# Creating Follow-up Emails

Maximizing Dominate Features For Following Up

(for Titos and Titas) (and Teka-Teka)

> July 14, 2020 Leaders Call

# Follow up

□Step 1	□Step 4
□Write your sharelist □MACHOCODAI	□8 speed filter □Fill out checklist
□Step 2 □Download book	☐ Meeting after the meeting ☐ Join now! Have you paid?
<ul><li>Register for webinar</li><li>Talking to your lists</li></ul>	□Step 5
☐Step 3 ☐Reminder to download zoom	<ul><li>□Attend the meeting</li><li>□30 day faststart</li></ul>
☐Schedule Reminder☐Replay, more schedules	□Step 6 □Encourage duplication

# Types of email followups

# **□**Email Sequence

Sent to registrants of a specific live/recorded webinar FUNNEL on a schedule relative to events

- Subscribed: x mins, hours, days after subscription, up to 60 days
- Attended x mins, hours, days after start of event
- Missed webinar

# **□** Autoresponders / Drip

Sent to subscribers of a specific LIST on a schedule relative to subscription date.

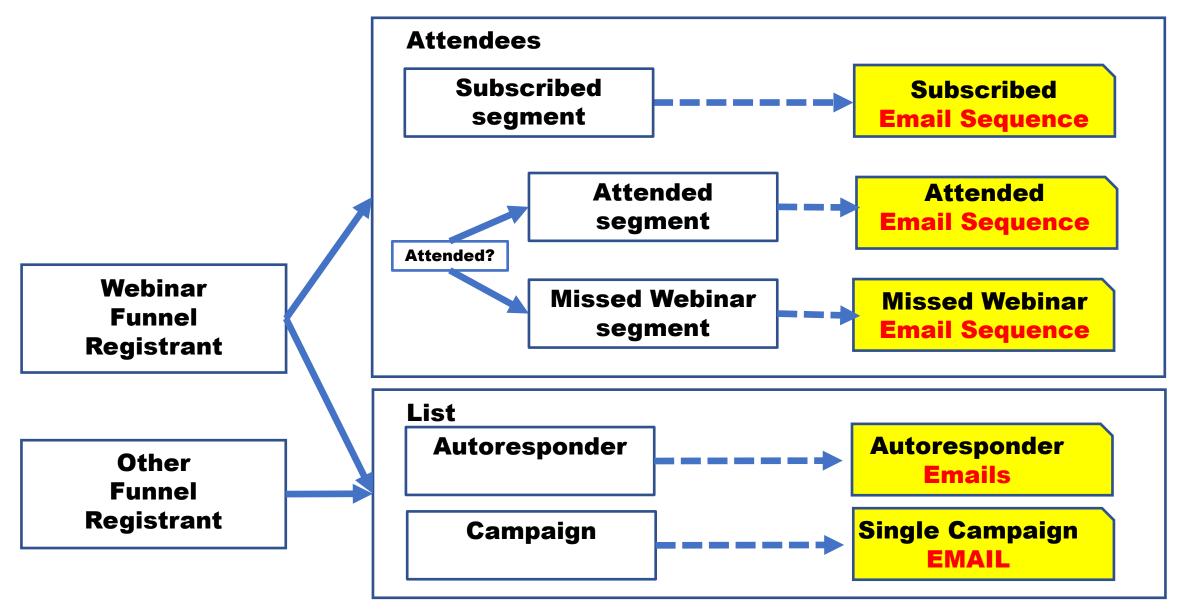
- Sent on relative time based on subscription date
- x mins, hours, days after subscription

