



For Specialty & General Contractors

5 Email Marketing Tips for Contractors.

Here is a starter guide to creating a
successful email marketing campaign.



Crafting the perfect email takes time.

Emailing may be one of the most efficient marketing methods, but creating a good email can take hours, if not days.

However, you can speed up the process if you focus on the five core concepts of an effective marketing email. Get ready for higher open rates, more clicks, and lower unsubscribes.



Overview

Document Summary

The average person receives over 100 emails a day.

With many of us receiving far more than that.

To save time, energy, and sanity, we all quickly learn to spot important emails and ignore the rest. With everyone receiving this much clutter, sending your own mass emails can become an absolute headache. It's a necessary headache, but still a headache.

Now, more than ever, contractors need to know how to make their emails stand out from all the noise. To get prospects, current customers, and previous customers to not only open the email, but interact with the content inside.

Don't worry, over the past decade, we've sent hundreds of thousands of emails for home builders and contractors. We've gained incredible insight into which emails work and which emails don't.

From this experience, we've outlined the top 5 components necessary to have an effective email campaign. Getting you one step closer to higher open rates, and more importantly, higher conversion rates.



Step One

Who are we emailing?

Before you can send laser focused emails, you need to define who will be receiving your emails.

Not everyone in your contact list has the same problem or wants the same thing from you. Documenting these differences will help you break up your lists into groups. This is typically called list segmentation or segmenting your lists.

You can split your email lists multiple ways: prospects, current customers, previous customers, industry, territory, webpages viewed, etc. It really comes down to what information you have for your contacts.

Once complete, you'll be able to send relevant content to the right group at the right time.



Step One

Pro Tips:

List segmentation is pretty simple, *if* you have enough information about your contacts.

For example, if you have an address for your contacts, then territory segmentation would be an easy next step. If not, then list segmentation can be a little trickier.

If you aren't familiar with this process, think of a deck of cards. You can separate the deck of cards into different colors, suits, low cards, high cards, face cards, etc. They're all the same cards, but you can separate them into groups based on one or multiple variables.

Example:

- One variable: I want all the red cards in one group.
- Multiple variables: I want all the red cards, that are diamonds, minus the face cards in one group.

If you have limited information, then start by breaking them out into three groups:

- Prospects
- Current Customers
- Existing Customers



Step Two

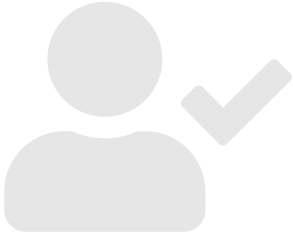
Focus on your customer.

Your email campaign should have one goal. **Create an interaction.**

Interactions can come in the form of phone calls, clicks to your website, clicks to a landing page, clicks to a survey, signing-up for an event, etc.

To create these interactions, you need to connect with the customer. Yes, this part is difficult. Customers want to know what you can do for them, how you can make their day better, and ultimately, how you can save them time/money and make them happy. This should lead to them clicking a convincing call-to-action; I'll explain more on that in Step Three.

Remember, don't make the email all about your company. It's like starting a conversation with someone who only talks about themselves. Pretty quickly, you're looking for the exit. Emails only about your company come across the exact same way.



Step Two

Pro Tips:

Write down your contact's needs and document their problems.

Remember, different segments will want different things from you. Be sure to answer the below questions for each segment in your email list.

Once you have your email groups created, start by answering these few questions:

- Which group are you emailing?
- Is this group experiencing a problem or need help with something?
- What is the problem? What do they need help with?
- Can you help solve that problem?
- What is the product and/or service that will solve this problem?
- What is the best way to explain that value/benefit?
- Do you have proof of the value/benefit you provide?
- If yes, can you send the reader to something that shows that proof?

Many times, your email isn't going to be the reason the reader buys from you, but it's going to provoke an interaction. If they are being sent to another location, like a web-page, the information on that page needs to be specific to that group too.



Step Three

Include a call-to-action.

Don't be shy. Asking a contact to perform an action is necessary.

Customers want to know what to do next. Too much effort, too much hassle, you'll lose them. Your job is to make that interaction as simple as possible. Your call-to-action should be clear and concise.

In other words, keep it simple.

Calls-to-action should be placed quickly after you demonstrate value. If the email is short, at the end is fine. If it's a bit longer, try placing it after your first body paragraph. A strong subject, topic, and quick demonstration of value will win over most customers.

Some customers may want to learn more about you and continue reading. No problem, just place a second call-to-action at the end of your email.



