



Digital Marketer's Campaign Playbook





Introduction

2

Thanks for choosing to download the **Digital Marketer's Campaign Playbook**, we hope you get tons of value from it!

Did you know that according to McKinsey research email is 40 times more effective at acquiring new customers than Facebook or Twitter?

So it's no surprise that the goal of most social media and content marketing strategies is to persuade prospects to join your email list, and then eventually sell to them in their own backyard (their inbox).

But once someone gets onto your email list what happens next?

Your email marketing strategy should include a mix of smart automation, standalone broadcasts and event-specific campaigns.

In combination, these three things will help you nurture new prospects, identify opportunities to sell your products or services, and inevitably close more business.

The problem is, unless you are embedded deep in the digital marketing industry it's hard to know exactly what works and how to create these email campaigns. Most digital marketers don't want to reveal their email marketing secrets, because they are charging people a lot of money for them.

We created the **Digital Marketer's Campaign Playbook** so that anyone can get started with email marketing right now, regardless of your goals, experience or industry.

This playbook includes **23 highly specific email-marketing campaigns** for just about any scenario you can think of. Whether you are onboarding a customer, launching a new product, or simply want to nurture new email subscribers with helpful content, there is something in this playbook for you.

If you have any feedback about any of this content we'd love to hear it, get in touch with us at contact@flypchart.co.

Enjoy and good luck!

Regards,

Will Blunt

Founder
FlypChart.co



Page 4	Welcome Sequence
Page 5	Lead Conversion Sequence
Page 6	Free Mini-Course or Video Series
Page 7	Appointment Setter
Page 8	Post-Appointment Sequence
Page 9	Up-Sell
Page 10	Cross-Sell
Page 11	Second Chance Offer
Page 12	Cart Abandonment
Page 13	Flash Sale
Page 14	Content Drip Sequence
Page 15	Webinar Sequence
Page 16	Product Launch
Page 17	Book Launch
Page 18	Affiliate Sequence
Page 19	Lead Magnet Delivery
Page 20	Tripwire Sequence
Page 21	Disengaged List Sequence
Page 22	Customer Onboarding
Page 23	Churn Reduction Customer Sequence
Page 24	Customer Referral Sequence
Page 25	Testimonial/Review Capture Sequence
Page 26	Survey Sequence



Welcome Sequence

4

The purpose of the welcome sequence is to indoctrinate brand new email subscribers into your community and build trust for your brand. You are letting them get to know more about your brand, helping you better understand each of them individually, and providing a series of triggers that will push them into a lead conversion sequence.



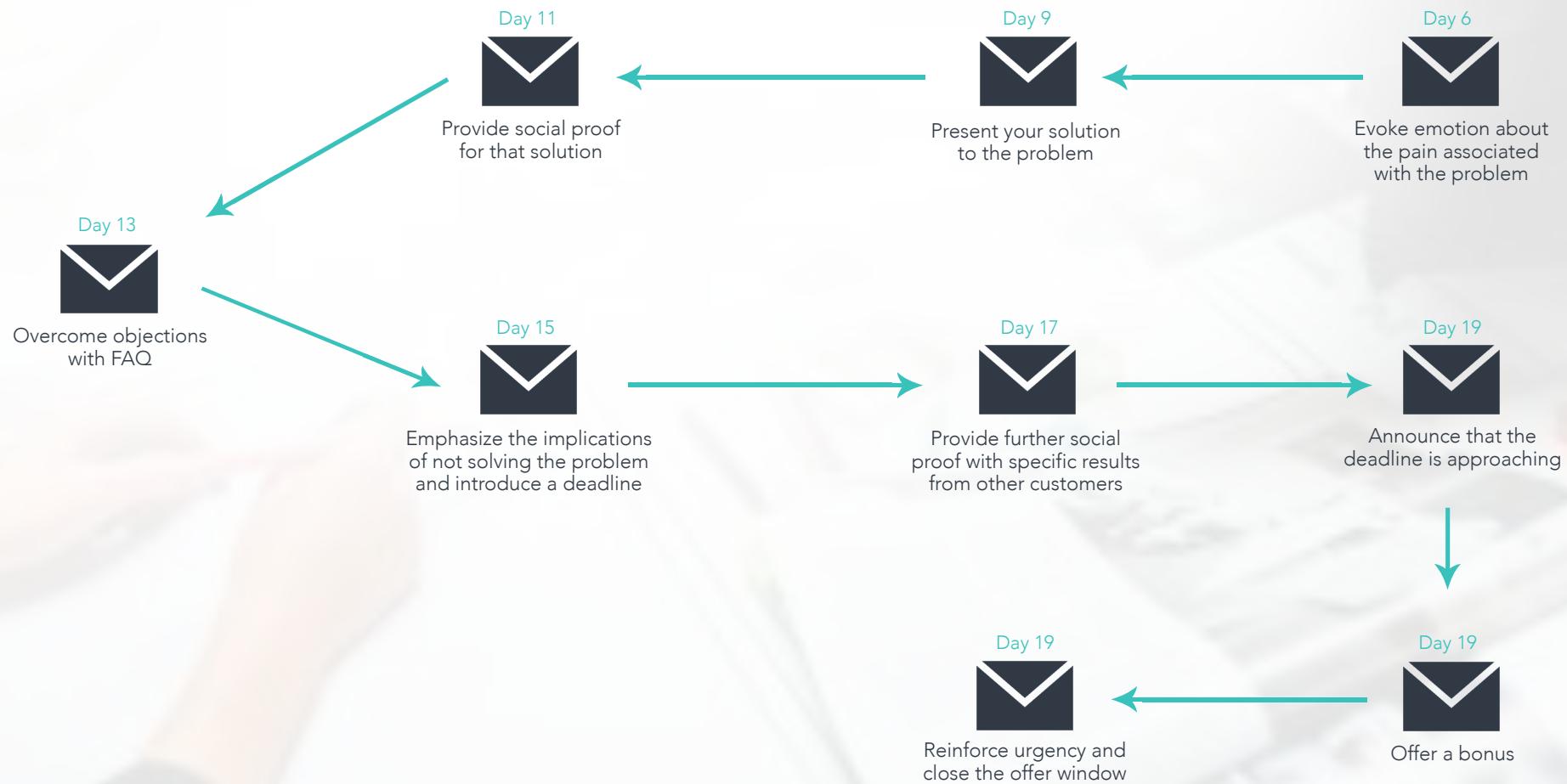
Note: "Triggers" usually come in the form of a clickable link that will tell you something about the prospect. For example, it may be a link to a blog post that tells you that they are interested in learning more about a certain topic.