# ☐ Email Blasts (Campaigns/broadcast)

Sent to subscribers of multiple LISTS on a fixed schedule

Sent on fixed time of fixed days, e.g. Christmas, New Year,

# Sequences, Autoresponders and Campaigns



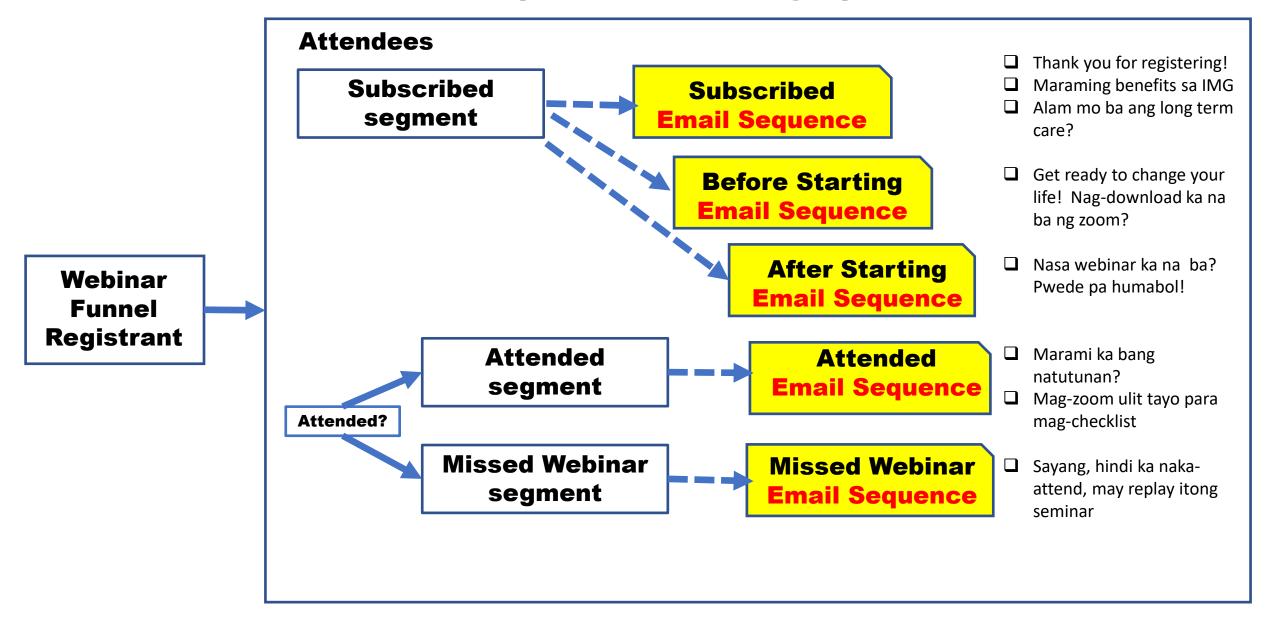
# Creating Email Sequences

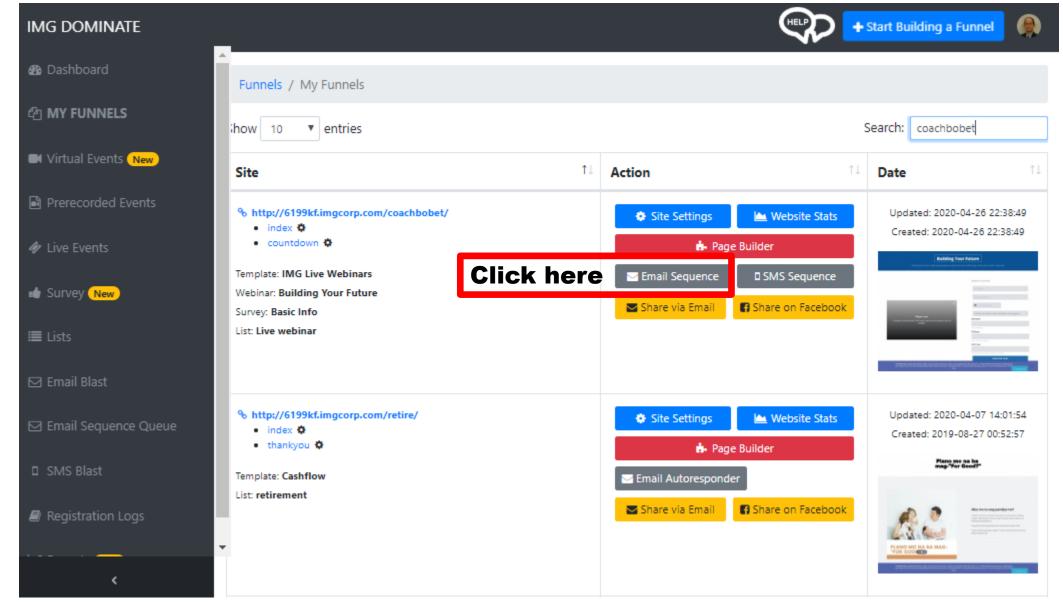
# **Quick Outline**

Sent to registrants of a specific live/recorded webinar FUNNEL on a schedule relative to events

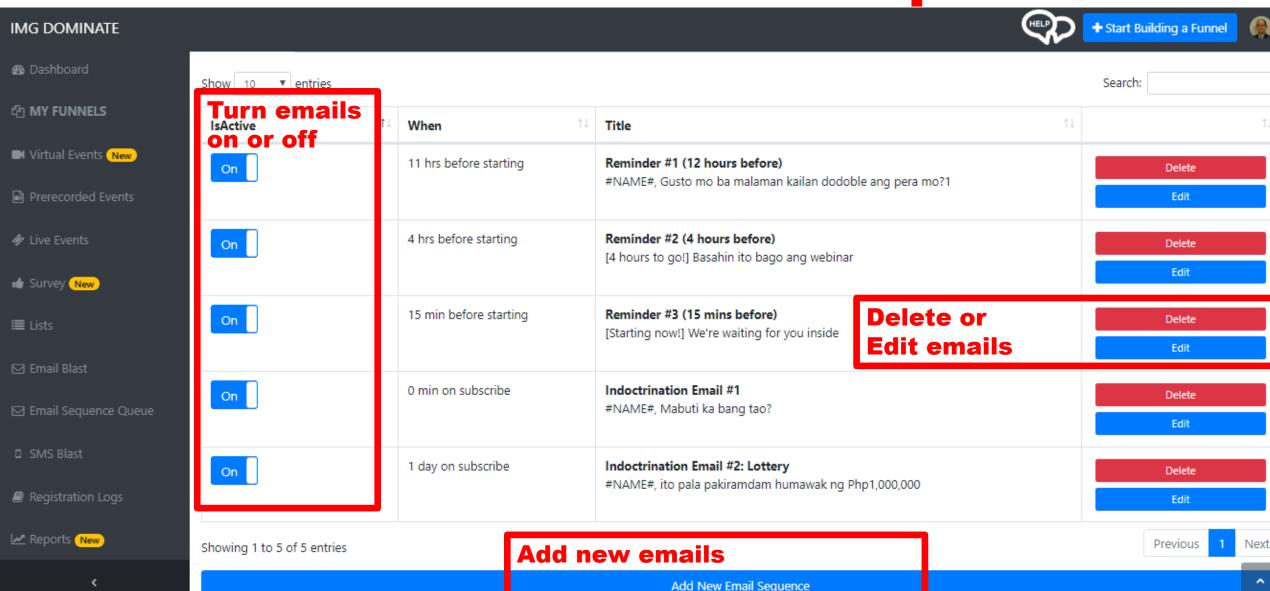
- ■Subscribed: x mins, hours, up to 60 days after subscription
- Attended x mins, hours, days after start of event
- Missed webinar

