

Twitter Thread by Chase Dimond | Email Marketing Nerd



Chase Dimond | Email Marketing Nerd ■

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FACT:

You are missing out on revenue every time you send an email.

There are common mistakes I see 99% of businesses making with their email marketing,

& today I want to address them.

Here are 7 common email mistakes you can fix TODAY to make more \$\$\$■

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#1 Poor segmentation

Segmentation is one of the most important aspects of email marketing,

Especially for eCommerce.

Not segmenting properly can mean lots of unsubscribed, low opens, emails landing in spam, and more.

Here's an intro to segmentation ■

<https://t.co/NUKKWUil7V>

****Intro To Segmentation 101****

Segmenting your list is key.

It improves engagement, open rates, and sales

...but you need to know what segments to set up.

(otherwise it's pointless)

Here are 5 segments that are 100% essential

// THREAD //

#2 Poor subject lines

Subject lines get your emails opened.

There's a lot to this that I can't fit here,

But if you're interested, my Campaign Calendar Guide has 100's of great subject line examples ■ <https://t.co/kBQoyzcFry>

Check this out also ■

<https://t.co/zvI746CMeT>

#3 Too wordy

In emails,

You never want to be too wordy or longer than necessary.

Keep your copy as brief as it can possibly be.

Your customers are busy - provide all the info you need to sell the click, and nothing more.

And this also leads to the next common email mistake..

#4 Selling the product, not the click

Don't sell the product in your emails - your product or sales pages do that.

The goal of emails?

To sell the click.

This means inspiring curiosity to get prospects to click-thru.

Stop writing entire sales pages in your emails.

#5 No value/entertainment

All emails should have some element of value or entertainment.

If they don't?

Your emails won't get read.

As legendary Howard Gossage said:

"Nobody reads advertising. People read what interests them, and sometimes it's an ad."

#6 Weak CTA

Your CTA should be direct + strong.

Trust me:

You need to tell people exactly what to do.

Don't shy away from clear instructions.

Good examples:

'Buy Now'

'Shop Now'

'Save Today'

#7 No flows

Flows are salespeople that work 24/7 for you on autopilot.

Set them up once, iterate, get paid forever.

If you don't have flows?

You're missing out on revenue every single day.

Here's how to set up the most important flow in your store■

<https://t.co/gp2GCt177A>

How to make 30% more revenue without dropping a single penny on paid ads

From an email marketer who has generated over \$50 Million dollars in sales for dozens of 6 to 9 figure Ecommerce brands.

Bookmark this \U0001f4b0\U0001f4b0\U0001f4b0 Thread

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— Chase Dimond | Email Marketing Nerd \U0001f4e7 (@ecomchasedimond) [April 2, 2021](#)

Fixing any or all of these 7 common email mistakes will increase revenue for your (or client's) business.

But, this is only the beginning:

"This course is LEGIT. No fluff, just everything you need in order to do email marketing successfully."



Shane Rostad