you. Outreaching is one of the most effective ways to start and grow your freelancing career. Instead of waiting for people to find you, you reach out and let your potential clients know that you exist and can be of service to them.

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13 EMAIL MARKETING STRATEGIES AND TIPS FOR BETTER RESULTS

Here are a few tips and email marketing strategies that will help you, as a beginner, to write effective emails and get better results, both in terms of the opening rate as well as generating leads or increasing sales for your client's business:

Always Have a Plan:

Email marketing is not about simply writing and sending emails to the email list. A lot goes behind this simple task of writing and sending, and this is why it is called "marketing". It is important to strategize and make a plan, keeping in mind the type and needs of the audience as well as the business.
This is something that you can learn in detail through an email marketing course. Just like any other marketing strategy, email marketing also requires proper research and planning, for which having decent knowledge and skill set along with an understanding of how email marketing works is important.

Test Your Emails:

Even if this has been said hundreds of times already, we believe it should be mentioned a hundred times more so that every email marketer out there starts doing this religiously. Always test your emails before sending them to your audience. Test the subject line as well as the whole email. You can do this online using various tools and websites that let you test the subject line as well as the content score.
After that, send the email to your team or friends to make sure it lands in the primary inbox, and not in spam or promotions.
Once everything is sorted, and your email passes all the tests (spam test, subject line score test, and test to have an engaging and attractive email body), you are good to go with the email. Send it to your audience.

Be True to Your Audience; Avoid Clickbait:

If you want to make your audience curious about something, a cliffhanger is good, giving them a piece of information that they need and can resonate with is the best but clickbait? You may get a few clicks but will definitely lose their trust.
No matter what, be true to your audience. Give them information about what you are and what you deliver, don't promise them the stars if you don't intend to stick to that.

Coming back to cliffhangers, simply leaving the information so that they open to see the rest, or the main part of the information works well but it cannot and should not be used all the time.
Adhere to making subject lines informative and in favor of the audience to get the best results through the email you sent.

Use the Double Open Strategy:

This might be something new for the newbie email marketers. You know you can see how many people have opened your email, right? So, to those who haven't opened your email, you can resend the same email but with a different subject line to get more clicks. This will improve your open rate as well as your ROI.
This is basically your second chance in email marketing. You can improvise and optimise anything that didn't work out for you the last time and make it work in your favour this time by improving the email.
You can change the subject line, send the email at a different time, and edit the preheader text.

Keep Your Email Short and Crisp:

Avoid writing the email in paragraph format and strictly avoid using long sentences, difficult vocabulary, and too much text.
Keep the sentences short and informative. Delete unnecessary sentences and words, and most importantly avoid using only text when you can provide the same information in the form of an image or any other format.

Ravish your creative side and create an email that is pleasing to the eye and not just plain information.

Your copywriting, as well as email marketing knowledge, will help you a lot here.

Let the Reader Know That You Are Not a Bot:

You are communicating with the audience through your email. Let them know you are a person and not some bot that is sending them automated emails. Use a writing style that is engaging and sounds human. And sign your email with a name and not the name of your business. You can use your name or ask your client what name they want to put under the emails and use that.

When you sign an email with a human name, you allow the readers to connect with the sender. And this connection matters more than you can imagine.

Use the Preview Text in Your Favour:

If you open your email, you will notice that you can read a little text from the body after the subject line. That's the hook of your email. Along with the subject line, that preview text makes sure that the reader considers opening your email.

Instead of using that space for the "greetings for the day" you can write something that will intrigue your audience. Perhaps addressing them by their first name along with their pain point would work well.

One CTA at a Time, Please!

Do not give multiple CTAs, or call to action, in one email. As that can confuse your audience and affect your email's engagement and effectiveness. Stick to one CTA at a time and try to get your audience to follow that. You will witness your email works better when there is just one CTA.
However, giving multiple CTAs once in a while is fine as well. But for most of your emails, stick to giving only one CTA.

Make Your Email About the Reader:

This is a no-brainer. Your email should be about the reader more than your business. Focus on how and why the reader can benefit from the product or services you are trying to sell instead of telling them how and why your services are good or better than others.
Instead of "we" stress on "you" and present your unique features as a solution to the problems your audience might be facing.