# **Email Sequences (up to 60 days)**



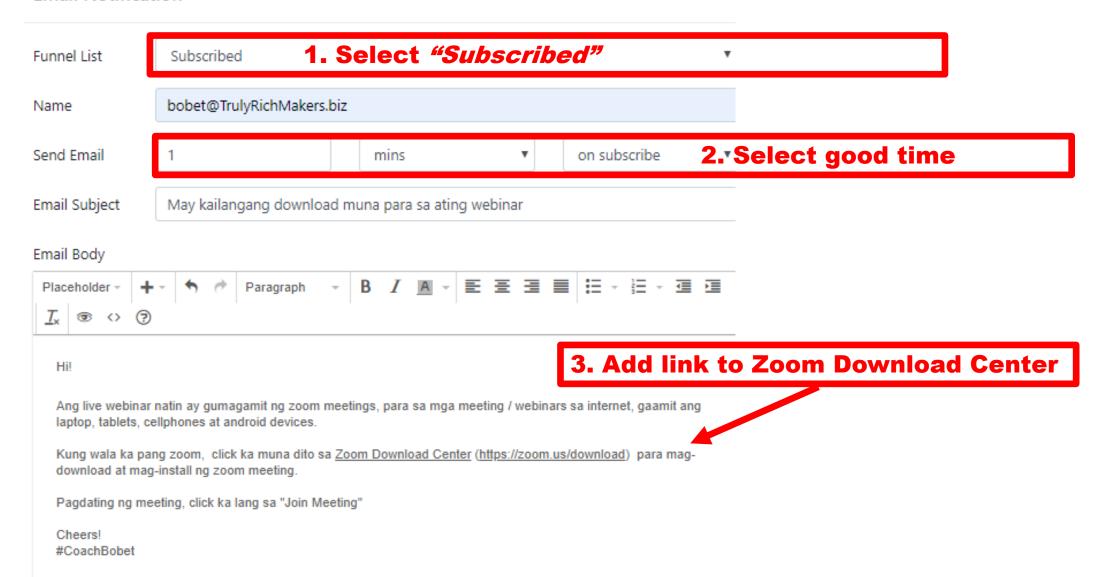


# Built-in "Subscribe" follow-up

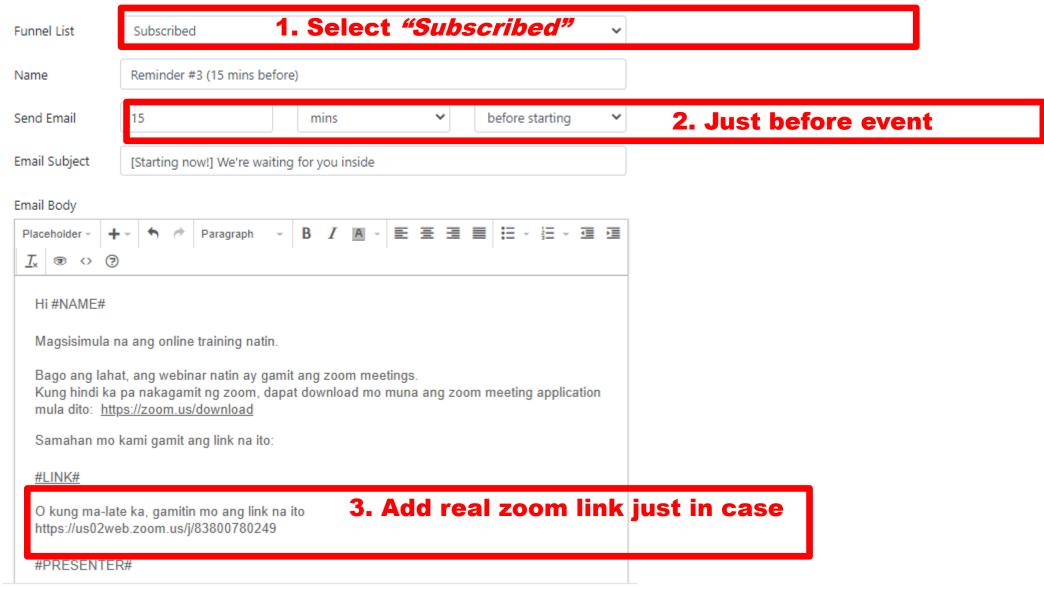


# Add Download Zoom to follow-up mail

### **Email Notification**

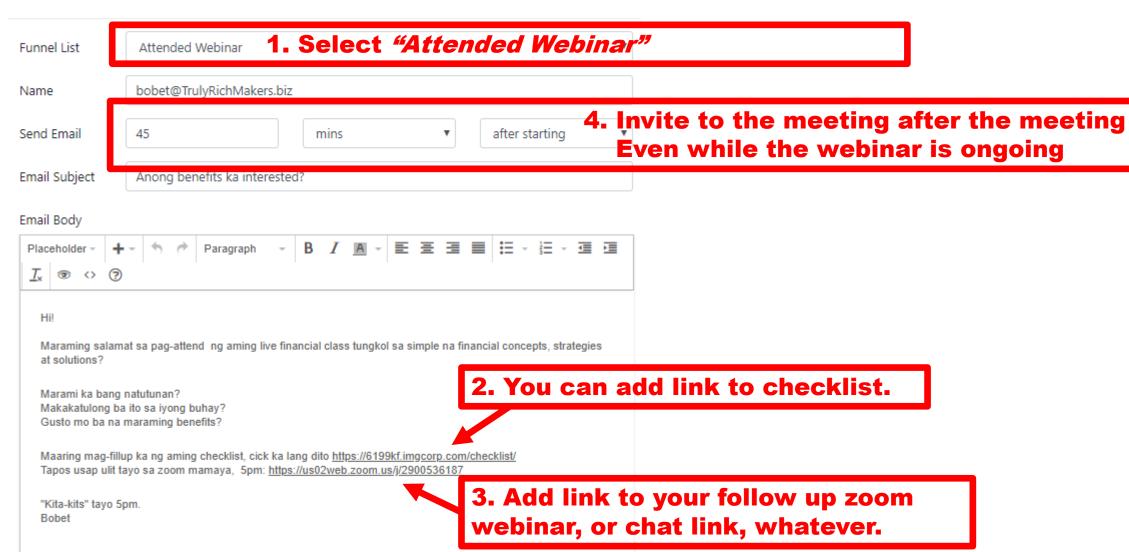


# **Modify Before Starting Reminder Email**



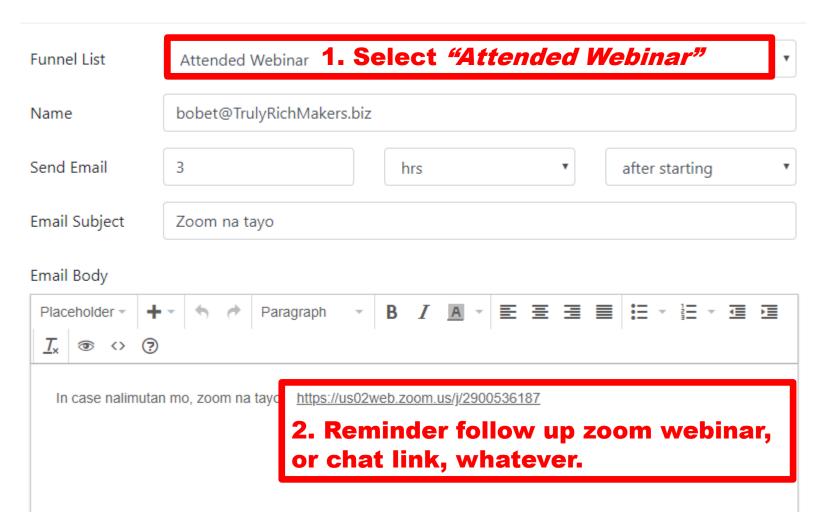
# Add "Attended" follow-up mail

### **Email Notification**

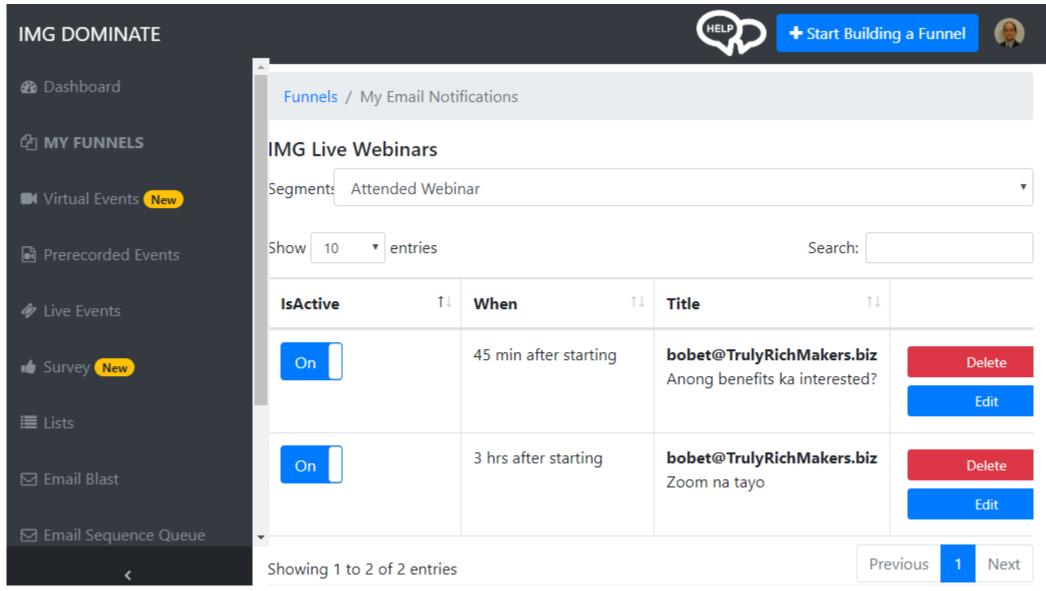


# Second "Attended" follow-up mail

### **Email Notification**

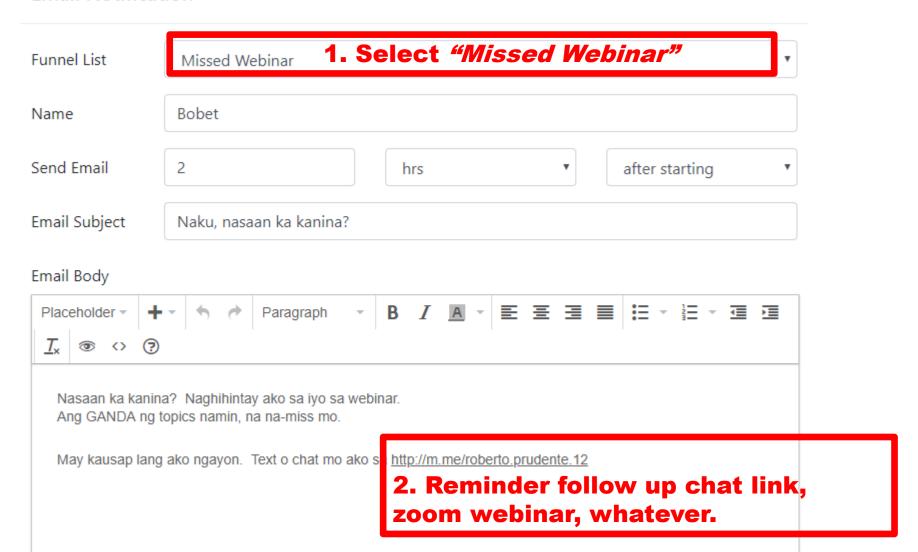


# Schedule many "Attended" mails

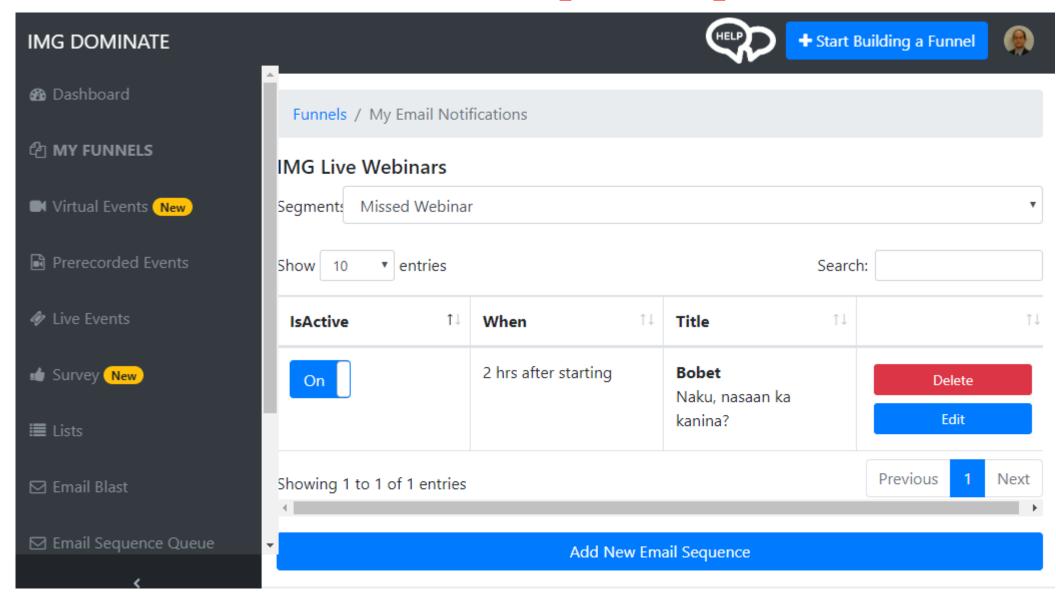


