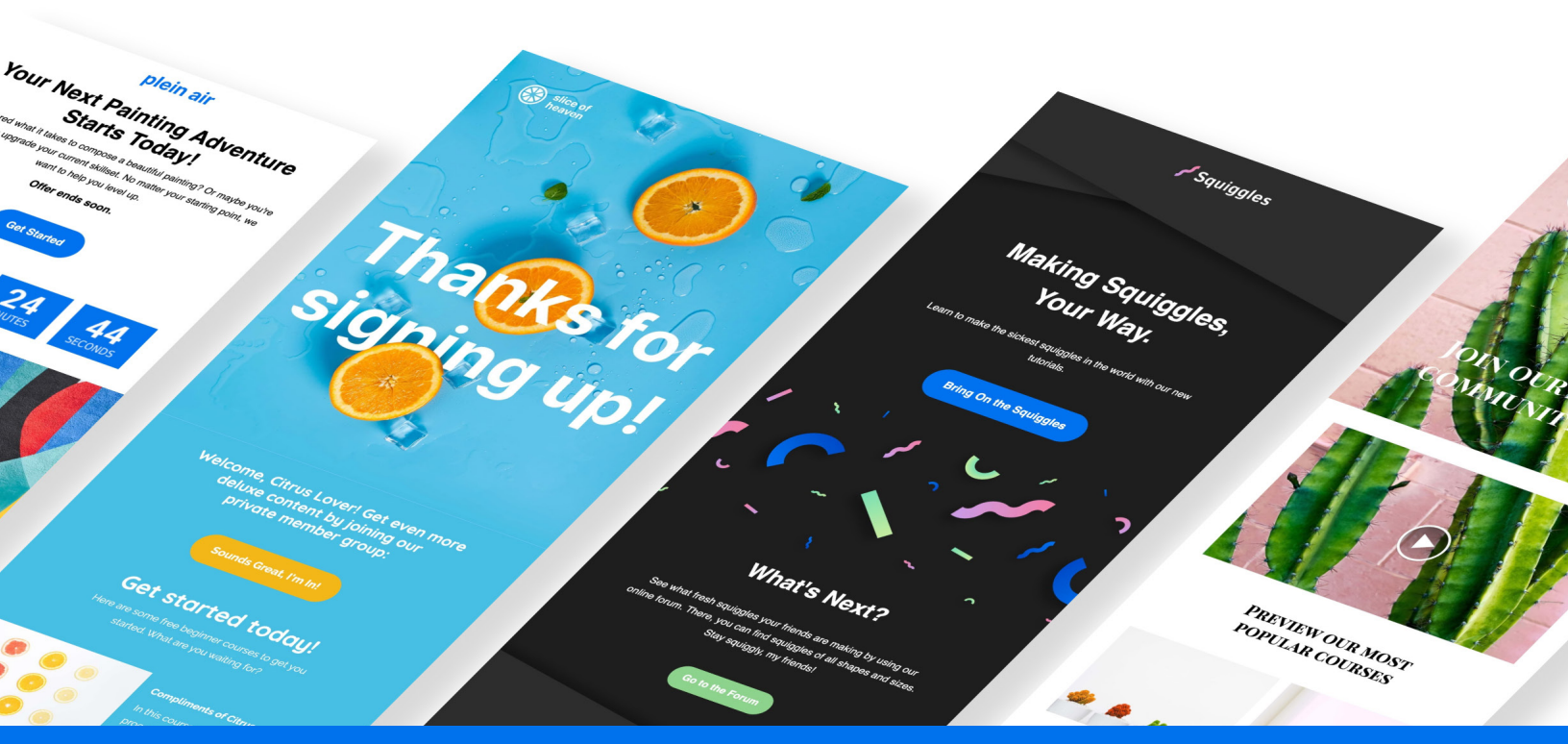# KAJABI

5 ways for course creators to be effective with email

Introduction

Dollar for dollar, email marketing is the most effective marketing channel today for growing your business. Yet it's also one of the most misunderstood.

Every few years, you'll see a headline screaming that email marketing is dead (usually from an expert who believes they've found something better). But nothing could be further from the truth.

No other organic tactic puts your message in front of a warm audience as well as email. It's cost-effective. It's 100% owned by you. And when you send an email, it stays in the inbox, ready and waiting for the moment your subscriber has time to engage.

That's far more often than you might think. [Adobe](#) has found that people spend three hours checking work emails and two hours checking personal emails every day. The majority check their email every few hours.

So no, email isn't dead. On the contrary, it's the key to growing your business, especially if you leverage these five tips for stepping up your email marketing game.

5 ways to step up your email marketing

We've worked with thousands of course creators with all levels of experience. And we've identified five things that successful creators do consistently to get better results from their email marketing:

→   They don't start from scratch.
→   They send the right message to the right users.
→   They send the right message at the right time.
→   They personalize their emails.
→   They automate their marketing and sales funnels.

None of this is rocket science. All of it is doable by new and established course creators. And all of it is easy to implement when you work with email software like Kajabi's.

Tactic #1. Don't start from scratch

This may sound like contrarian advice. Experts are always talking about the need to differentiate your brand. But when it comes to email marketing, you can build a strong brand without starting from scratch.

By using pre-built templates and designs, you can save hours of your valuable time. Templates are just a starting point. Tweak them to include your branded colors and messaging, and you can easily build your brand in a fraction of the time.

It's not the design of your emails that give you the highest ROI. Research by the DMA reports that what people want from emailers are:

→   More relevant emails
→   Emails that are actually useful (not fluff)
→   The feeling of a relationship with brands

What matters most is your message, not the way your email looks in the inbox. In fact, researchers have pitted plain text emails against HTML emails (those emails with fancy layouts, images, and buttons). They discovered that simple text emails get a 17% higher clickthrough rate.

That doesn't mean you need to resort to ugly emails. But it does mean you can stop laboring over your email's design. Instead, spend your time on getting the message right, and you'll get far better results.

Send messages that will impact and engage your subscribers. Fill your emails with stories, information, and offers that will resonate with your audience. This is the best investment of your time and effort.

Great emails reward the user for opening, reading, and clicking through. And that reward is a smile, a break from a busy day, or a bit of knowledge that they couldn't have found anywhere else.

How Kajabi can help

With Kajabi, there's no need to spend hours formatting your emails. Kajabi has a plethora of high-performing templates that look great and perform well. As a result, you can focus on the meat of the content vs. designing or starting from a blank canvas.