Always Give Option to Unsubscribe:

This is important. Every email you send should have an option through which your reader can unsubscribe. People may take this negatively but it is actually beneficial for your business as well.
People who have subscribed to your email but don't open, read, or take action are only negatively affecting your engagement rate. There is no benefit of having a number of subscribers if they aren't doing something that you want them to do.

Moreover, according to the law, it is important to add the unsubscribe button because otherwise, your business may face legal repercussions for spamming the audience.

Make Your Email Both Desktop and Mobile Friendly:

The email format on desktop and mobile is different. A lot of times the template or design works well on desktops but does not load appropriately on mobile devices. It is important to make sure that the template you are using is both desktop as well as mobile friendly and uploads according to the device.

It has been noted that people consistently check their emails on phones and prefer mobile over desktop, given the easy accessibility. But a lot of times the emails are designed keeping in mind the desktop layout which does not work on mobile devices thus making it difficult for the readers.

Furthermore, if the email does not upload on the mobile device as it should, it also gets deleted within a few minutes, thus affecting the campaign.

Email Sending Time Matters!

Just like there is a time when you get the most engagement on social media, there is a time when people are most active on emails as well. You cannot send an email any time of the day and expect the exact same engagement rate.

The country, region, age, occupation, and gender of your target audience can help you decide the right time for sending an email.

For instance, if your target audience is in the US, sending them emails according to the Indian time zone would make the least sense. If your target audience is working moms, you should not send the email in the morning.

Working moms are sup- posed to be super busy in the mornings, they will only get time after they have done everything and are finally ready to focus on their work.

Sit down, research, and plan according to your target audience and experiment with a few time ranges to see which one works the best for your business or client.

Talk About Things That Are in Trend, NOW!

This is applicable to everything. From news to memes, using them when they are in trend makes the most sense.

Yes, use memes in your email marketing campaigns if it resonates with your target audience. Meme marketing is in trend and it is working out really well for businesses.

Talking about things once they are out of the trend will not help your client's business. So, even if you have all the emails scheduled already, don't schedule something that is trending now for the next month. Try to incorporate the trend as soon as it is possible into your marketing plan.

That's how it works in digital marketing.

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PARTING WORDS

Email marketing is a very niched-down industry. It is a part of digital marketing that is working really well but certainly is a little difficult to take hold of. However, once you are familiar with the basics, you won't find email marketing as difficult as it may seem right now.

If you wish to learn more about the basics of email marketing, we highly recommend you take our course on email marketing services. The course covers everything from the basics of email marketing to using email marketing tools and strategies like a pro.

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ABOUT THE COURSE

Email marketing services require decent knowledge and skillset of email writing and marketing. Considering the importance of email marketing, there is very less space for mistakes in this field and it is better to learn before testing the waters.

We offer an email marketing services course that can introduce you to the basics of email marketing and equip you with the skillset of an expert.

Here's what all we cover in the course:

SECTION 1:

Common Myths and Email Marketing Mistakes, Types of Email Marketing, 5 Step Process To Build an Email List

SECTION 2:

Choosing a Mailchimp Plan, Setting Up An Email On Mailchimp, Audience Settings + Automation, Email Marketing Analytics

SECTION 3:

A.I.D.A. Framework For Email Copywriting, 5 Formulas For Writing A Magnetic Subject Line, A Famous Email Sequence Formula, How To Avoid Sending Emails In The Spam/Promotions Folder

ABOUT HUSTLEPOST ACADEMY

Hustlepost Academy is an online school designed to help you escape a career that doesn't feel exciting. If making money through something you like, online, with no restrictions sounds like your thing, Hustlepost Academy has a lot to offer.

It is easy to say that you would want to make a career out of your hobby but when it comes to actualizing that dream, the lack of information often pulls you down and pushes you back to the beaten path of working on things you don't love.

We aim to put an end to that cycle. Here at Hustlepost Academy, we offer courses that will provide you with the information you need to convert your hobby into a side hustle and your dreams into reality in no time.

We have over 6000 students inside the academy at the moment, many of whom have built massively profitable side hustles as freelancers, coaches, product creators, content creators, and more.

You can be one of them.

JOIN TODAY.