

L I V E   W E B I N A R

# How Printers Can Start Using Email Marketing

SinaLite



Wholesale Trade Printer



# Hello, I'm Matthew.

PRINT BUSINESS GROWTH SPECIALIST





**A wholesale trade printer that works exclusively with printers and print sellers**

# Overview

What is email marketing and why use it?

Defining your goal

Choosing your emailing platform

Generating a leads list

Writing emails that provide value

Testing it out

Reviewing the results

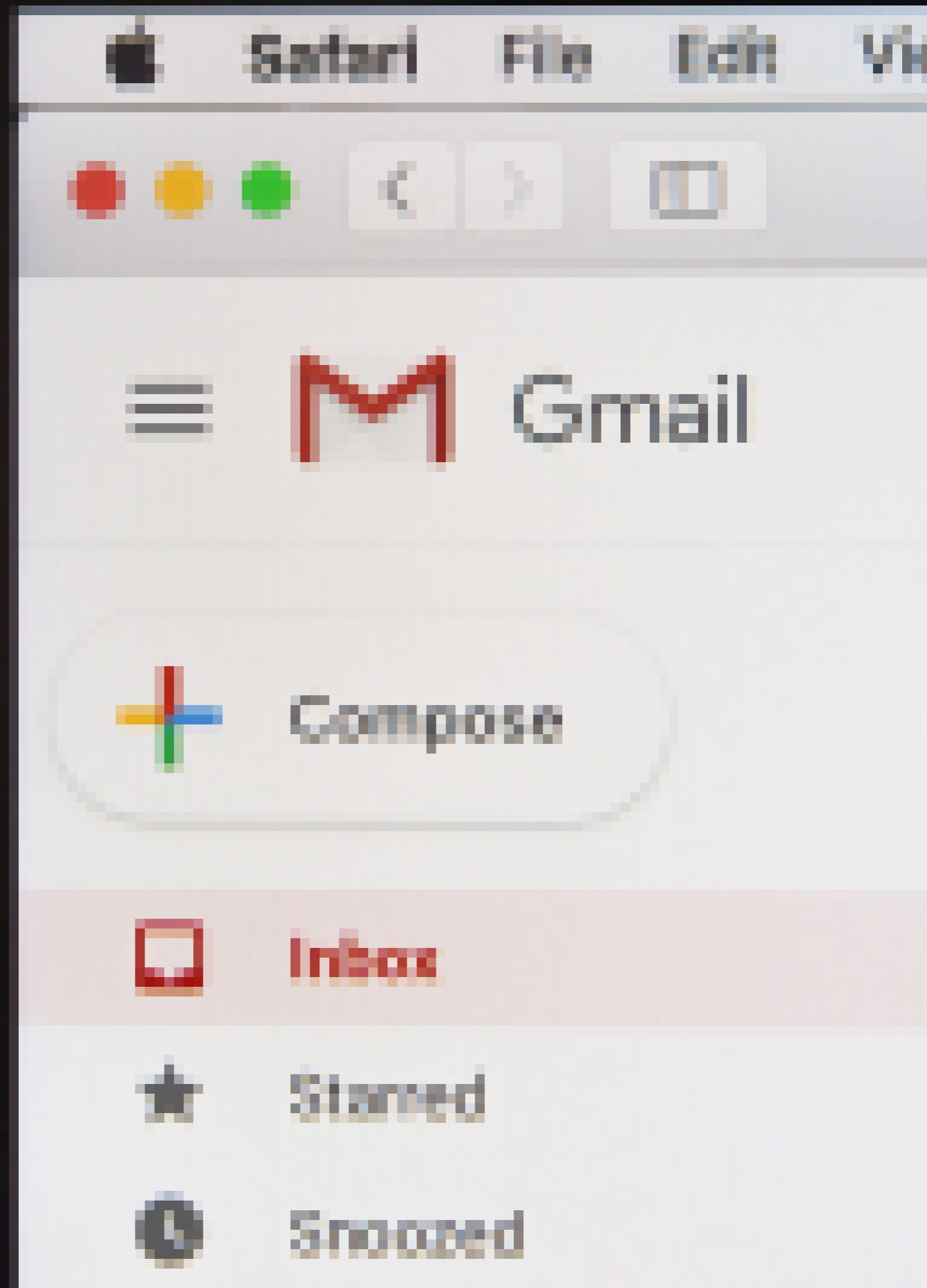
**How do you currently  
communicate with your clients?**

**Webinar Poll**

# What is email marketing?

The use of email to:

- 1 **Promote** your products and/or services
- 2 **Build relationships** with clients and/or potential clients.





