



Galactic Fed

# Email Marketing Toolkit



# Hi there,

Thank you for downloading Galactic Fed's Guide to Email Marketing.

We've prepared it with 4 key goals in mind:



Help you better **understand why email marketing** is one of the most valuable channels (and how it works)



Help you **grow your subscriber list** and improve key metrics



Help you **get started with** various types of email campaigns that drive results, click-throughs, and conversions



Help you find a trusted Email Marketing partner to **achieve new business heights**

Here's what you'll find here:



**Email Marketing Overview** to introduce you to this crucially important customer channel



**Email Marketing Guide** to show you how to get more from your current and future campaigns



**Email Marketing Sequence Templates** to show how you can leverage the capabilities of automated emails



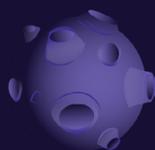
**Email Marketing ChatGPT Prompts** to help you employ AI's capabilities and 10x your growth



**Email Marketing Glossary** to ensure you speak the same language as your email marketing partner and/or resources you find online



**List with Email Marketing resources** to take your efforts one step further



Alright, let's take your open rate up and to the right.

BUCKLE UP!

# ★ Email Marketing Overview

We love email marketing. It's such a brilliant channel for nurturing your audience and promoting your products and services seamlessly.

If you still have your reservations, here are a few email marketing stats that will make you wish you'd started earlier:

<p>Approximately <b>347.3 billion</b> <u>emails are sent</u> each day worldwide</p>	<p>Nearly <b>92% of internet users</b> in the U.S. have an email account</p>	<p><b>Gmail is the most popular email service</b> in the U.S., with 53% of the market share</p>
<p><b>\$1 -&gt; \$36</b> For every dollar spent on email marketing campaigns, <b>companies receive \$36 in return</b></p>	<p><b>34%</b>  Automating emails through a drip campaign leads to a <b>34% increase in revenue</b></p>	<p>Companies that use triggered emails see a <b>70.5%</b> higher open rate than regular email marketing</p>
<p>Approximately: <b>45%</b> of companies send <b>promotional emails weekly</b>, <b>33%</b> send them several times per week</p>	<p><b>Tuesday</b>  is the best day for open rate (21.8%) and click-throughs (2.4%)</p>	<p>Most consumers sign up for B2C emails to <b>receive notifications for sales and discount</b></p>
<p>Approximately <b>45% of consumers open</b> abandoned cart emails</p>	<p>Surprisingly, personalized emails have a <b>lower open rate than generic ones</b></p>	<p>The average person <b>spends only 9 seconds reading an email</b> they open</p>
<p>Nearly 69% of B2B companies <b>regularly publish</b> email newsletters</p>	<p>Businesses are <b>21 times more likely to close a lead</b> if they respond to an email inquiry within 30 minutes</p>	<p><b>64%</b> prefer to receive emails with pictures <b>54%</b> prefer emails that include video <b>35%</b> prefer text-only emails</p>

Want to learn more? [Read on](#) to see why everyone is obsessed with email marketing.

# ★ Email Marketing Guide

The art of successful email marketing is in the details - here are 6 quick guides covering its essential aspects.



## 5 Tips for Optimizing Subject Lines

- ★ Keep it simple and focused on the key topic
- ★ Incentivize the open by emphasizing the value of it
- ★ Keep it to 10 words or 60 characters
- ★ Say something shocking or share a controversial opinion
- ★ Avoid spammy words like “bonus,” “buy,” and “sale”



## 5 Tips For Optimizing CTAs

- ★ Be original - go beyond “Learn more” or “Shop now”
- ★ Ensure a prospect is aware of the action you want them to take
- ★ Make them visually distinctive and attractive
- ★ Keep them above the fold
- ★ Don’t overuse them - one CTA per copy block (=story) is considered best-practice



## 5 Personalization Tips

- ★ Personalize greeting by adding the recipient’s name
- ★ Segment your subscriber list to send more relevant emails
- ★ Set up automatic emails triggered by a specific action (e.g., an abandoned cart)
- ★ Mention products/services/pages the recipient interacted with on your website
- ★ If interacted before, include details to emphasize on the long-standing relationship