Lead Conversion Sequence

5

The purpose of a lead conversion sequence is to convert someone from an "interested party", such as a normal email subscriber, into a qualified lead or sale.





Free Mini-Course or Video Series

6

The free mini-course or video series is somewhat of a hybrid between the welcome sequence and the lead conversion sequence. Yes you are indoctrinating new subscribers, but they have chosen to receive a series of emails about a very specific topic, which means you can also construct the sequence with a conversion in mind.

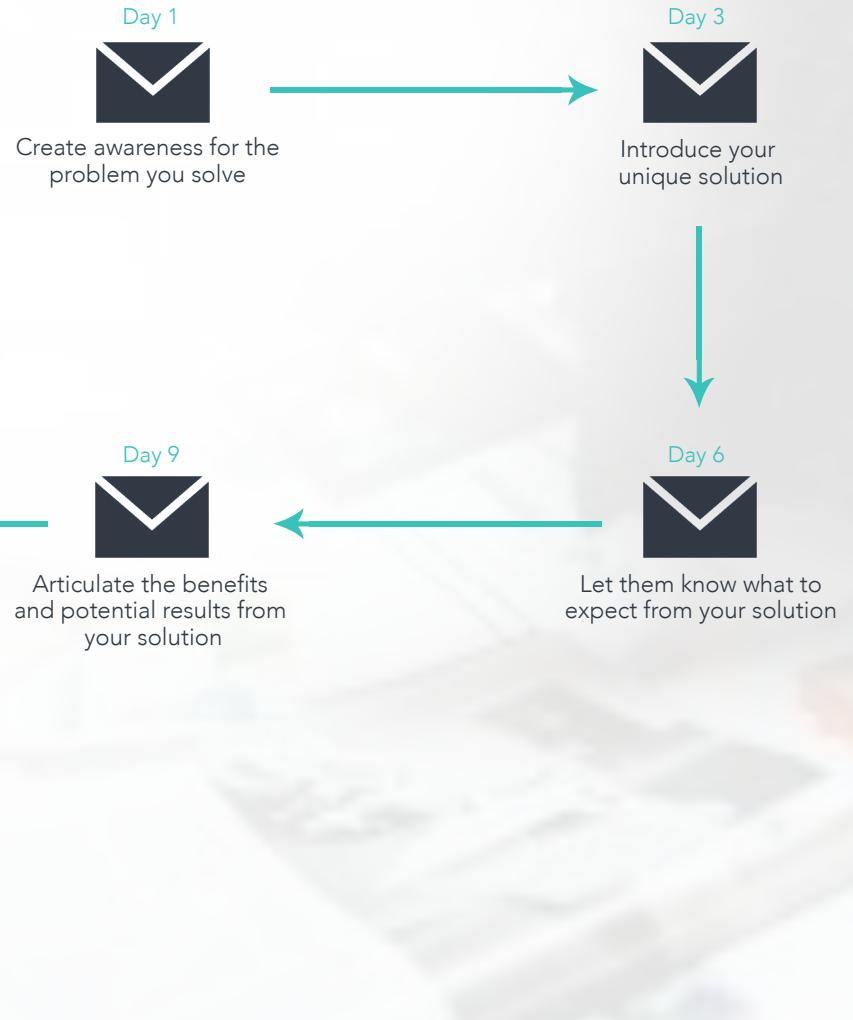




Appointment Setter

7

The appointment setter sequence is predominantly used in service-based businesses when you are looking to get people into a sales meeting or on a phone call so that you can convert them into a client. A prospect would typically enter this sequence due to a trigger from your welcome sequence or a certain action on your website.





Post-Appointment Sequence

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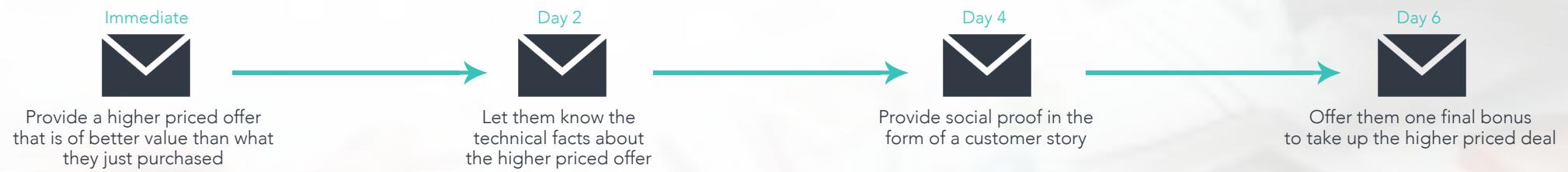
The post-appointment sequence comes after you (or someone on your team) have completed a phone call or sales meeting with a prospect, but you are not at proposal stage yet so you need to follow up.