Here's how to get started:

Select **Email Campaigns** in the **Marketing** tab. Here, you'll see a list of your email campaigns and sequences.
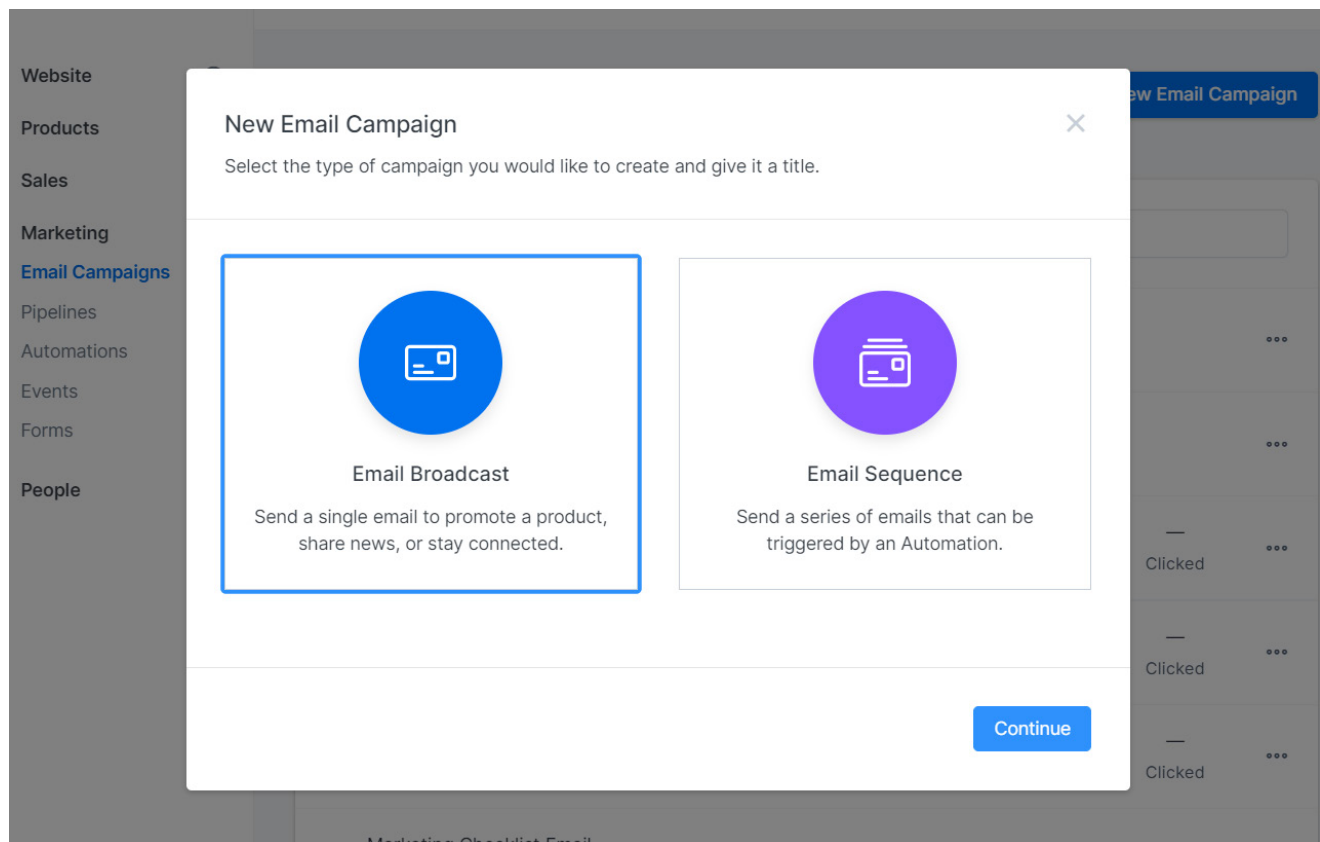
To create a new email campaign, in the upper right corner, click + New Email Campaign.
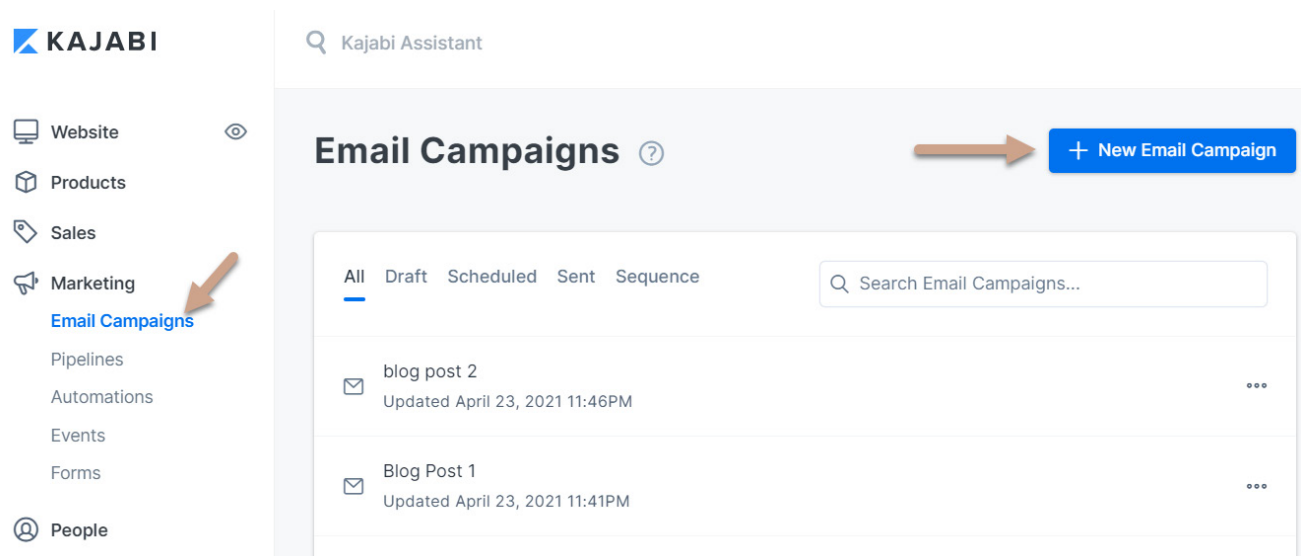
Choose the type of campaign you want to create.

→ Select **Email Broadcast** if you want to send a single email.
→ Select **Email Sequence** if you want to build an automated email sequence.

Don't worry if you aren't sure. If you decide to turn a broadcast into an automation, you can do that at any point.

You'll have a range of templates based on the purpose of your email:

→ Simple text
→ Showcase a product
→ Announce an event
→ Share a newsletter
→ Share a blog post
→ Share knowledge

Or you may choose a template based on its design. Kajabi's design team has professionally formulated these templates to engage your recipient and support your message.
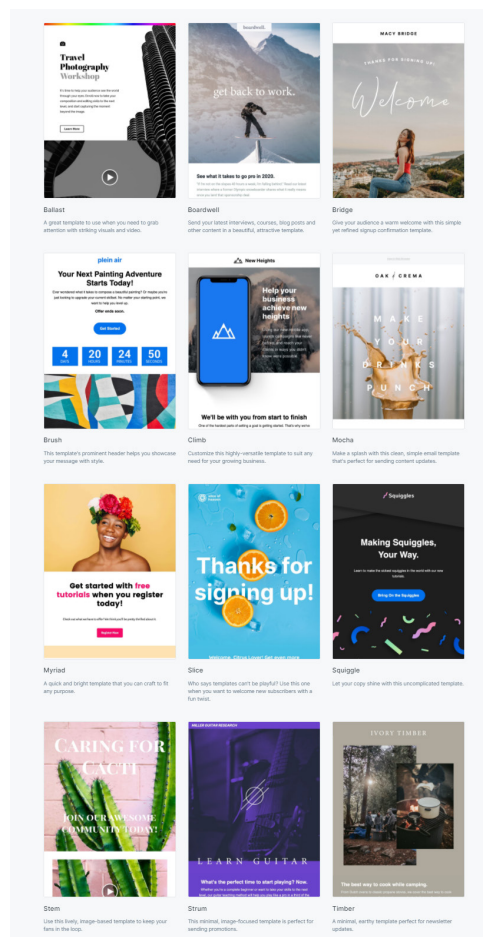
Let's say you want to send a welcome email to new subscribers. You may decide to choose the "Bridge" template. The layout is already created, including a simple welcome message.

