

EMAIL MARKETING

4-Weeks Sprint + Tools



Go from reaching 0 customers a day to reaching 1000 customers a day by participating in our Email Marketing workshop.

The idea of this document is that by the time you have listened to the video and followed the instructions you will be fully able to build your own automated email distribution system and reached an additional half a million potential new customers every single year. This model has been proven with multiple companies in Expert Dojo and it's our pleasure to share it with you.

LEARN FROM THOSE WHO HAVE SUCCEEDED



We have many companies who have been tremendously successful at email automated marketing. Two of our portfolio companies who are also presenters of our course at the startups eBombo and VipLink, both of them have increased their sales by over 700% to over 100k/month in revenue solely using email automated very targeted outreach to achieve this. As you can imagine both companies had a far easier time raising money once they use email outreach to increase their revenue to over 100k/month. We cannot stress enough how companies who take this seriously will be viewed in a more positive light from an investor perspective and increase your opportunities of building a unicorn.

EMAIL MARKETING IS MORE IMPORTANT NOW THAN EVER BEFORE!

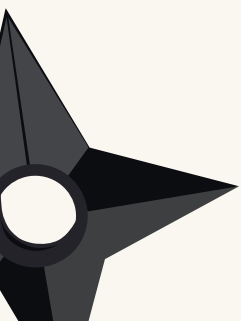
At Expert Dojo we have found that during good times there is plenty of money to be distributed in the startup eco-system through investment. This means that many startups can focus just on internal optimization. During difficult times the difference between the startups who get investment and grow and those who don't is aligned with the aggression of those same startups in finding new customers. Email marketing is one of the most effective ways to be able to build your prospect list, raise awareness of your product and sell to new customers, but only if done properly.



BREAKDOWN OF THE 4 WEEKS SPRINT

Week 1 Ideal Customer Profile

Before Pulling any contacts or lists it is extremely important to understand who your customer actually is. Ideal customer profile is one of the most misunderstood and difficult aspects of selling your product. To make sure that you are going after the ideal customer profile you must make sure that you have isolated those individuals who are most affected either through gain or pain from your products existence. To do this properly you will need to test this with both prospects and existing customers on multiple occasions and measure and measure what your customers results actually are. In the meantime it is important that you make an assumption based on the best facts available to you. This assumption should be measured and tested continuously as you are emailing out afterwards. Your ideal customer profile will involve a customer type, a job title, a gender, an economic background and likelihood to buy based on preferences of similar type products.



Week 2 Creating Prospect Lists

Now that you have identified who your ideal customer profile is, it is imperative that you build a system driven formula to be able to find up to 1000 new prospects every single day. There are a number of places where you can find lists of companies. Some of our companies have lists of 100,000's of people that are potential prospects, others have ways to find their own lists. At Expert Dojo we normally point our companies in the direction of 3 principal platforms which we prefer, the 1st is called seamless.io, 2nd is called Apollo.io, 3rd is hunter.io. All 3 of these platforms will allow you the ability to be able to pull lists based on your customer preferences. We always suggests that all of your lists are pulled at the beginning of the week for everything you are going to do in the week in brackets preferably on a Sunday so that your outreach time is never affected by downtime. When you sign up for one of these platforms in brackets we have arranged discounts to pricing for you, you will be able to go in and find the very best companies for you to be successful with. During this week we always ask our companies to download the lists themselves so they have those companies prepared for the following week. During this 1st month sprint you don't need to download 1000 companies per day, it is enough that just 1000 companies are downloaded so that you have the ability to test with this.



Week 3 Messaging

This week is entirely focused on making sure your messaging and how you interact with your customers is being done. We use multiple different tools to do this, Hubspot is an excellent tool for both the CRM and also for building landing pages. Other Expert Dojo companies use other methodologies such as lead pages or even adding landing pages to their own website. We will cover this in a separate sprint, but some of the most successful companies have 1000's of individual landing pages all pointing towards one central hub. where their product is hosted. The companies do this to avoid having to constantly rely on paid advertising. In addition to landing pages you must also make sure that the messaging both where the customers will land and also the email to the customers is very specifically focused on attracting their attention within a 3-5 second of period time and forcing them in to the action that you wish them to take. This week will be entirely focused on this and our videos will also give you some additional information as to how you can build out the very best opportunity for you to convert customers at the highest level.

Week 4 Aggressive Outreach

This week is totally focused on the rubber meeting the road. This is where you will be emailing the 1000s contact that you have using one of the email distribution systems and CRM systems that we also recommend at Expert Dojo. Some of these email distribution systems range from Hubspot, Mailchimp or Sendgrid. From a CRM system perspective we use everything from Zoho, Pipedrive, Notion, AirTable, Hubspot or Salesforce. Each prospect should use whichever system they feel better with and whichever system fits into their cost structure better, but you have to use something to manage the multitude of responses and optimization that is going to be needed for you to be successful.



OUR RECOMMENDED TOOLS TO SUCCEED WITH YOUR EMAIL MARKETING

- **Apollo**: Best low cost Outbound Email Tool, Free to start/10% off
- **Hubspot**: CRM + email automation, 30% off for Expert Dojo Start Ups
- **SaaScend**: Our recommended partners to make sure all your systems are automated and interacting between tools, they tie the entire funnel together. 10% Discount + Free Assessment
- **SEAMLESS.ai**: Best place to find and source leads. Build custom lists. Discount for Expert Dojo, 10%