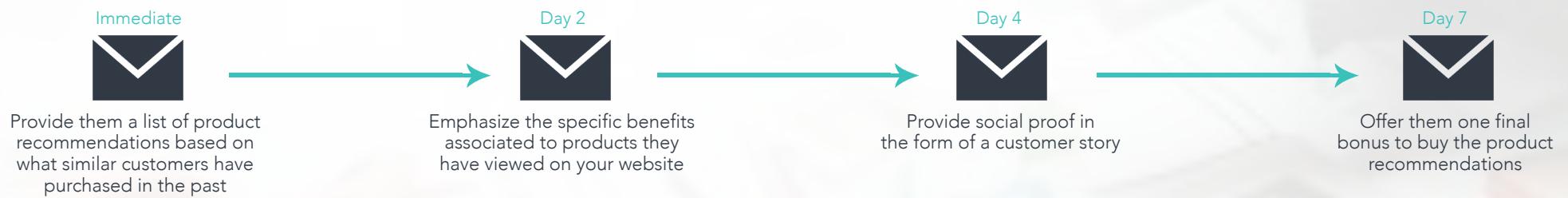
Up-Sell

The up-sell is a common tactic used in eCommerce, but it can also be used in several other industries. Essentially you are trying to increase the average order value of a new customer by providing a higher priced item that is related to the purchase they just made.





Much like the up-sell, the cross-sell sequence is very common in the eCommerce industry. The goal is to increase the average order value of a customer by offering them other products or services they may like to purchase based on your recommendations or the behavior of other customers.

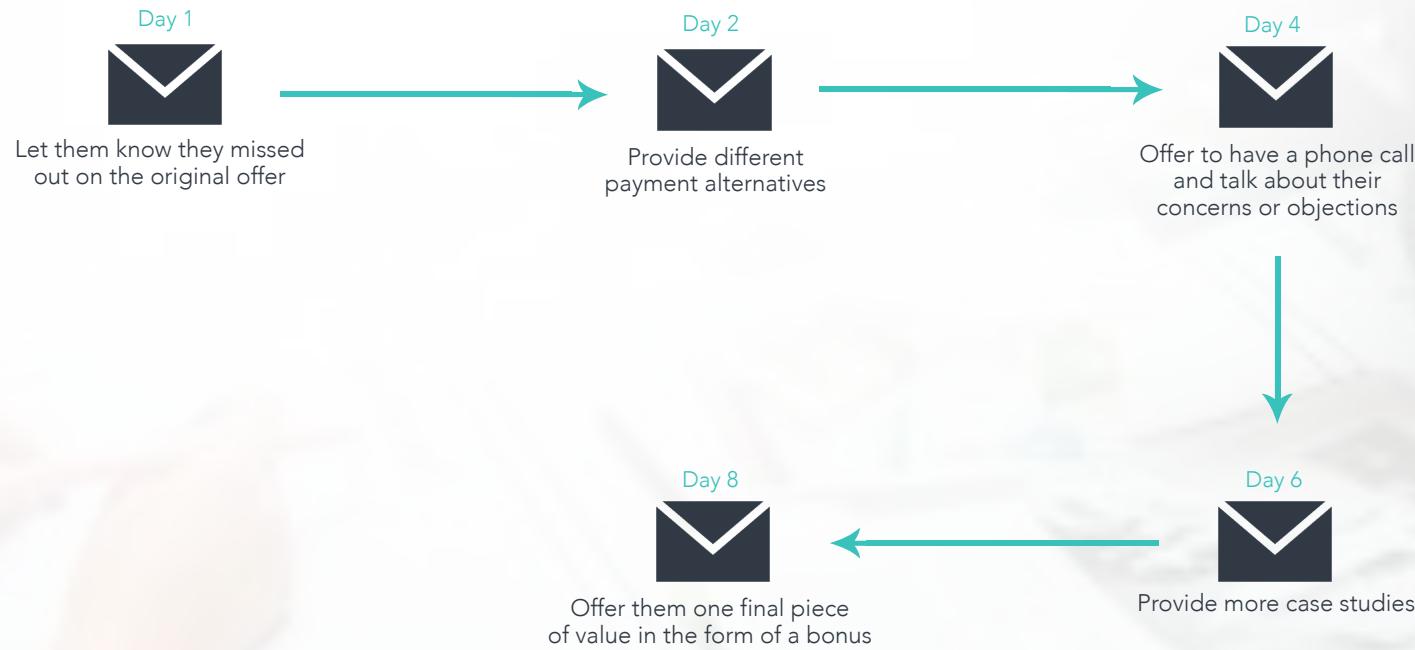




Second Chance Offer

11

If you run a product launch or lead conversion sequence that uses scarcity and deadlines to encourage sales, this second chance offer sequence is something you can use to close more prospects after that deadline has passed.





Just as it sounds, the cart abandonment sequence is triggered when someone adds a product or service to their shopping cart on your website but doesn't follow through with the purchase.

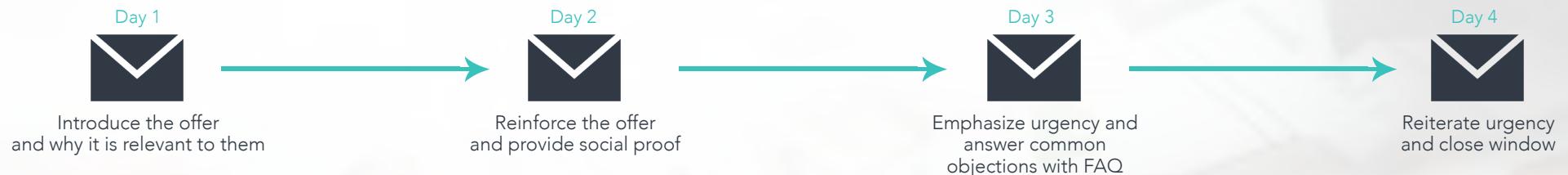




Flash Sale

13

A flash sale is typically used to a small segment of your list that have shown certain levels of engagement in the past. It is a short time bound period in which you provide a highly valuable offer such as a discount, new payment plan or something else that hasn't been offered to them before.