## 5 Tips for Growing an Email List

- ★ Use AI automation and analytics tools to keep track of performance and optimize delivery.
- ★ Promote it in all other available channels
- ★ Make it easy to opt-in to minimize friction
- ★ Incentivize to subscribe by offering a discount or a freebie
- ★ Share valuable, unique, and shareable content



## 5 Tools to Boost Your Performance

- ★ **Seventh Sense** - improves the deliverability of your emails with smart send-out time and reduced risk of being marked as spam
- ★ **Smartwriter.ai** - drafts personalized emails by searching for information about a potential customer or business
- ★ **Phrasee** - draws upon its computational abilities to create content that resonates with your audience
- ★ **Rasa.io** - personalizes the content that each subscriber receives by analyze what recipients spend the most time interacting with
- ★ **Personalize** - creates personalized campaigns tailored to a user's preferences by ranking the top interests of each contact in your database



## 5 Important Rules of Thumb:

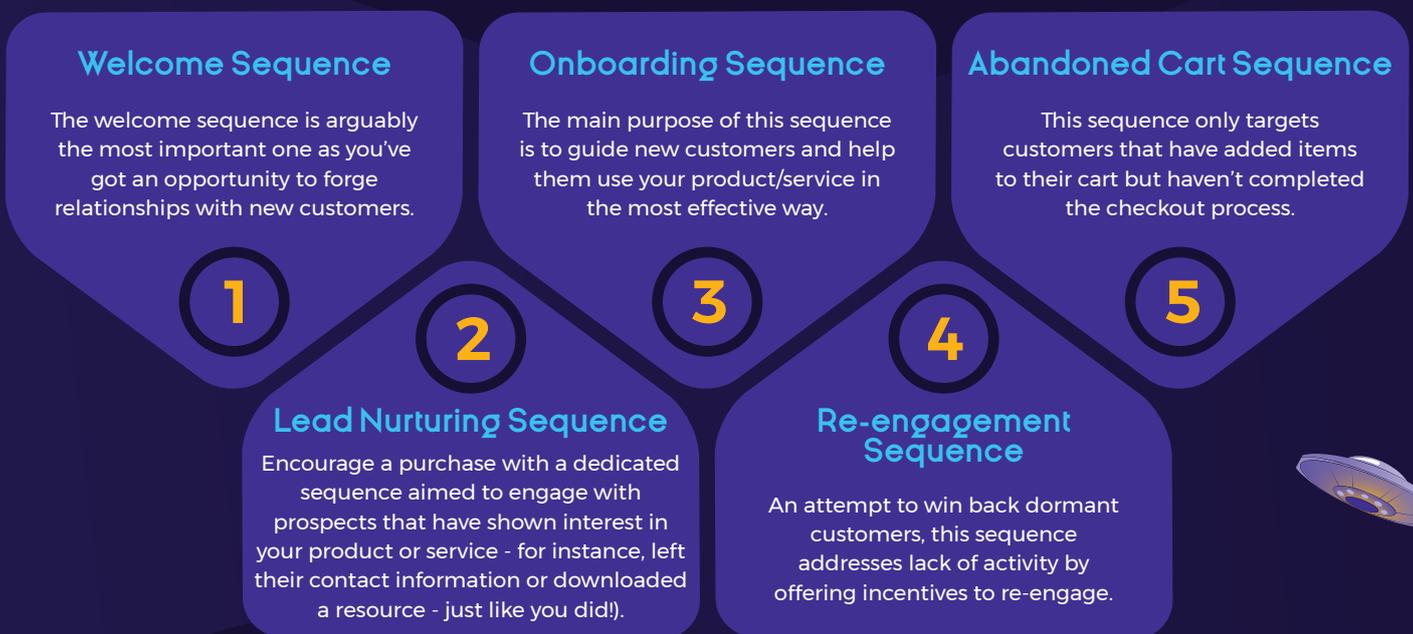
- ★ Implement **Double Opt-In** to avoid the spam folder and gain better deliverability
- ★ Always A/B test sequences and emails you'll be sending more than once
- ★ Focus on the value you provide to your subscribers - not your product/service
- ★ All links throughout the email to increase Click-through rate
- ★ Have at least weekly touch-bases with your subscribers to remind them about your business

# ★ Email Sequence Templates

When it comes to email marketing, one of the most common mistakes brands make is they view it as a standalone strategy rather than a 360-degree strategy.