With a few clicks, you can have a professionally designed, beautiful email ready to send to your new subscribers.

Building your email campaign:

Select your favorite template.
Enter the **Internal Title.** (This is for your reference. It's not the subject line.)
Select your **Recipients.**
Enter your **Subject** and **Preview text.**

Then use Kajabi's intuitive drag-and-drop editor to personalize the template.
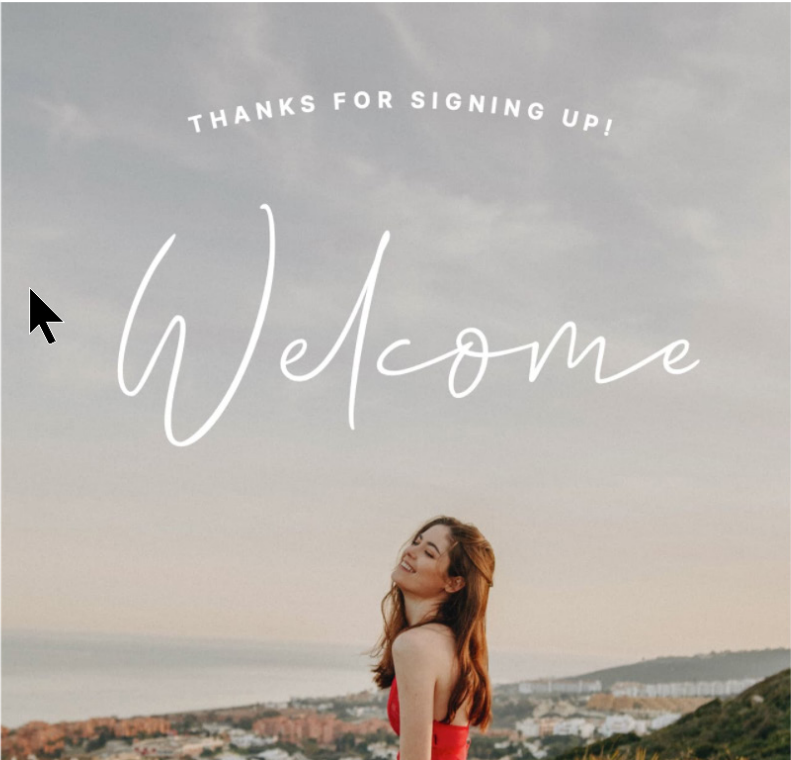
Tactic #2. Send the right message to the right users

When you ask someone to subscribe, you're making a promise. If they give you their contact information, you'll give them something in return. It might be free training, as in these examples:

James Wedmore offers a mini-course with a big promise: unleashing your inner-driven, digital CEO.

BoomFox Productions offers to teach you a complicated trick in just 15 minutes.

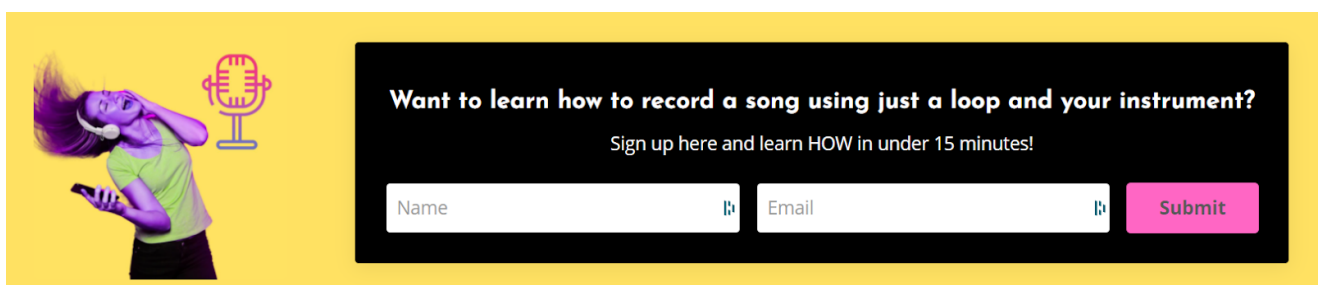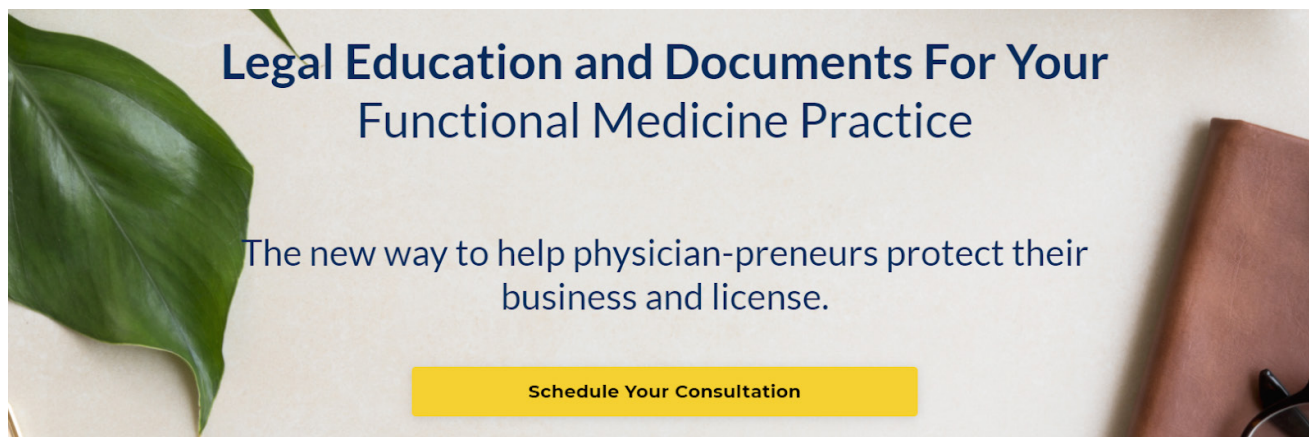*But training isn't the only promise you can make. In this example, the Functional Lawyer offers a free consultation:*

And here, Elissa Weinzimmer of Voice Body Connection simply promises to keep you updated through weekly emails.
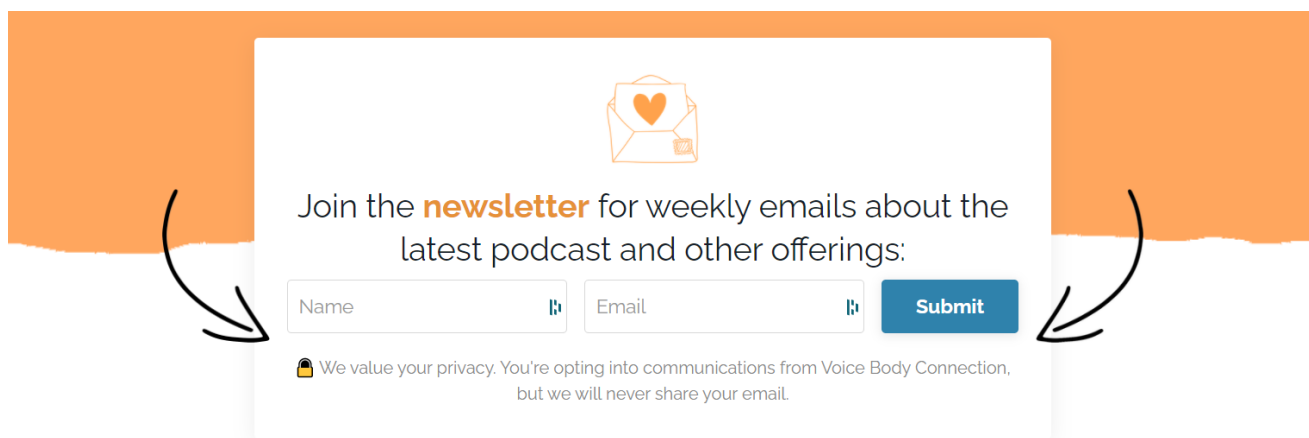
As diverse as these examples are, they all do one thing: make a promise. They offer something of value in return for the user's contact information.