Content Drip Sequence

14

The content drip sequence can be used if no triggers are initiated during the welcome sequence. Its goal is to encourage engagement with helpful content that will push prospects into a lead conversion sequence for one of your products or services.



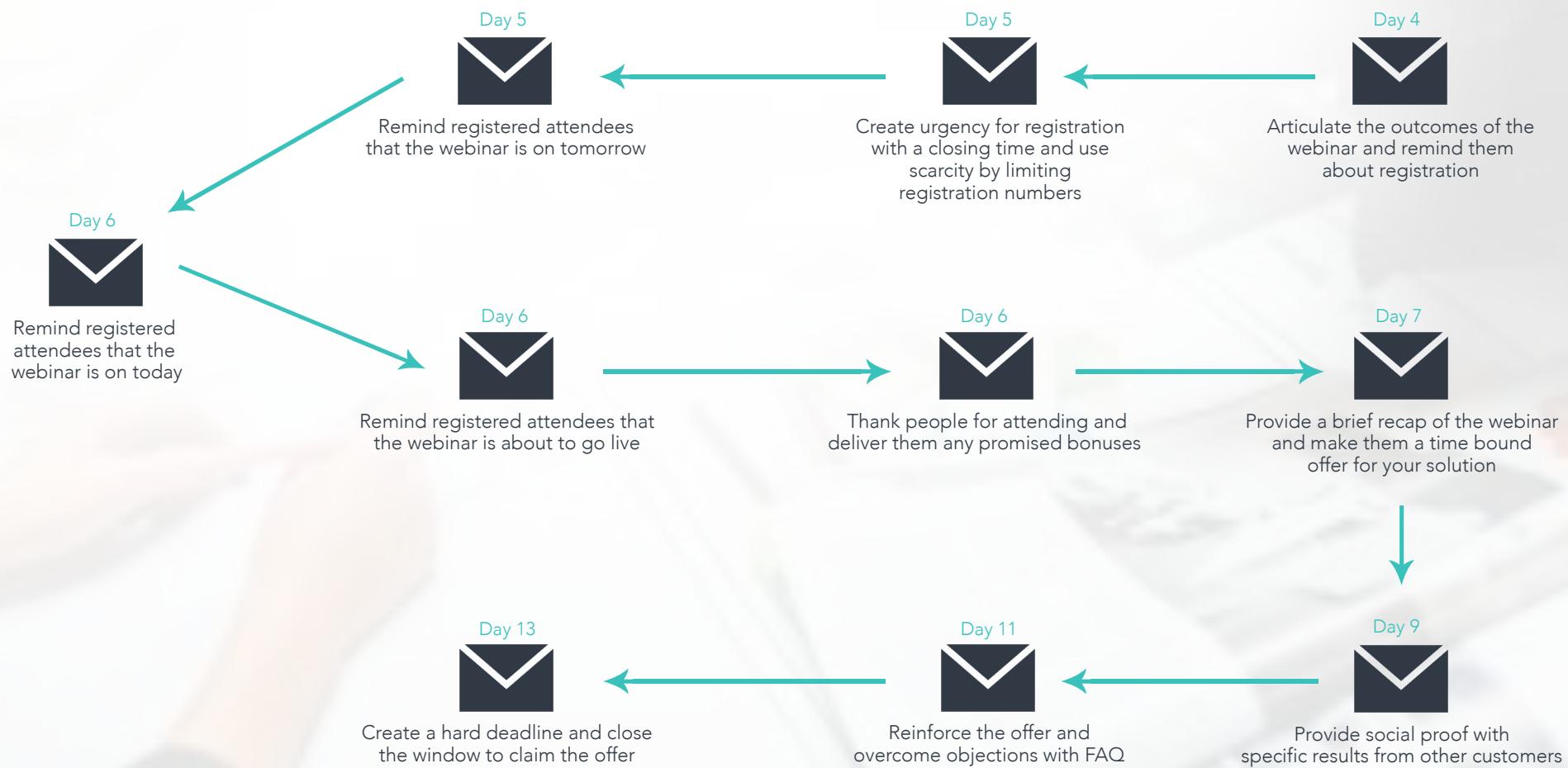
Note: TOFO = Top Of The Funnel MOFO = Middle Of The Funnel BOFO = Bottom Of The Funnel