If you want to fully leverage its capabilities, consider setting up email sequences - a series of emails automatically sent to a portion of your audience at a specified interval. These are commonly referred to as drip campaigns.

Depending on your product or service, you might opt for different email sequence types. Here are 5 the most common:



We've prepared a file with 5 templates that the Galactic Fed email marketing experts use. These will give you an idea what to include in each sequence, and the timing for sending out your emails.

You can duplicate and begin using it [here](#).

# ★ Email Marketing ChatGPT Prompts

“You get what you asked for” is very much the case with ChatGPT prompts. As advanced as it is, it can’t yet read minds, so you must feed it everything it needs to know to provide a satisfying response.

We gathered some prompt ideas that we found extremely useful in fine-tuning ChatGPT. It’s best-practice to begin a new conversation with a detailed overview of an identity you want AI to assume. So, in our case, it would look like:

You’re a marketing expert working for a digital marketing agency Galactic Fed (<https://www.galacticfed.com>). You’re now working on an email marketing strategy for the agency. Your main audience is business owners, marketing directors, marketing professionals, and decision makers. You’re a friendly expert who always sounds professional but not boring, with just the right amount of wits to keep the audience engaged. You also love to wordplay with cosmic terms.

Your current goal is:

Your previous results are:

Ideas you have in mind:

Guidelines to consider:

Now that ChatGPT knows something about you, it’s time to make it work for you. Take inspiration from our prompts but remember to **always add relevant details** and adjust wording according to the desired response.



### Generate Subject Lines

Generate subject lines for an upcoming [*product launch/promotion*] for [*brand name*], keeping in mind our [*tone of voice*] and [*specific goals*]. Include at least 5 different subject line ideas.

### Brainstorm Content Ideas

Brainstorm content ideas for our [*brand name*] email campaign that targets [*customer segment*]. Consider their preferences and pain points, and list at least 5 content ideas that would resonate with them.

### Generate CTAs

Create CTA button text variations for our [*brand name*] newsletter, focusing on [*goal: e.g., increasing engagement, driving sales, etc.*]. Provide at least 4 different CTA button text ideas.

### Create Segmentation Strategies

Suggest email segmentation strategies for our [*brand name*] email list based on [*previous examples or data*]. Provide 3-5 segmentation ideas to help us target our audience better.

### Explore Guidelines

Recommend email size guidelines for [*brand name*] to ensure optimal deliverability and user experience. Include suggestions for the maximum file size, image size, and text length.

### Develop Email Sequences

Propose email sequence ideas for [*brand name*] to achieve [*specific goals, e.g., nurturing leads, re-engaging customers, etc.*]. Describe 3 email sequences and the key messages they should convey.

### Develop A/B Campaigns

Come up with A/B testing ideas for [*brand name*] to optimize our email campaigns. Suggest at least 3 tests we could run, focusing on different aspects like subject lines, CTA buttons, and email layout.

### Explore Tools

List 5 email marketing tools that would help [*brand name*] automate and optimize our email campaigns. Include a brief description of each tool's main features and benefits.

### Build Specific Campaigns

Develop a series of 5 subject lines for a [*brand name*] re-engagement campaign, keeping our [*tone of voice*] in mind. Consider different approaches to rekindle interest and encourage action.

### Ask for Strategic Advice

Create a list of 5 potential incentives *[brand name]* could offer in our emails to increase sign-ups, engagement, and conversions. Describe each incentive and how it ties into our existing strategy.

### Develop Content Outlines

Create an outline for a *[brand name]* newsletter targeting *[specific niche/audience]*. Include sections such as introduction, main content, featured products or services, and any additional elements that would engage the audience.

### Develop a Strategy

Develop a comprehensive email marketing strategy for *[brand name]* focusing on *[specific niche/goals]*. Include objectives, target audience, content themes, campaign types, and a timeline for implementation.