Step Three

Pro Tips:

Every email should have a call-to-action.

It doesn't have to be a direct call to a sale. Signing up for an email list, filling out a survey, or simply increasing web traffic are all excellent reasons for a call-to-action.

- Always include a call-to-action.
- A call-to-action should be simple and clearly express where they're going.
- Try placing the call-to-action right after proving value.

Adding a call-to-action is one of the easiest steps and one of the most important. You'd be surprised how many contractors will send an email without a call-to-action. You may have a convincing email, but if there is no call-to-action, you run the risk of a confused and frustrated reader.

Always include a call-to-action. Always.



Step Four

Craft a strong subject.

Many readers won't even open an email without an interesting subject line.

Subjects need to be exciting, concise, and cover all the content in your email. Yes, this step is difficult. Don't worry though, we'll provide tips and recommendations for writing a good subject line. Additionally, you have your topic sentence. Topic sentences can be longer than the subject, but still need to be short and exciting. The goal of the topic sentence is to hook the reader and immediately engage them.

It's best to write your subject and topic sentence after you finish writing the email. This makes it easy to precisely relate the subject to the content.

Don't be afraid to take some time writing a good subject line. Coming up with a strong subject may take more time than writing the actual email. Try many different subjects to see which one fits best.



Step Four

Pro Tips:

Write the content of your email before writing your subject and topic sentence. As we stated, this will make writing both much easier. Follow these tips to write an engaging subject line:

- First, take your time. It can take a while.
- Second, you need to brainstorm.
- Write anywhere between 10 to 20 subject lines.
 - Some will be terrible, that's part of the process.
 - This should help you find some winners.
- Try to pick a short and concise title from your list.
- Still don't have a winner... brainstorm again.

Topic sentences are simpler than the subject. You have more room to work with and they generally give the gist of the email. The trick is to engage the customer while still explaining the content of the email.

- Think back to your customer research. Can you explain the problem you're solving?
- Put yourself in the customer's place. What can this contractor do for me?
- You can also ask a question as your topic sentence, just make sure you answer it.
- Have a crucial statistic or metric? Can that be worked into the topic sentence?



Step Five

Be concise.

The final point is **be concise**.

- Don't use five words when four will do.
- Don't write long paragraphs.
- Keep it simple.
- Don't waste time.

Your customers are busy and they shop efficiently. So, capture their attention, demonstrate your value quickly, and give them a clear call-to-action.



Step Five

Pro Tips:

Being concise sounds simple but is actually rather difficult. Here are some tips to help you write concise emails:

- Once you're done writing, print it out.
 - Reading your email in a new format can help you see it in a new perspective.
 - Also, in this same step, try reading it out loud.
- Go through multiple rounds of editing.
 - At least three.
 - Take a long break between reviews.
- Have multiple people review and edit.
 - It's easy to have a bias towards your own writing.

These aren't the only ways to write more concise emails, but they will help get you started. We find it easier to write the email first, and then edit afterwards to achieve concise wording.

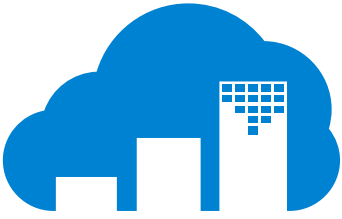
We actually write our emails and articles the same way we suggest here. Sometimes it goes through up to four different review stages before publishing!

Highlights

Using these key components.

Here is an outline and order of operations on how to put the key components into practice:

1. First, segment your lists into groups.
 - Do you have a lot of contact information?
 - If yes, how specific can we narrow your focus?
 - If no, start by creating a prospect, current customer, and existing customer list.
2. Second, focus on your customer.
 - Study your customer base.
 - Determine how you fulfill their needs.
 - Capitalize on your product or service that fulfills this need.
3. Create a call-to-action
 - Place the call-to-action after you've positively influenced the customer.
 - ALWAYS include a call-to-action.
4. Write your subject and topic sentence
 - Keep it short and concise.
 - Write multiple subjects, choose the best one.
5. Review, review, and review. (Maybe even review again.)
 - Don't skip this part. It's important.
 - Did you write it concisely?
 - Did you check for proper grammar and spelling?
 - Did you include a call-to-action?
 - Would you open the email if you saw the subject line?



Good Job!

Final Comments

At this point you are ready to send your email. Good job! This stuff isn't easy at first, but practice makes perfect. Using these tools will help you increase conversion rates, grow your customer base, and raise your bottom line.

If you have any additional questions or need any additional explanations, please contact our team for assistance. We're here to help!

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