# "Missed" follow-up mail

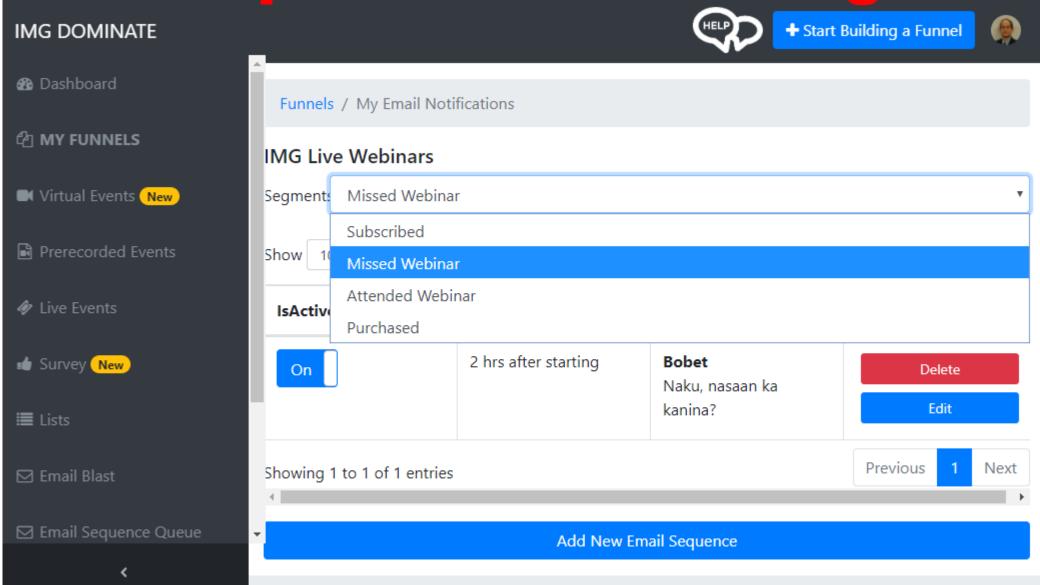
### **Email Notification**



# "Missed" follow-up sequence



Follow-up mail for other segments



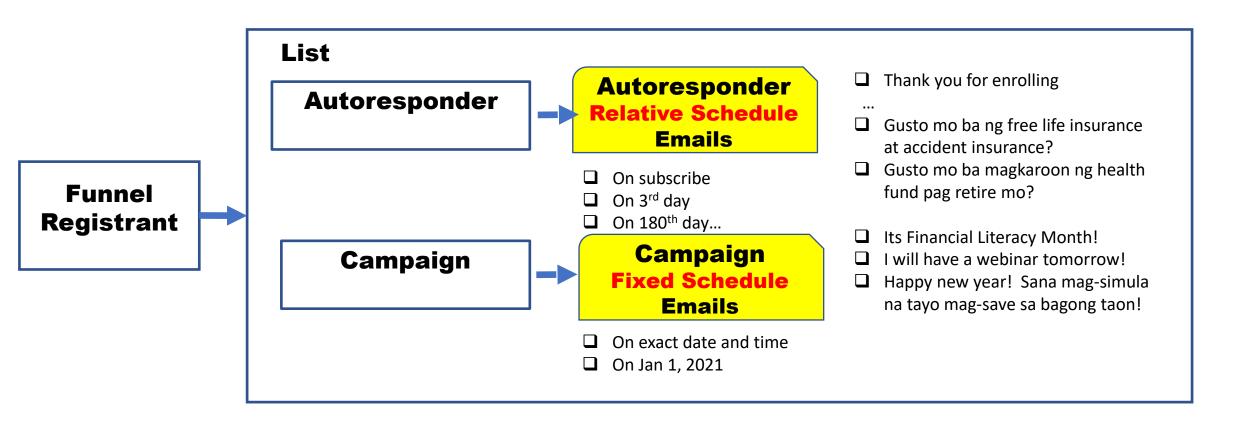
# Creating Email Auto-Responders (Drip)

# **Quick Outline**

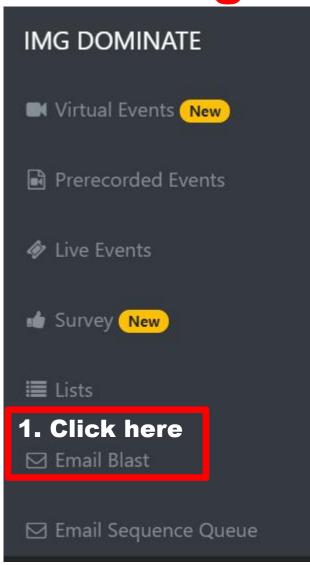
Sent to subscribers of a specific LIST on a schedule relative to subscription date.

- Sent on relative time based on subscription date
- x mins, hours, days after subscription

# **Autoresponders**



# Selecting the list for the Auto-responder



### International Marketing Group, Corp. CAMPAIGNS All campaigns Subscriber lists Create new campaign **TEMPLATES** Add a new list ✓ All templates 2. Click here ID List ■ View all lists UHAFZ.. REPORTS See reports COAIW... Members

xXwWU...

most18

International Marketing Group, Corp. Q Search all lists **♦** Edit ▼ Unsubscribed Active **♦** Bounced Delete 0% 0 users 0% 0 users WebinarTeam 3. Click on desired list M 0% 0 users 4 0% 0 users ŵ xTmPn.. 3 0% 0 users 0% 0 users 圇 Baseshop NaJVP.. 0% 0 users 0% 0 users retirement 50% 3 users 0% 0 users ŵ 9763a.. TRM Las Pinas 3 0% 0 users autowebinar 2 0% 0 users 圃 US7Gu...