# Example of a marketing email

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🕒 Limited Time Offer



**BOOKLET SALE**  
10% OFF  
SHOP NOW


Don't miss this chance to profit!

A penny saved is a penny earned, so take this opportunity to save even more on booklet printing.



8.5" x 11" Booklets  
28 pages | 3000 qty  
**\$1.27** (per book)  
[View all booklets](#)

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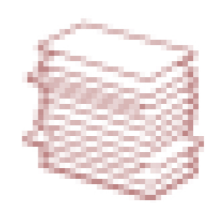
**Feel** The Difference

Explore Now


Learn More

Say hello to Soft Touch Business Cards


With cards as velvety soft as these, your client's contact details will be in everybody's hands.



17pt Cards



Soft Lamination




Protective Finish

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## T-Shirts & Door Hangers

Open doors with these products

Check it out



**T-Shirts**

Help your clients Dress for Success  
20 Different Options | Custom Sizes

Ideal for fundraising campaigns, community events & professional events.

Get prices

# What can email marketing do?



**Engage your customers**



**Drive more traffic**



**Introduce new products**



**Increase customer  
loyalty**



**Collect helpful data**



**Get ahead of competitors.**

# Step 1: Define your goal

**Website traffic**

**50 website visitors in 1 week**

**Repeat orders**

**20 repeat customers in 1 month**

**New clients**

**10 of new customers in 1 month**



# Step 2: Choose your emailing platform



## MailChimp

Most popular for small businesses **Free for up to 12,000 emails to 2,000 subscribers**



## Constant Contact

Easy-to-use for beginners **60-day free trial, \$20/month**



## AWeber

Helps you grow your subscriber list easily  
**30-day free trial, \$19/month**



## SendinBlue

Easy-to-use bulk emailing  
**Free 300 emails per day with their branding**



# Step 3: Generate a leads list

- ✓ Physical forms in your print shop
- ✓ Ask when sending quotes
- ✓ Have a webpage
- ✓ Share a link on social media
- ✓ Ask when you're asking for a review or referral

## Tips:

### Offer an incentive

Be aware: CAN-SPAM Act (USA) and CASL (Canada)

# Step 4: Write emails that provide value

**“What would the recipient want to know?”**



**New products  
and features**



**Ideas and  
inspirations**



**Special offers  
and discounts**

# Step 5: Test it out



**Keep track of  
opens and clicks**

## Open Rate

The percentage of recipients who **opened** an email campaign.

## Click-Through Rate (CTR)

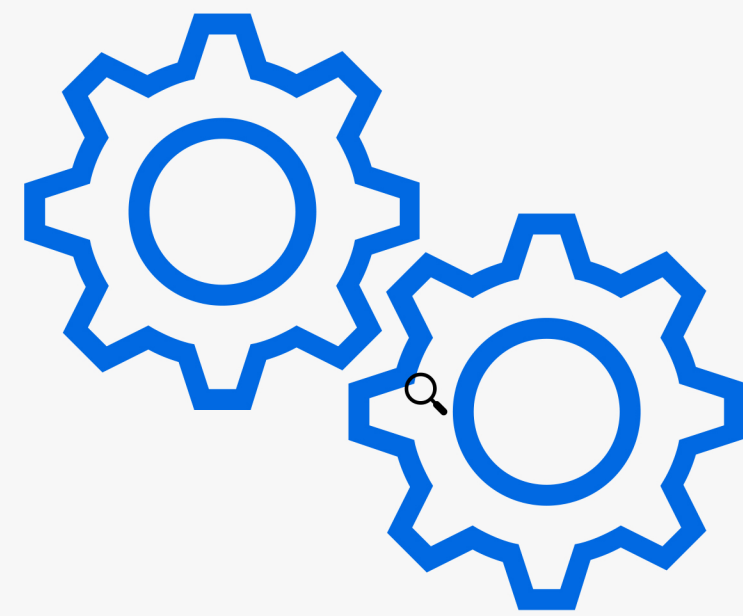
Out of those who opened the email, the percentage that **clicked on a link** in the email.

**Tip:** Split test and/or segment your audience

# Step 5: Reviewing the results



**Regularly review  
the data**



**Optimize your  
emails**



**Look back on  
your goals**





# That's it! Questions?

## Contact Info.

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# Thanks for attending!

Please fill out our survey.



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\* 2. Please indicate whether you agree or disagree with the following statements.

	Agree	Disagree
I enjoyed the topic	<input type="radio"/>	<input type="radio"/>
I learned something new	<input type="radio"/>	<input type="radio"/>