Rule #1 in email marketing is this: Your emails should consistently deliver on the promise you make when you ask people to sign up. Only by meeting users' expectations can you train them to open your emails. It's how you get them to click through and stay subscribed.

And it's not that hard to do. Yet, surprisingly, many businesses are failing to meet this minimum requirement.

Businesses are being lazy. They're focusing on what they get from the subscriber instead of what they've promised the subscriber. As a result, they're sending the wrong message, and it's dampening results.

Why "the wrong message" is such a problem

What does it mean to send the wrong message to your subscribers? It means you send information that isn't relevant. In most cases, the message will be perceived as wrong if it meets either of these criteria:

→   It doesn't relate to the lead magnet the subscriber downloaded when they joined your list

→   It doesn't relate to the overall topic of your website

Let's look at an example.

You saw Elissa Weinzimmer's subscription form in the examples above. That form is at the bottom of her homepage. Above it are Elissa's brand promise, her "About" story, and a list of her podcast episodes, all talking about one thing: the voice-body connection.

This page is laser targeted to Elissa's ideal audience. So when you subscribe, you expect the same laser precision from her emails.

What would happen, then, if she sent an email offering tips on survival skills or parenting? Her subscribers would likely be confused and disappointed. That information wouldn't relate to the "promise" she makes on her website opt-in form. It would have nothing to do with the voice-body connection.

Now, let's look at another scenario that's less troublesome on the surface but could be just as disappointing to subscribers. Let's pretend Elissa offered two lead magnets, one targeting beginners and another targeting advanced speakers and singers.

It sounds like good marketing, doesn't it? But by offering information to distinct subgroups, Elissa would be making an implicit promise: to deliver unique information to beginners and the more advanced.

If she were to send beginner information to the advanced group, they might decide she isn't speaking to them. They might stop opening her emails, or worse, unsubscribe. If she were to send advanced tactics to the beginners, they might think she doesn't understand them.

Too often, creative entrepreneurs fall into this trap. In their efforts to grow their list, they create a slew of different offers and lead magnets. But they don't consider the expectations they're setting for subscribers.

They send every message to all their subscribers without thinking about whether it's right for everyone in the audience.

Fortunately, there is a solution. In email marketing, when we create subgroups related to individual lead magnets or offers, we call each of those groups a segment.

Segmentation is the division of email subscribers based on the information they've shown interest in, the lead magnets they've downloaded, or the products they've purchased. Segmentation may sound complicated, but it's actually very simple: Don't send every message to your entire newsletter list. If you're targeting a specific topic, send it to the group that's most likely to care.

Segmentation is the key to sending the right message to the right people. Unsurprisingly, the DMA has found that 60% of B2B marketers say they're focusing on improving the audience segmentation and personas. These marketers understand the value of being relevant, so your subscribers are always excited about opening your emails.

Understanding segmentation

Segmentation begins with dividing your list into small groups based on similar attributes. These smaller lists don't replace your full subscriber list. Instead, they allow you to send unique messages based on the user's purchasing habits, needs, and interests.

With segmentation, one subscriber may be on multiple lists:

→ Your newsletter list, which is your primary list
→ The list of people who have downloaded your lead magnet
→ The list of people who have bought your course

But you may also find it useful to segment users based on their engagement and behavior. For example, some marketers create segments for:

New buyers (people who are very likely to buy again)
Inactive users (people who haven't opened your email in the last 90 days.)

How Kajabi can help

Kajabi has four default segments:

→ All (your members, subscribers, and contacts)
→ Members (people who have purchased something or signed up for an offer)
→ Subscribed (contacts who have consented to receive marketing emails from you)
→ Inactive (subscribers who haven't opened your emails in the last 90 days)
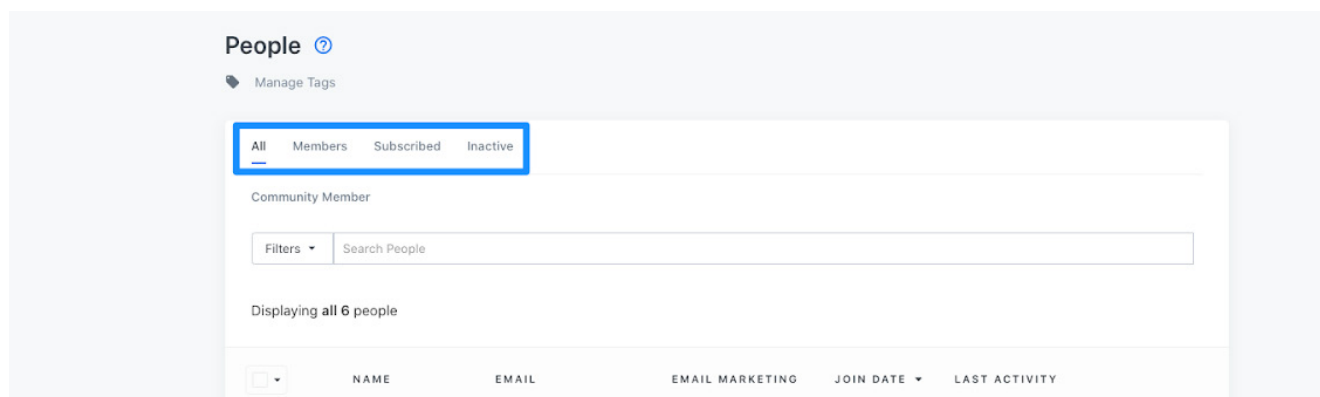
You can create and save custom Segments as well.