2.08% 2 users

94

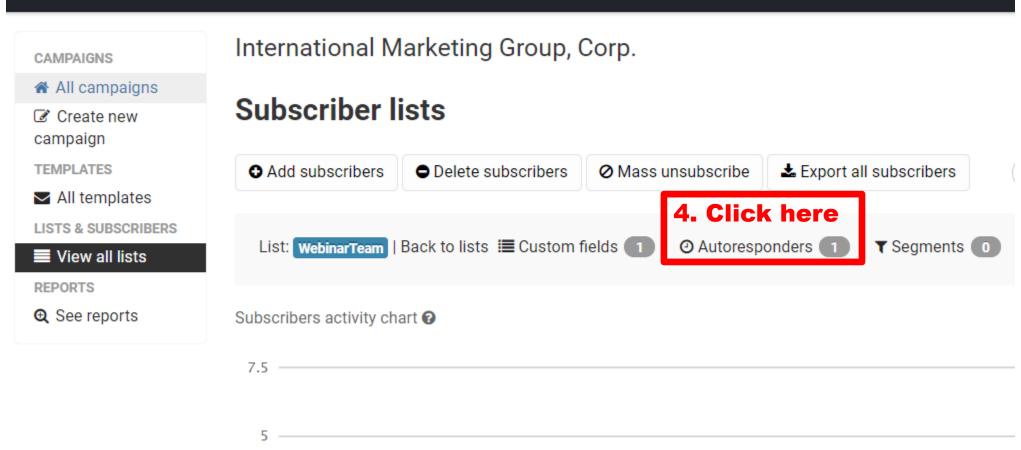
Bobet Prudente ▼

圇

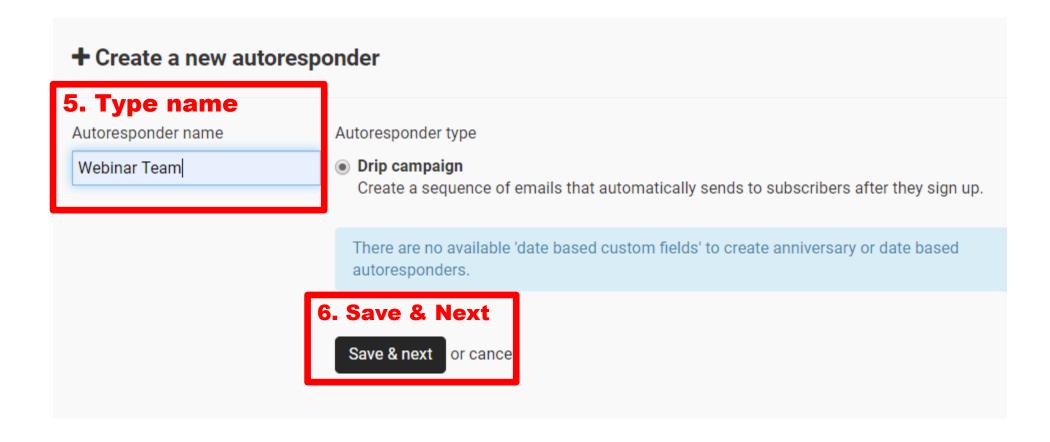
0% 0 users

# Creating the auto-responder

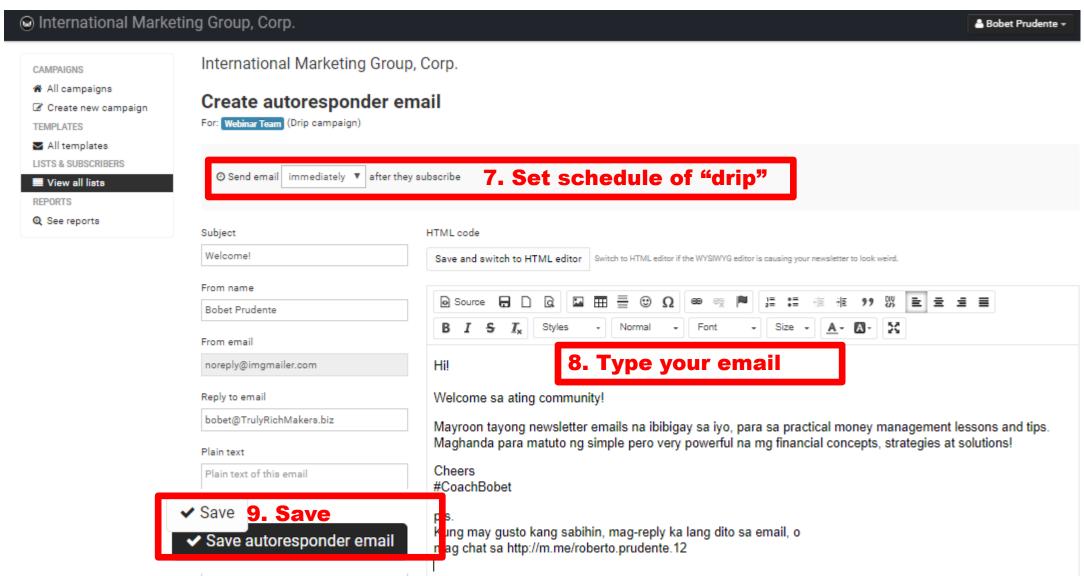
International Marketing Group, Corp.



# Creating the auto-responder



# Your first auto-responder email



# A Quick Note Unsubscribe

☐ Unsubscribe is a way to "Opt-out" or withdraw from your list ☐ Email sequences do not have unsubscribe ☐ Autoresponders have optional unsubscribe ☐ Campaign have optional unsubscribe ☐ Under Data Privacy Act, Unsubscribe is required ☐ But you can always put your unsubscribe in small text ☐ Message like this: Attend my webinar (large font) ☐ Unsubscribe like this: click here to unsubscribe

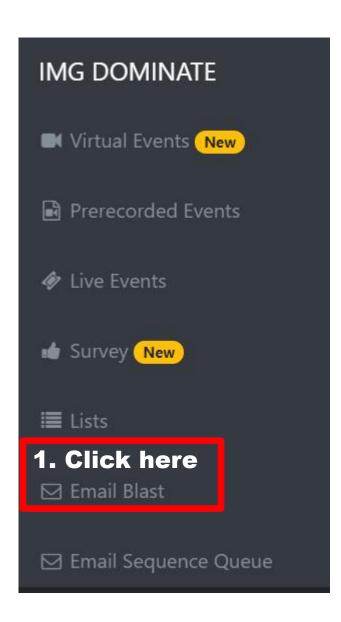
# Creating Email Blasts (Campaigns)