Webinar Sequence

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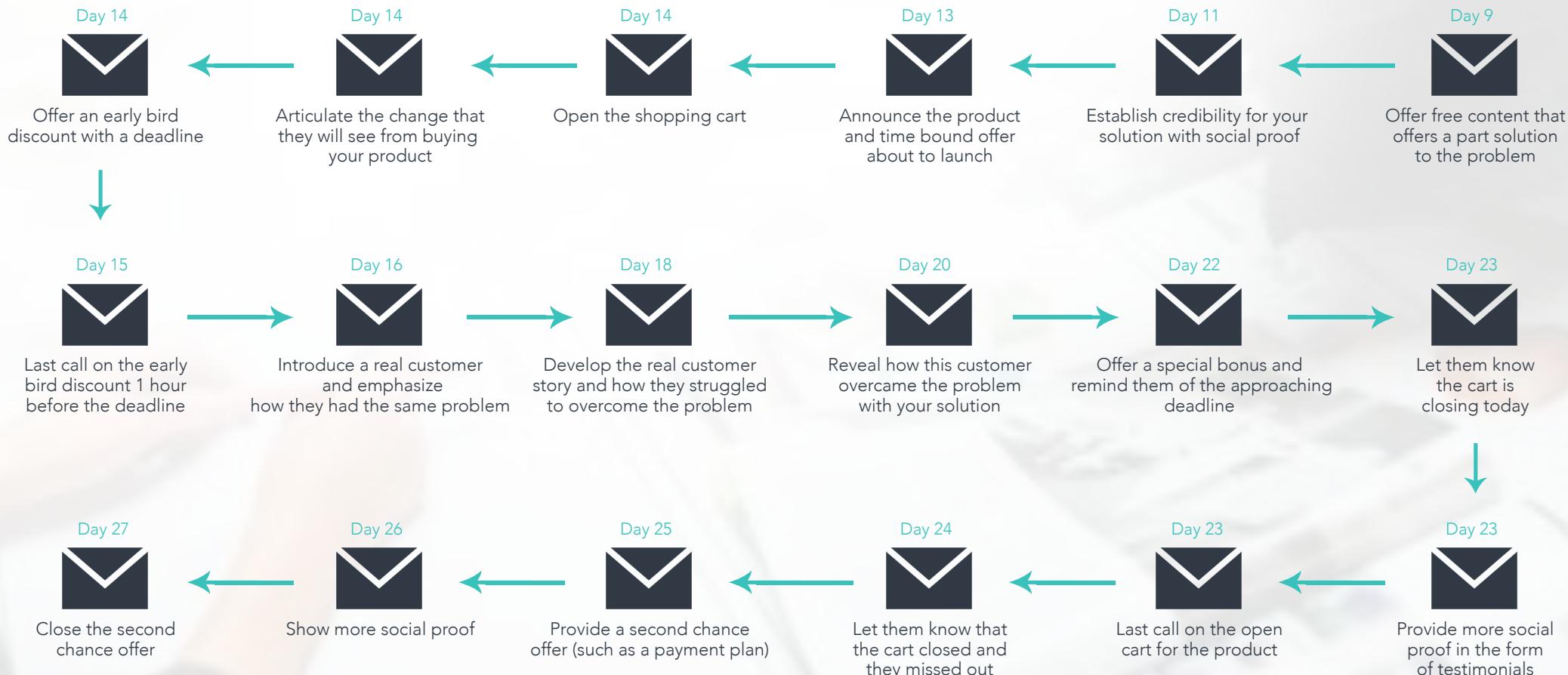
Webinars are the best digital replacement for an in-person event, and can quickly grow your credibility and convert prospects into sales in a short period of time. This email sequence is designed to encourage webinar signups, increase webinar attendance, and then turn attendees into customers after the event.





Product Launch

Quite often marketers will choose to launch a new product with a bang by creating buzz before the launch, having an open cart period, and then closing off sales at the end. The concept is very common for digital courses that are re-launched 3 or 4 times a year with a similar process.





Book Launch

17

Much like the product launch sequence, when an author releases a book it is common to create pre-launch buzz and then provide a short period of time to get a time bound offer on the book.