→ Open the **People** tab from the Dashboard.
→ Click **Filters**.
→ Open the **Select Filter Dropdown** menu.
→ Select the filter you want to include in your customer segment.
→ Click **Apply**.
→ After selecting your filter(s), click **Save Segment**.
→ Create a title for the Custom Segment.
→ Click **Save**.
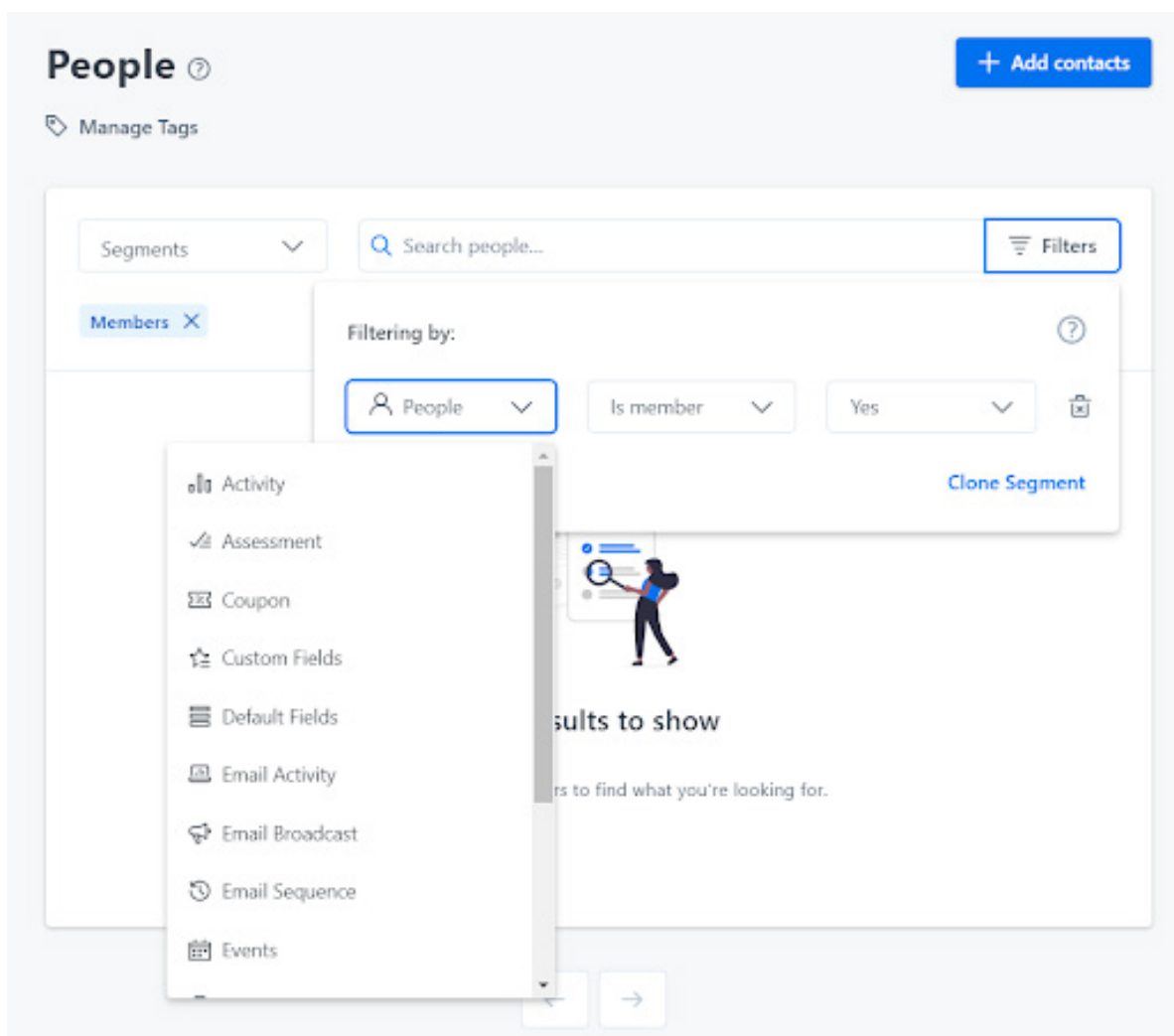
When sending an email, don't automatically send your message to all subscribers. If your message is suited to just one segment, send it to them. Conversely, if there's a segment that doesn't need the message, exclude that group from your email.

For example, you may want to send an email to people who have downloaded your lead magnet but haven't bought your course yet. Kajabi lets you set specific parameters for the recipients of your campaign.

In this case, we've chosen to send the email to anyone who:

→   Is in our "Email Automation" list, which we've created for people who have downloaded our lead magnet
→   Has not purchased the Coaching Program

This way, we can write persuasive messaging for nonbuyers without confusing our buyers. You've probably experienced this yourself. After buying a product, you get an email saying, "Our records show you haven't bought yet. I can't help but wonder what's wrong."

The wrong message to the wrong people is confusing. But, thanks to Kajabi's advanced segmentation, you'll always send the right message to the right people.

Tactic #3. Send the right message at the right time

Messaging isn't the only thing you need to get right. To have the highest impact, your emails should land in your subscriber's inbox at the right time.

This goes beyond timing your emails to talk about news events, seasons, and holidays. Instead, timing is about being sensitive to where the user is in their customer journey or what they may be thinking and feeling as they engage with your brand. To do this, you need automation sequences designed for your users' unique needs.

For subscribers

Let's say someone just signed up for a webinar. They need information relevant to the webinar, and they need it at the right time.

→ They need to get a confirmation email immediately after registering.
→ They need reminders as the event approaches.
→ When the webinar is about to start, they need one last reminder.
→ After the webinar, they need follow-up messages reminding them of the information you shared.
→ They also need encouragement to take the action you asked for in the webinar.

This same need for relevant information exists at different points in the customer journey. Based on an action they've taken, they need specific information that guides them, informs them, and helps them succeed. For example:

→ **When someone signs up for an event:** They need information about the event, what to expect, links, and calendar invitations.
→ **When someone downloads a lead magnet:** They need the links and follow-up information telling them how they can learn more.
→ **When someone buys your course:** They need a welcome sequence with onboarding information.
→ **When a subscriber stops engaging with your emails:** They need an engagement sequence that gets them opening and clicking your emails again.

Each of these campaigns is designed to meet the user's needs at their stage of the customer journey. But you need to anticipate their needs, then set up a sequence that meets those needs before your subscriber is aware of them.

This builds trust. It also builds your credibility as an expert because you provide tangible solutions before they know they have a problem.

For students
This same approach works once you've sold your course. Think about the user experience in your course.

When students first sign into the course, they may feel lost. They need help navigating the platform and finding important information.

There's likely a lesson that you know is challenging. It's the point at which they might choose to quit or stop progressing.

When they finish the course, they may wonder, "What's next?" They've got a lot of new knowledge, but they don't know what to do with it.

Once again, you can set up automation sequences to help your students feel confident at every stage of their experience. Not only does this build their trust, but it also builds their loyalty.

By not leaving your students hanging or expecting them to figure things out independently, you create superfans who turn to you for help every time they need it.

How Kajabi can help
Because Kajabi combines course management and email marketing capabilities, you can automate messages to align with your student's progress. This is a radical improvement over the experience your students get with other course providers.

Most course platforms don't have this functionality. As a result, when course creators on those platforms email their students, they have to send generic messages based on assumptions about student progress.