**Quick Outline** 

Sent to subscribers of multiple LISTS on a fixed schedule

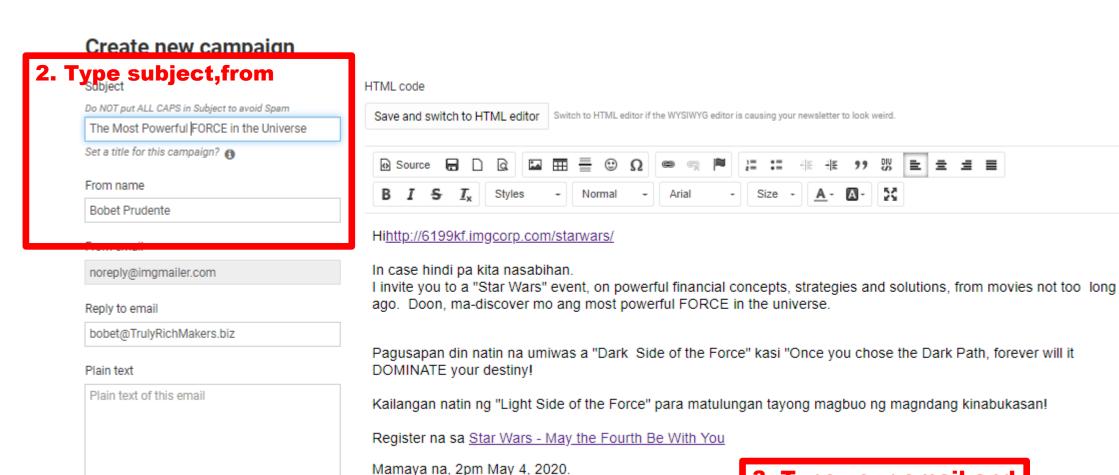
☐ Sent on fixed time of fixed days, e.g. Christmas, New Year, etc

# **Email-Blast**



### **Email Blast**

# Create a new campaign



This is a zoom webinar by #CoachBobet

3. Type your email and scroll down





### Track clicks:



### body p span

Use the following tags in your subject, plain text or HTML code and they'll automatically be formatted when your campaign is sent. For web version and unsubscribe tags, you can style them with inline CSS.

### Essential tags (HTML only)

The following tags can only be used on the HTML version

### Webversion link:

<webversion>View web version/webversion>

### Unsubscribe link:

<unsubscribe>Unsubscribe here</unsubscribe>

### **Essential tags**

The following tags can be used on both Plain text or HTML version

### Webversion link:

[webversion]

### Unsubscribe link:

[unsubscribe]

### Personalization tags

The following tags can be used on both Plain text or HTML version

### Name:

```
[Name,fallback=]
```

### Email:

[Email]

Two digit day of the month (eg. 01 to 31):

[currentdaynumber]

A full textual representation of the day (eg. Friday):

[currentday]

Two digit representation of the month (eg. 01 to 12):

[currentmonthnumber]

Full month name (eg. May):

[currentmonth]

Four digit representation of the year (eg. 2014):

[currentyear]

### **Custom field tags**

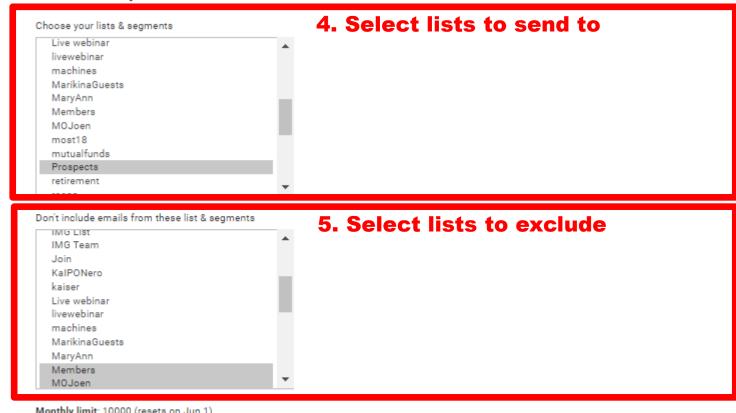
You can also use custom fields to personalize your newsletter, eg. [Country,fallback=anywhere in the world].

To manage or get a reference of tags from custom fields, go to any subscriber list. Then click 'Custom fields' button at the top right.

### **Email Blast**

# **Define Recipients**

### **Define recipients**



Monthly limit: 10000 (resets on Jun 1)

Recipients: 051 of 10000 remaining

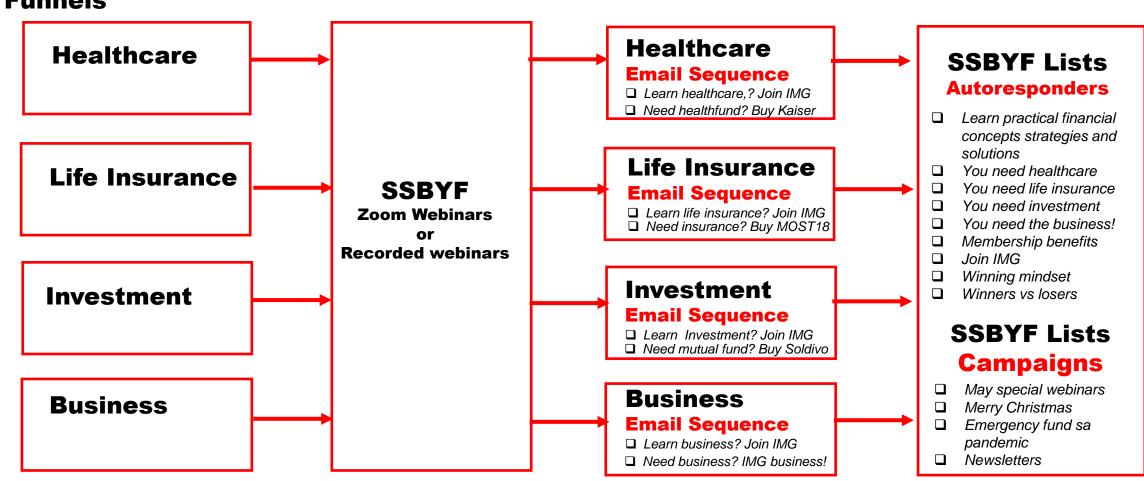


6. Send or schedule sending email blast

Schedule this campaign?