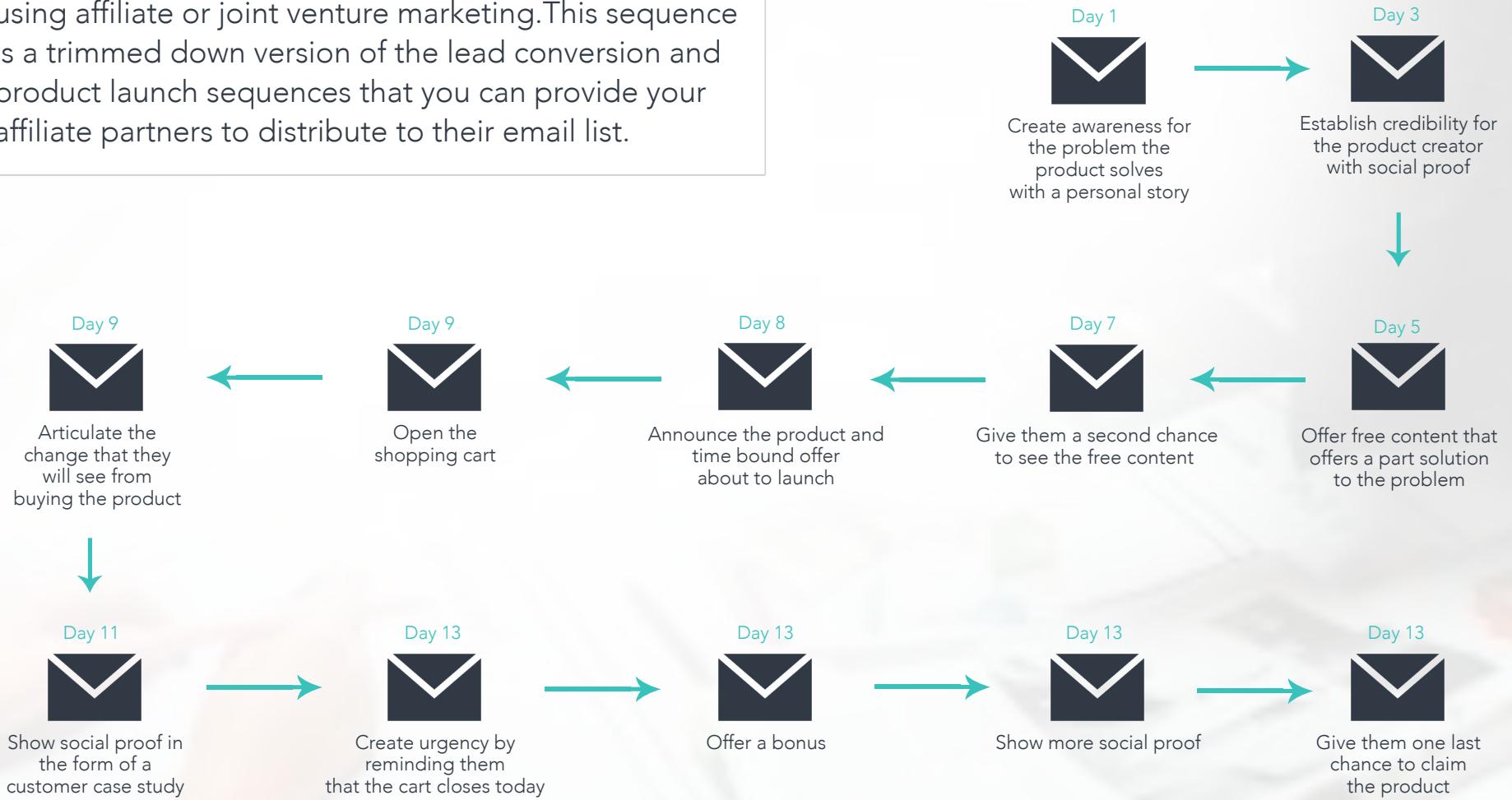




Affiliate Sequence

18

If you operate in a predominantly digital landscape, there is a chance you will choose to scale your business using affiliate or joint venture marketing. This sequence is a trimmed down version of the lead conversion and product launch sequences that you can provide your affiliate partners to distribute to their email list.

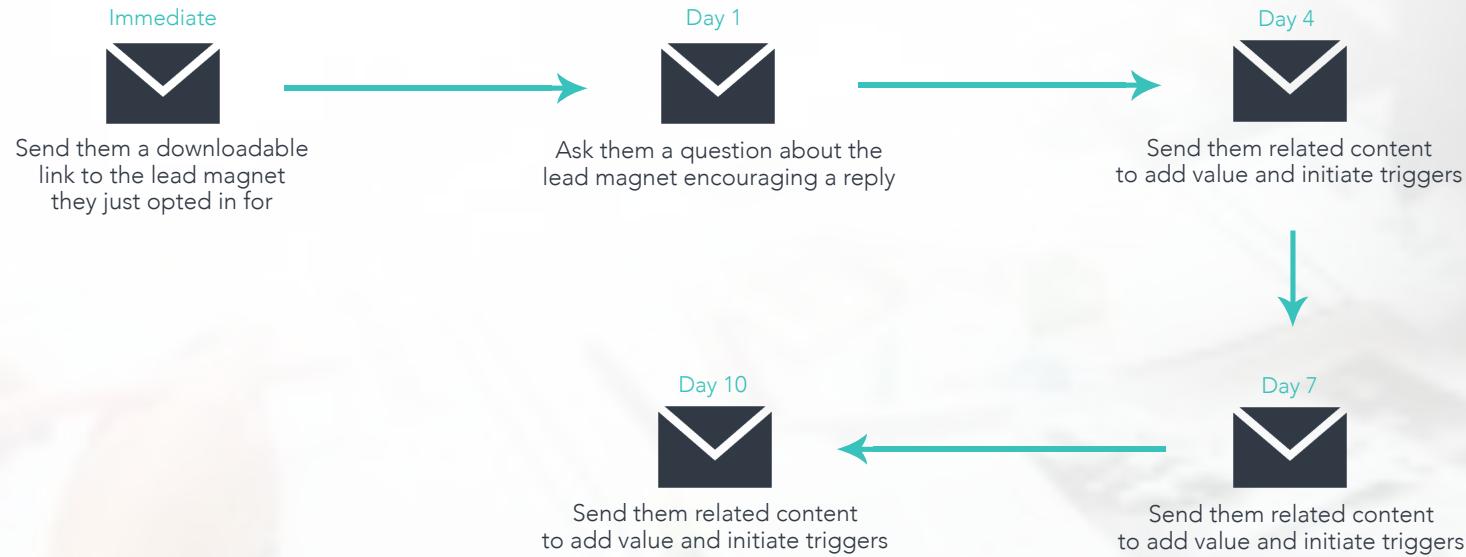




Lead Magnet Delivery

19

The lead magnet delivery sequence is a simple set of emails that you could send to someone who opts in to receive a free offer on your website, such as an eBook or checklist. The difference between this sequence and the welcome sequence is that it doesn't necessarily have to go to a new subscriber, they may already be on your list.