With Kajabi, you can send the right message at exactly the right time. And setting up an automation is easy:

→ Click **+ New Automation.**
→ Select a **When** action. This is the trigger for your automation.
→ Choose a **Then** action. This is a response to the trigger.
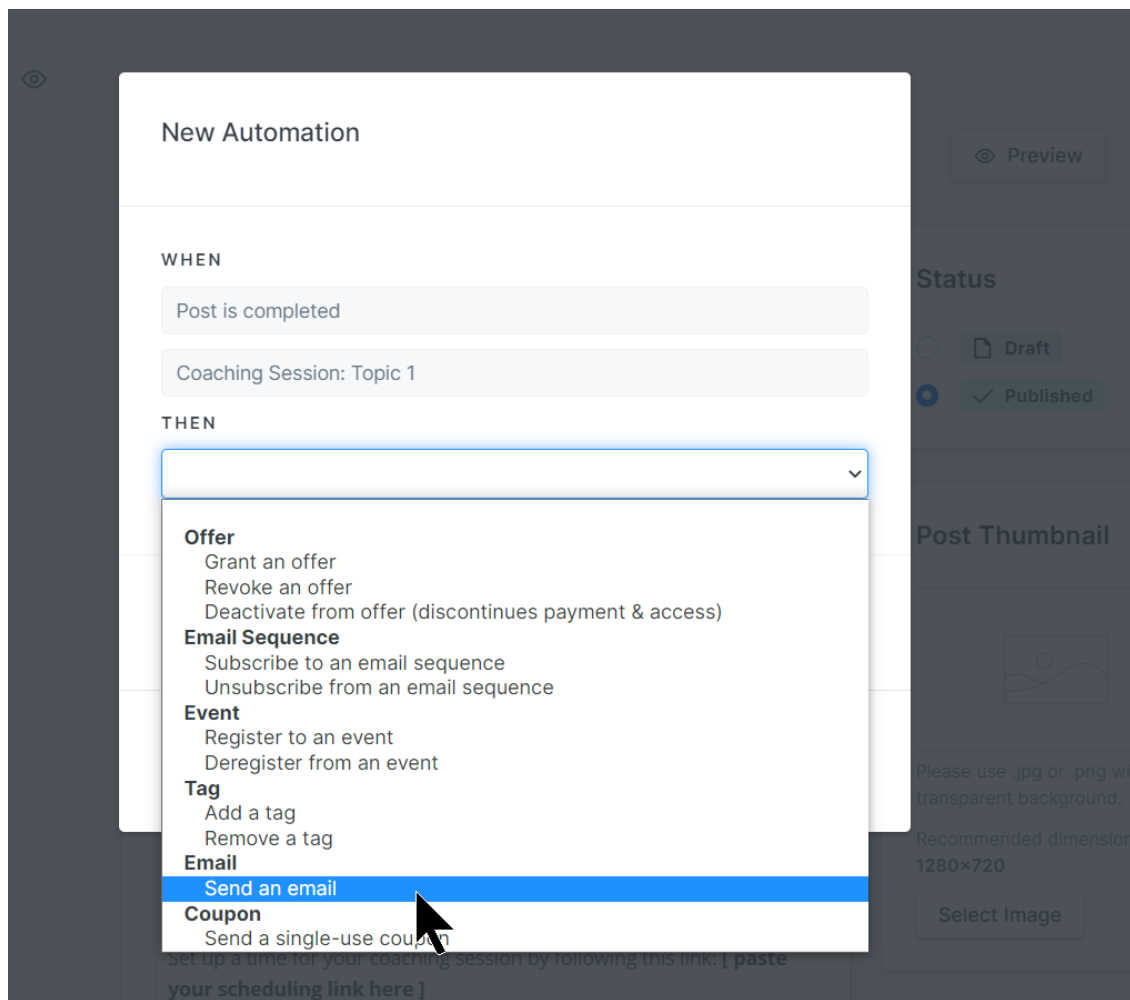→ Click **Save**.

Let's say you want to set up an encouragement email when students complete Week 3 in your course.

Go to **Products** in the navigation bar, and select your course. Next, open the lesson, Week 3, and scroll to the bottom of the lesson.

You'll see an Automations box:
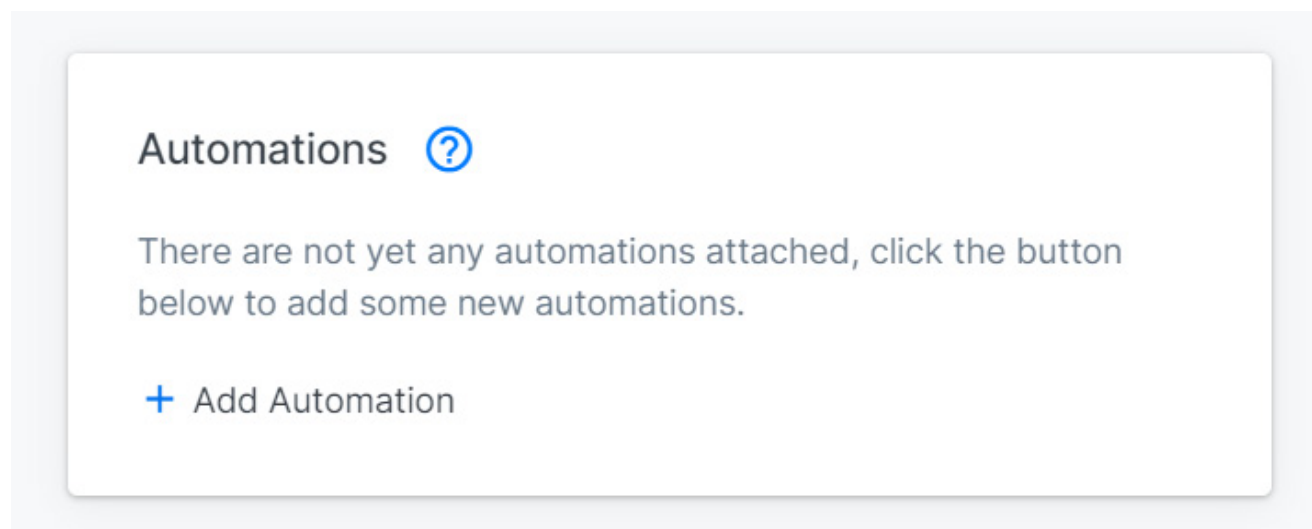
Click **+ Add Automation** to set up your automation.

Because you're setting up this automation inside the lesson, Kajabi understands that you want "Post is completed" to be the When trigger. You may choose any Then response that fits your objective.

In this case, we're going to send an encouragement email, so we'll select "Send an email." When you make your selection, the email editor opens, so that you can write your email.

Once you're happy with it, click **Save**, and you've done it with only a few clicks.

Tactic #4. Personalize your emails

When you write your email, it may feel like you're writing a generic message to all your subscribers. But from the user's perspective, you're talking just to them. So it's important that your emails sound like they're speaking conversationally to just one person.

One of the easiest ways to do that is to personalize your emails. But personalization does more than engage your readers. Studies have proven it increases your conversion and engagement rates.

→   Personalized email gives an ROI of 122%.
→   Emails with a personalized subject line are 50% more likely to be opened.

What is personalization?
Personalization is the inclusion of small bits of personal data in your emails, such as the user's name, business name, role within the company, or location. When the user sees these pieces of personal information, they feel the email was written specifically for them.

When you write your email, you insert a piece of code wherever you want the personal data to show up. Then, when you send the email, your email service merges the subscriber's data into the email.

In its early days, personalization was usually restricted to the recipient's name, usually in the subject line and the greeting. Today, technology is far more sophisticated. Other attributes can be used, including past interactions with emails and past purchases.

Factors Used To Personalize Email Content

	% 2019	% 2020
Name, company name, etc.	83%	72%
Customer status (e.g., prospect/customer, seasonal shopper/year-round shopper)	44%	49%
Past interactions with your products, services, etc.	27%	40%
Past interactions with your emails	32%	39%
Past purchases	31%	38%
Expressed preferences via preference center, profile, account, etc.	25%	32%
Geolocation	36%	31%
Past interactions with your website	25%	30%

Source: Adobe State of Email Report, Fall 2020

Getting personalization right

To personalize your emails, you need the right technology and accurate data. Unfortunately, according to Campaign Monitor, 66% of marketers don't have the resources to do it right.