□ Common seminar
 □ Different funnels for different interests
 □ Different email sequences for different funnels (up to 60 days)
 □ Common autoresponder (up to hundreds of months, after email sequences)

### **Funnels**



# **Use Lists**

☐ Use lists for segmentation ☐ Family Lists are like folders or collections of ☐ Friends names of people "similar" to you □Ex-officemates ☐ Each list has its own interests ☐ High school friends ☐ "Talk" to each list differently ☐ College Friends ☐ Talk naturally to your list as if in a one-onone conversation. **□**Org mates ☐ Use your "lingo" **□**Community ☐ Talk sincerely from your heart. **□**Negatrons

# **Ideas for Drips Use in Autoresponder**

- □ 10 Turning point stories (Affiliate Link)
  - ☐ Jessica Estorgio \* Matin Leano \* Fely Santiago \* Jaime Lorenzo Jr. \* Ojing Osana
  - ☐Ginalyn Labrado \* Shirley San Miguel \* Jess Faller \* Rose Ty \* Constante Tapuro
- □30 Membership benefits (Portal download)
- ☐ 50 Posters (Jomar's Bonus Financial Graphics)
- □ 78 IMG Inspirational messages

(download from Bobet's Resources <a href="https://bit.ly/CoachBobetKB">https://bit.ly/CoachBobetKB</a>)

- 10 Ways to grow your personal finance
- 6 Financial Wisdom
- 14 Start now
- 4 Financial Education
- 8 financial Security and Retirement
- 9 IMG Total Solution
- 9 Money is the best business
- 9 Money is the best employee
- 9 Shifting to a Winning Mindset

168 ideas!

# **Ideas for Drips Dominate Emails**

- 168 + 8 ideas!
- ☐ Reuse
- Recycle
- Mix and match
- Mabuti ka bang tao (story of Rodolfo & Rosiell de Leon)
- ☐Basahin ito bago ang webinar (summary of seminar, x-curve, rule of 72)
- □ito pala pakiramdam humawak ng Php1,000,000 (how lotto winner lost P14m)
- ☐Ma, Ganito nalang tayo palagi, mahirap? (Dino and Jessica Estorgio)
- ☐A retiree's heart-felt message to his younger self about money
- ☐Gusto mo ba malaman kailan dodoble ang pera mo? (Rule of 72)
- □Alam mo bang legal na "ninanakaw" ang halaga ng ipon mo habang binabasa mo ito? (Inflation)
- ☐ From Palaboy to Executive Marketing Director: The True Story of An Unstoppable Bicolana (Merian Regulto)

# **Ideas for Campaigns**

Monthly Newletters ☐ Basic (pictures, birthdays, anniversaries) ☐ Family (children) ☐ Friends Newletter (children) ☐ Ex-officemates (children, jobs) ☐ High school friends (school, events) ☐ College Friends (school, events) ☐ Org mates (org, events) ☐ Community (community, events) ■ Negatrons (inspirational)

# **Add topics**

- ❖ New IMG members
- Promotions
- Benefit availments
- Scheduled events
- Past events

# **Ideas for Campaigns**

Days of the year <a href="https://www.daysoftheyear.com/">https://www.daysoftheyear.com/</a>







Tue Jul 14th, 2020 Grand Marnier Day



### **Coach Bobet & Mary Ann**

# **Learning Resources**

Register to get your Dominate Quick Guides

**Dominate Quick Guides** 

Downloadable graphics, quick guides and email ideas

### Where can we find Coach Bobet on the Internet?

- Website: Coach Bobet & Mary Ann
- Blog: Coach Bobet & Mary Ann
- On Youtube: Coach BobetChannel
- Facebook pages
  - Kaiser/IMG Knowledgebase
  - o Coach Bobet & Mary Ann
  - MOST18 Multiple Option Super Term
- Facebook groups
  - Kaiser/IMG Talk
  - o IMG Member's Group · Kaiser/IMG Talk

### Coach Bobet & Mary Ann

# **Learning Resources**

### **Dominate Quick Guides**

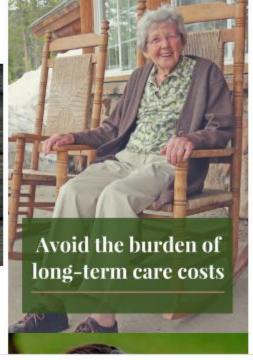
- Inspirational Messages
  - Inspirational Messages for email drips and posters. Includes downloadable PDF
- Dominate Graphics
  - Downloadable Dominate Graphics
- Centralized Webinars May 9, 2020 WC
  - Centralize Webinars and Quick Funnel Customization
- Double-Points May 1-15 2020
  - A Quick Overview of Double Points Requirements
- Dominate With Zoom Integration
  - Leaders Call May 5, 2020
- Quick Start
  - Quick Start online sharing for new members.
  - ( Also for Titos, Titas, Lolos & Lolas ).
- Quick Funnels
  - A Quick Tour of Dominate Basics. Leaders Call April 8, 2020

# **Dominate Financial Graphics**

These graphics are the in the Dominate tool ( a bit harder to download, but they are there! ). Hover on the graphic you want to download, right click then save!

Use these graphics for your Facebook Posts, or include them in your emails.







# **Inspirational Messages**

These messages came from posters in the IMG Official FB Page. Just a bit hard to find.

Use these Inspirational Messages for your Facebook Posts, or include them in your emails.

# 10 ways to grow your personal finance

### 1. Start Today

Saving is not an option, but a priority.

It is important that you start today, rather than tomorrow.

Remember that time is precious as money.

If you waste time, you waste money.

### 2. Eliminate Your Debts

A credit card is one of the most tempting portals towards bigger expenses.

In order to launch an effective personal finance, you must pay your bills first, before incurring more debt.

### 3. Differentiate Your Wants and Needs

This is a state where self-discipline is tested.

Differentiating what you want and what you need relies on how you perceive things.

Impulse spending should be avoided.



# Download Dominate Guides including, Bonus Graphics and IMG Inspirational Messages from

https://bit.ly/CoachBobetKB