### Ask for Recommendations

Review and provide suggestions to improve an existing email for *[brand name]*. Consider subject lines, CTA buttons, content, and layout. Offer actionable feedback to enhance the email's effectiveness in achieving its *[specific goals]*.

### Analyze Previous Results

Analyze previous A/B testing results for *[brand name]* and suggest new tests based on the findings. Provide at least 3 new testing ideas to help us further optimize our email campaigns.

### Explore Best Practices

Recommend best design practices for a newsletter in the *[specific niche]* targeting *[specific audience]*. Include tips on layout, typography, color schemes, images, and any other design elements that appeal to the audience.

### Optimize Growth

Suggest strategies for growing an email list for *[brand name]* within the *[specific niche]*. Provide at least 5 tactics that could help us expand our reach and attract more subscribers.

### Explore Legal Requirements

List key legal considerations for *[brand name]* to be aware of before launching a newsletter or email campaign. Include topics such as compliance with privacy laws, anti-spam regulations, and any industry-specific regulations that may apply.

### Evaluate Ideas

Evaluate the proposed idea for *[brand name]*'s email marketing campaign: *[describe the idea]*. Provide a balanced analysis, listing the pros and cons of implementing this idea and its potential impact on the campaign's success.

# ★ Email Marketing Glossary

Duplicate it [here](#)

## Instructions:

In this glossary, we've compiled all the key terms you're likely to come across while setting up email marketing campaigns. For instance - do you know the difference between Soft Bounce and Hard Bounce? Or, what's a CAN-SPAM? These terms may puzzle you now, but understanding them is crucial to ensure you're getting the most out of your email marketing.

Feel free to add your own entries as you expand your email marketing expertise - this is your personal glossary copy.

A	B
Term	Definition
<b>A/B Testing</b>	A method of testing different email elements (subject line, content, layout) to optimize email performance.
<b>Above the Fold</b>	The portion of an email that is visible without scrolling, often containing the most important information.
<b>Autoresponder</b>	An automated email sent in response to a specific action, such as a subscription or purchase.
<b>Bounce Rate</b>	The percentage of sent emails that are returned by the recipient's email server due to an invalid address.
<b>Call-to-Action (CTA)</b>	A prompt or button within an email encouraging recipients to take a specific action, such as making a purchase.
<b>CAN-SPAM</b>	A U.S. law that sets rules for commercial emails, giving recipients the right to opt-out and establishing penalties for violations.
<b>Click-Through Rate (CTR)</b>	The percentage of recipients who click on one or more links within an email.
<b>Conversion Rate</b>	The percentage of email recipients who complete a desired action, such as making a purchase.
<b>Deliverability</b>	The ability of an email to reach the intended recipient's inbox without being blocked or filtered.
<b>Double Opt-In</b>	A subscription process that requires users to confirm their email address after signing up to receive emails.
<b>Drip Campaign</b>	A series of pre-written emails sent to subscribers at specific intervals or based on specific triggers.

# ★ Email Marketing Resources

[The Galactic Fed Guide to Email Marketing That Converts](#)

[4 Must-Have AI Tools for Email Marketing](#)

[Email Marketing Services: 8 Key Things to Look For](#)

[KPIs for Email Marketing: 6 Figures You Should Be Tracking](#)

[Email Marketing Statistics You Should Know About in 2023](#)

[5 Best Email Marketing Software for Small Businesses](#)

[Email Marketing for Non-Profit: 7 Winning Strategies](#)

[8 Effective E-Commerce Email Marketing Strategies and Why They Work](#)

[How to Craft Effective Emails + 4 Email Samples](#)

[Free Email Marketing Templates from Galactic Fed](#)

[How To Boost Your Email List Using These Seven Marketing Hacks](#)

[The Galactic Fed Guide to High-Converting Calls to Action](#)



We hope this guide helps you to understand the importance of having a well-developed Email Marketing Strategy and kickstart your campaigns. If you have any questions, don't hesitate to reach out.

You can also start by getting a **free Email Marketing plan** from us - no strings attached!

Good luck!

**Galactic Fed**