To send the right message to the right people, you need accurate data. To get insights from your subscribers, you need to know:
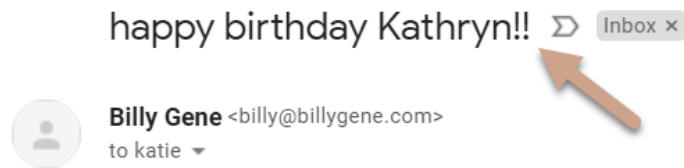
→ Are they inactive? Your email may not get a response.
→ What is their behavior with your website and brand? What lead magnets or products have they chosen? What web pages have they visited?

Let's look at some examples.

Internet marketer Billy Gene does a lot of personalization. He's probably seen the research. Simply by adding the user's name to the subject line, you can:

→ Increase the probability of an open by 20%
→ Boost sales leads by 31%
→ Reduce the odds of the user unsubscribing by 17%

Notice how he does it in this email. First, he includes the name and sends a "happy birthday" message in the subject line:

And here, he puts the user's name in the body of the email:

This is basic personalization. And it works. You only need to make sure it sounds natural.

Don't randomly stick your subscriber's name into the email. Instead, pretend you're talking to them. Think about where you'd lean forward and say, "<Name>, you're never going to believe this."

And remember, you can use other types of personalization as well. Realtor.com, for example, sends emails based on your saved search criteria.
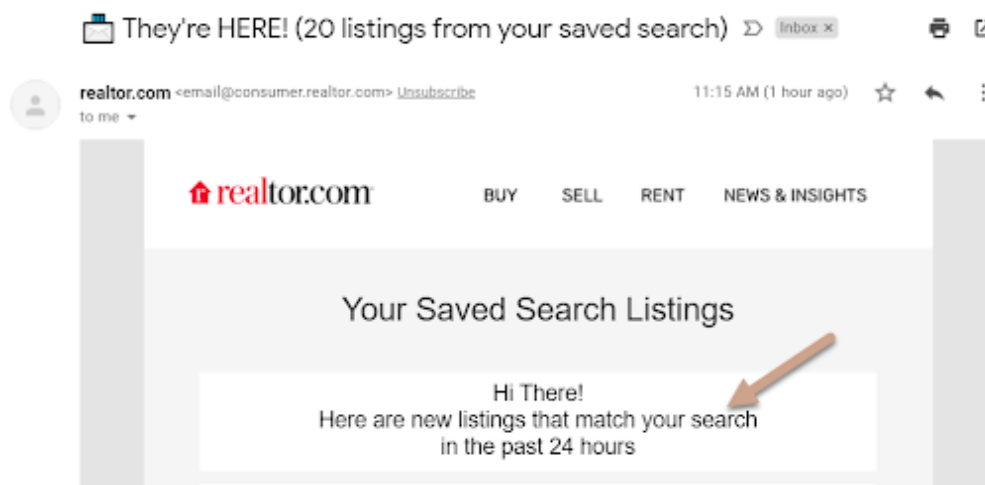
To do this type of personalization, you need to be tracking data around the user's behavior. For example, let's say they click a button in one of your emails. You can use that behavior to trigger an email series related to that topic.
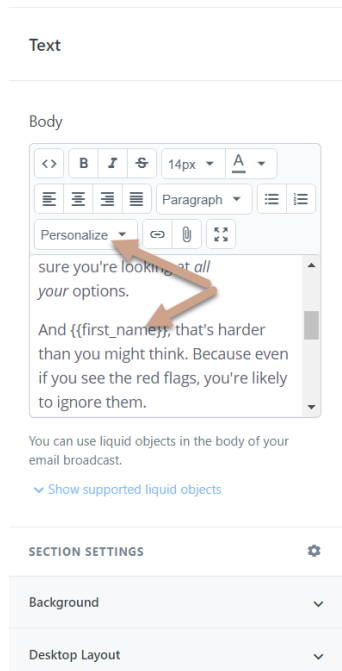
Alternatively, the user may visit your lead magnet page on your website. Tag them with that behavior: "Visited: Lead Magnet Page." Then, create an email marketing campaign for visitors (but not subscribers) of your lead magnet page.

Personalization can help you turn visitors into subscribers and subscribers into customers.

How Kajabi can help
Personalizing your emails is easy with Kajabi.

→   Open the **Marketing** tab from the Dashboard.
→   Select **Email Campaigns**.
→   Select an existing email sequence or create a new one.
→   Place your cursor in the body of the email and select **Personalize**.
→   Select the personalized data you'd like to include.
→   Click **Save**.

Kajabi allows you to personalize your emails with any of the data you've collected on your subscribers:

→ First name
→ Last name
→ Phone number
→ Address
→ City
→ State
→ Industry

But you aren't limited to these options. Create your own "liquid objects" to personalize your emails even further.

Tactic #5. Automate your marketing and sales funnels

Automation is where marketing magic happens today. Instead of actively running every campaign or manually engaging with every visitor, you can build sales funnels to do the work for you.

Done right, your visitors will have an amazing brand experience without you having to manually lift a finger. That frees up your time for strategizing your next big offer or taking care of your existing customers.

To get automation right, you need the right technology stack. Your tools must work together. Otherwise, your funnels are likely to break. This is one of the things that sets Kajabi apart. On one platform, you get all the marketing technology you need. And it's designed to work together, so you don't need to worry about integrating everything.

Once your technology is set, your next step is to design a funnel that encourages cold traffic to opt in, provides value in advance, and makes an offer.

Fortunately, a simple sales funnel is all you need. Here is the sequence of events:

1. An Ad captures your prospect's attention and they click through to your landing page.
2. On the landing page, the prospect downloads a lead magnet.
3. The prospect is then taken to a thank-you page and offered an upsell.

These funnels help you sell your courses and get new subscribers on autopilot.

How Kajabi can help
Pipelines are special sales funnels in Kajabi. They leverage all the powerful, integrated tools inside the platform and give you a no-code way to automate your funnels.

Kajabi provides pre-built pipelines, complete with landing pages and email copy, so it's easy to get started with funnels today. Simply click and create.

Most of these funnels follow a simple formula: opt-in, value, order (a formula we've nicknamed OVO).

The **opt-in page** is where visitors give you their contact information in exchange for your offer. Value may be given in any number of ways: a freebie download, video, free book, or coaching call. And once your visitors opt in, they're taken to a page where they can learn about your course and order it.