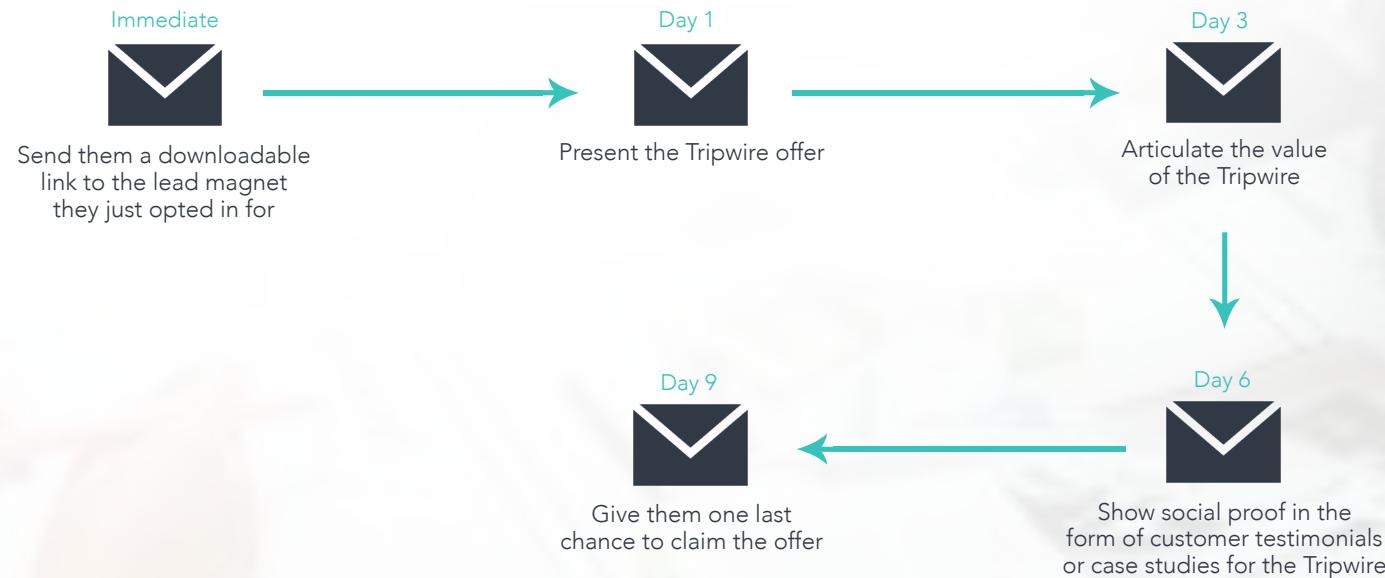




Tripwire Sequence

20

A tripwire offer is a high value, low-priced product you can offer new prospects that opt-in to your email list, usually after downloading a lead magnet. The idea is that if someone purchases something from you, despite how low-cost it may be, they are significantly more likely to do so again in the future.



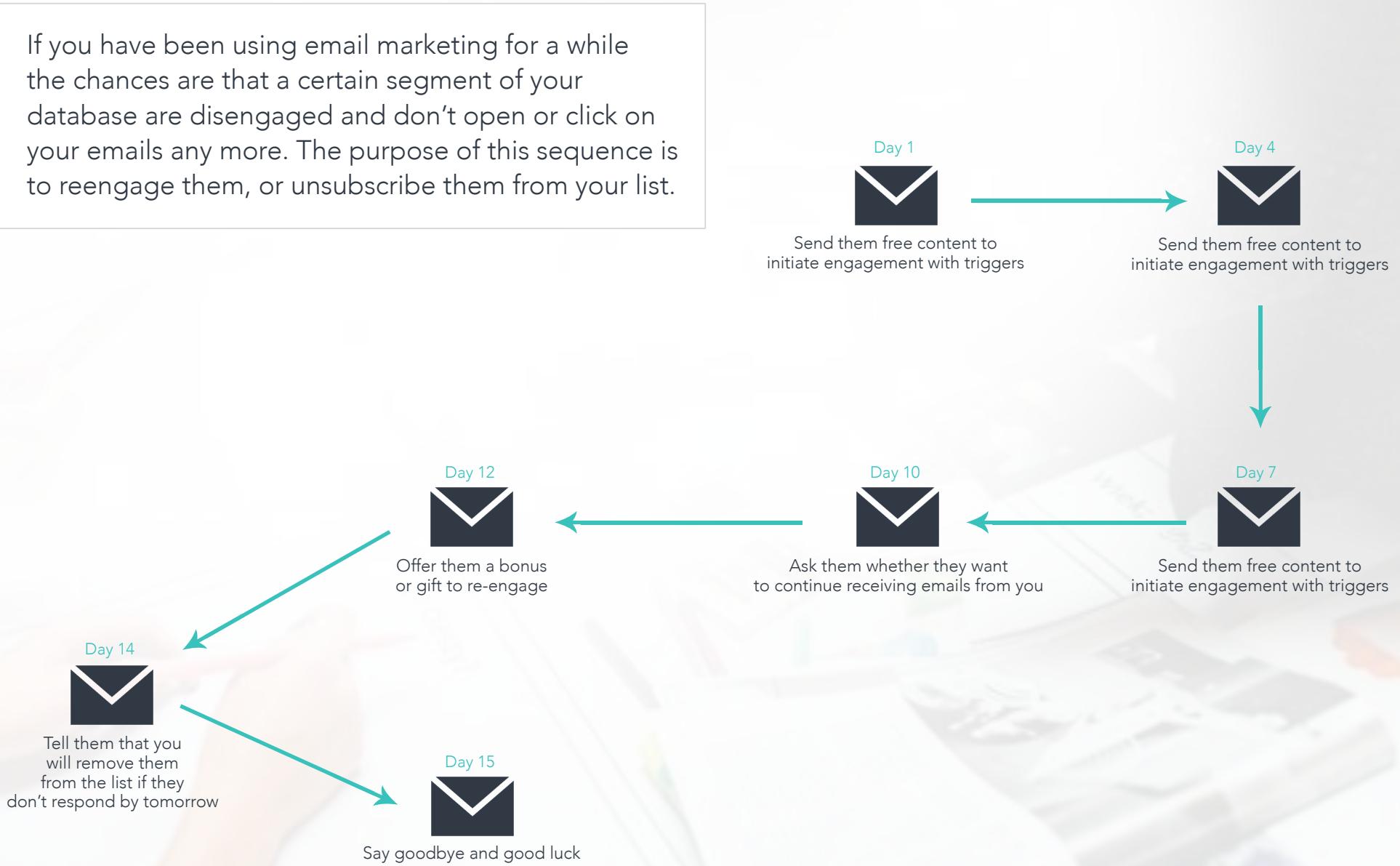
Note: Read more about the concept of a "Tripwire" in this resource from Digital Marketer:
<http://www.digitalmarketer.com/customer-value-optimization/>



Disengaged List Sequence

21

If you have been using email marketing for a while the chances are that a certain segment of your database are disengaged and don't open or click on your emails any more. The purpose of this sequence is to reengage them, or unsubscribe them from your list.





Customer Onboarding

22

This customer onboarding sequence is especially important for SaaS businesses, however it can be adapted to just about any industry. Its goal is to successfully onboard new customers and reinforce that they made a good decision to buy from your company.

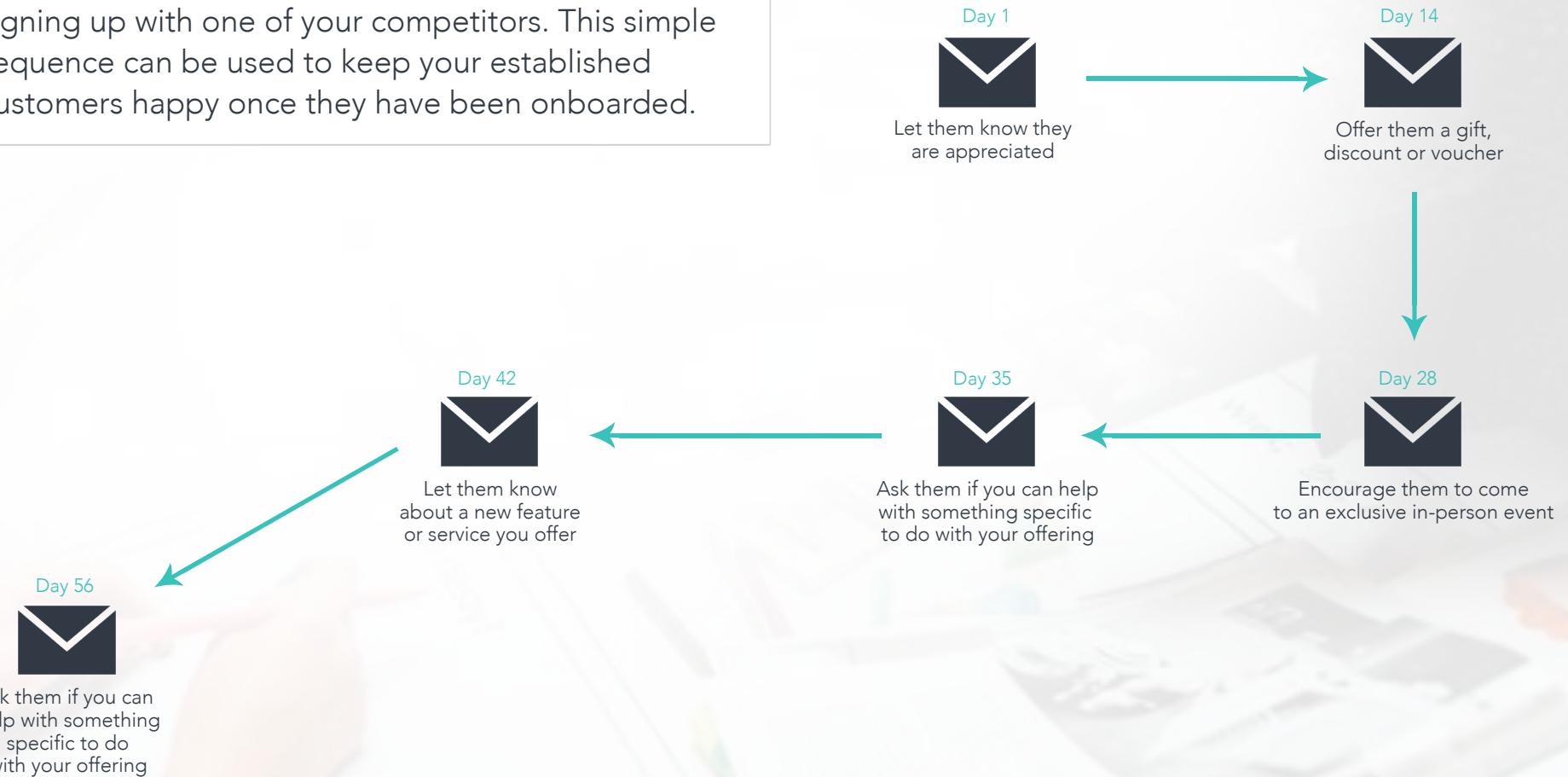




Churn Reduction Customer Sequence

23

It is far too common for businesses to neglect their longstanding customers and take them for granted. This can result in customers choosing to leave or signing up with one of your competitors. This simple sequence can be used to keep your established customers happy once they have been onboarded.





Customer Referral Sequence

24

Referrals from current happy customers are one of the best ways to grow your business, because the trust and credibility has already been established. This customer referral sequence should be used for your highly engaged and satisfied customer segment.

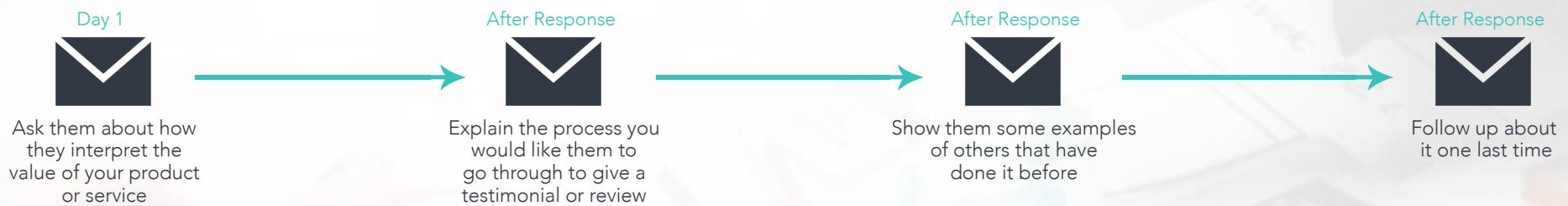




Testimonial/Review Capture Sequence

25

Similarly to the customer referral sequence, this set of emails should only be sent to your highly engaged and satisfied customers. Testimonials and reviews are also an essential part of building immediate trust with new prospects so it makes sense to have a system in place for capturing them.





Survey Sequence

26

You may want to survey your email list at some point in order to get feedback, content suggestions or product development ideas. This sequence will help you get a high rate of respondents, and subsequently some meaningful data to use.