You'll find **Pipelines** under the Marketing Tab in your Dashboard. To add a new Pipeline, click **+ New Pipeline.**
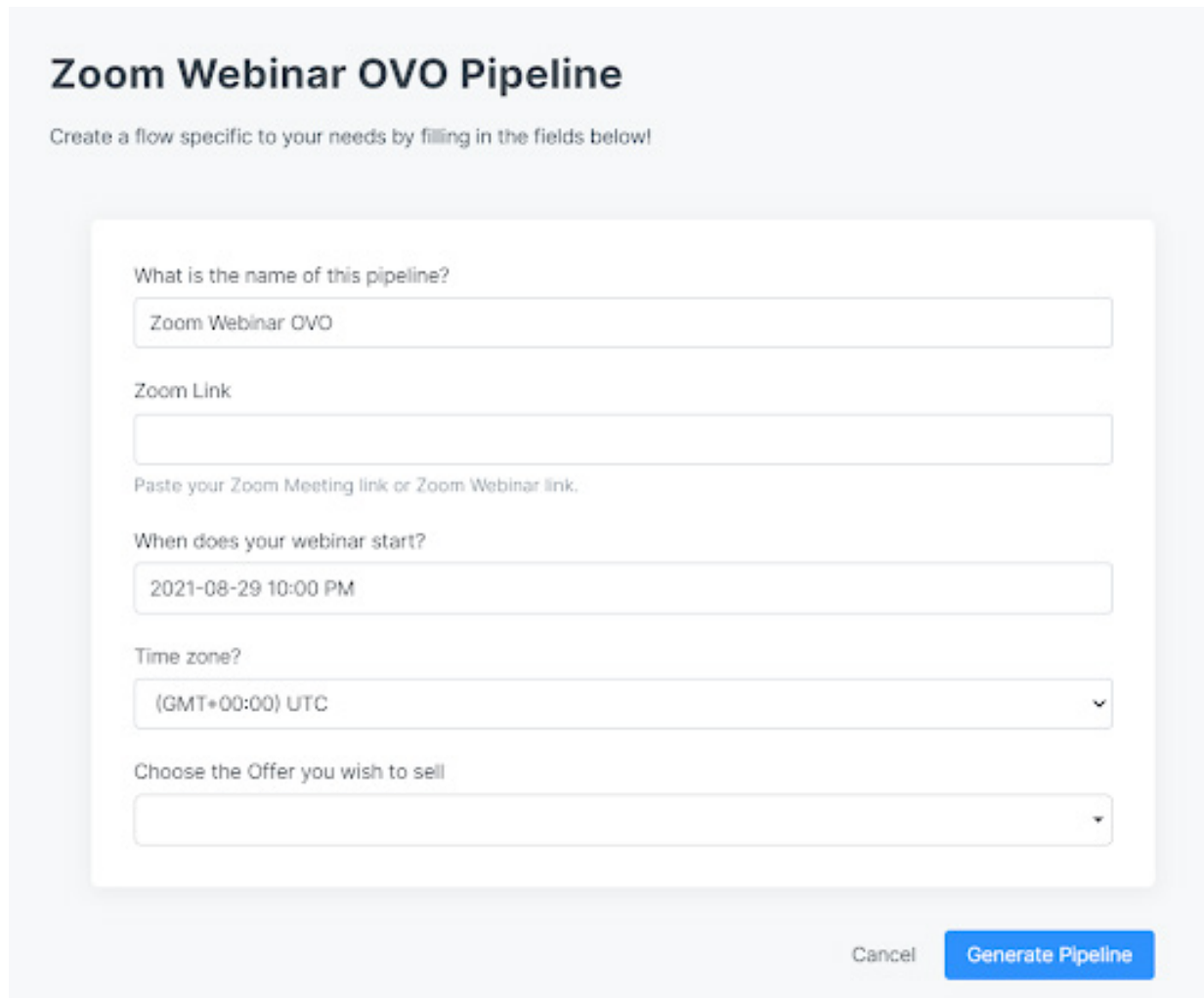
To start, simply select the type of pipeline you'd like to build:

→   Freebie
→   Sales Page OVO
→   Product Launch OVO
→   Zoom Webinar OVO
→   Free Book OVO
→   Coaching Campaign OVO
→   Simple Sales Page
→   Blank, in case you'd like to create your own

In this example, we'll look at the Zoom Webinar OVO. This funnel is pre-built with:

→   Registration page
→   Confirmation page
→   4 pre-event emails
→   1 event
→   5 follow-up emails
→   Sales page
→   Checkout page

To generate the pipeline, you only need to enter the details about your Zoom event:

Once you've created the pipeline, you can open each element, tweak it to fit your goals, and save. There's no need to develop your strategy, integrate marketing tools, or write your own copy. Kajabi's funnels are based on digital marketing best practices, so you only need to select a blueprint, adapt it to your brand and products, and go.

Email marketers' top 3 challenges, solved

We've shown you 5 ways to improve your email marketing, all of them based on best practice, science, and human nature. But when email marketers get together to compare notes and talk shop, three issues inevitably come up:

1. The struggle to get more opens and clicks
2. Reduce unsubscribes
3. Integrating email with other tools and channels

Even when you follow the tips we've shared in this guide, you may feel you could improve in these three "challenge areas." So let's take a moment to address the Kajabi solution for each of them.

Challenge #1: Getting more engagement (opens and clicks)

According to research by Campaign Monitor, 58% of marketers are actively trying to increase engagement rates. Even small improvements in your email engagement can translate into more sales.

Always remember, it takes time to build an engaged list. You must develop a strategy that works for you and continually refine it over time.

To know where you stand, measure these four engagement metrics:

→ Open rate
→ Clickthrough rate
→ Click-to-open rate
→ Unsub rate

Then use Kajabi's templates and blueprints to ensure you're following the best practices you've learned in this guide.

Challenge #2: Giving subscribers what they want

Every time you send an email, you'll likely see at least one unsubscribe. Don't take it personally. It happens even to the best.

Unsubscribes are a good reminder that you must give your followers what they want. If you don't, they can unsubscribe at the click of a button. Two things are key to satisfying your subscribers:

Nail your message. Each email you send trains the user to open your email or ignore it. So every email should feel like Christmas. The user should anticipate opening it and be rewarded when they do.

→ Tell stories.
→ Share useful information.
→ Tell your subscribers something they don't already know. That's how you give subscribers what they want.

Nail your timing. You want to stay top-of-mind with your subscribers. But you don't want to annoy them, either. There's a middle ground where you show up regularly, giving value to your subscribers at a pace that they feel comfortable with.

With Kajabi, you can create automated email sequences that drip useful content to your subscribers at a comfortable pace.
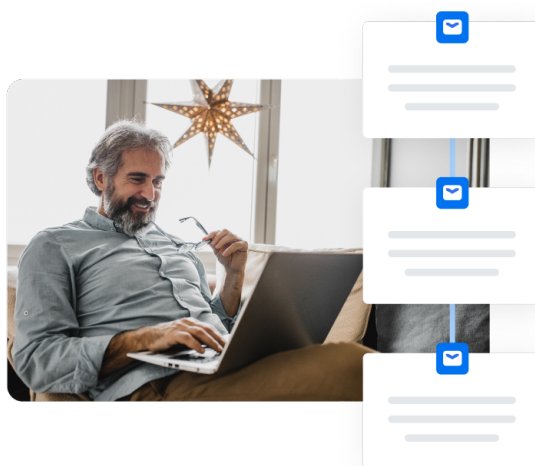
Challenge #3: Integrating your email with all your marketing tools

This is one of the biggest challenges facing small businesses today. New technology is being created on a daily basis. On the surface, this seems like a boon. But in reality, it creates a new set of challenges that most small businesses can't overcome alone.

Technology is great *if* it plays nicely together. But for many course creators, that's not the case. Their course creation platform doesn't integrate with their email service or shopping cart. As a result, the creator must manually perform any of the tasks that Kajabi automates.

At Kajabi, we're committed to making it easy for you to sell your courses and share your knowledge. Our software works together flawlessly, so your course platform works seamlessly with your email and funnel software.

Not only does it share data, but it also *works together*. So you're free to focus on your business.

Step up your email marketing today

In this guide, you've learned five ways successful course creators are overcoming these challenges. And in every case, they're doing it with Kajabi.

With Kajabi, you can give your customers what they want, so you can build the business you want.