

Today, topic is how to choose the right email service provider, but what is an email service provider? And I want to make the distinction between an email service provider and a CRM. Now, some, some coexist in the same. Platform. Um, but they are different entities, like, um, you know, like HubSpot and, uh, nimble.

And some of those tools are, you know, they lead with the CRM piece of it. Um, other email service providers, you know, like MailChimp and, you know, some of those are absolutely just, it. An email service provider provider, and they really don't have a CRM. A CRM functionality is, um, a customer, um, platform where you can physically see your customer, um, details and things of that nature.

I'm going to give you some examples of that in just a minute, but, um, I just wanted to make a D. The differentiation between the two and what we're really focused in on for everybody is making sure you have at a minimum, an email service provider. If you know, a CRM comes is come, comes with it, then that's just a bonus.

But at a minimum, you need an email service provider because it's a tool that allows you to collect the email addresses of those. Who want to, um, either purchase or opt in to something that you, you know, in this case, we're talking about opting into your freebie. Um, it also makes it possible for you to store and manage those email addresses so that then you can send out targeted email marketing campaigns to your people, um, and that you don't have to like copy and paste, uh, email addresses into, uh, uh, an Excel spreadsheet and email people one off.

Uh, that is not effective and you don't want that. So we definitely need, um, Um, to make sure we, you guys have a good, solid email service provider. So I want to share my journey with you real quick. Um, because I think it's pertinent in the context of, uh, how I had to evolve. And I would bet some of you are in, in this decision making process right now where, you know, where, where do you, which one you choose.

And so when I first started, I started with a Weber back in the day and, um, A Weber has been slow in my opinion, to kind of evolve with a robust, into a robust marketing, um, tool. So when I made the decision to move and I needed more and I needed, you know, some more functionality, um, I just, I went to the, Oh, totally other end of the spectrum.



Uh, and that was probably about seven, seven, eight years ago. And then there wasn't as many options as there are today, but I went from a Webber. Uh, which was kind of like beginning, great, great beginning a tool to Infusionsoft or what I love and we call Confusionsoft and, um, and that has been a huge journey for, for me and for the team, multiple teams now, um, one to learn that tool, uh, implement the functionality that it had.

I feel like we only scraped the surface of it because it was so confusing to try to use and learn and, you know, leverage, um, it's a great tool in the context of, you know, all that it does, but it was cumbersome and difficult and it took up a lot of time and energy. I had had one guy on my team, um, Joseph, who was dedicated exclusively to managing the campaigns and, you know, sending the emails and all this stuff that went with it.

Um, and it was a lot, I mean, it was a full time job for him. But that's again. Okay. We nailed all that, had somebody doing all that, but really what made me decide to leave, uh, Infusionsoft was, uh, one core thing and it was email deliverability. And, um, and this was, uh, is, has been a big battle that I've been fighting for about two years now.

Um, I don't know if you guys are familiar with active, um, sorry. I'm familiar with. The fact that, you know, a lot of people when they're signing up for freebies will use a, uh, Gmail account, uh, versus their real email address. Uh, or they, you know, many, uh, to myself to be included, may use Gmail to pull in their primary email addresses.

Um, so when that happens, um, there's three different tabs at the top of, um, of. The Gmail inbox. There's the primary tab, there's social and there's promotions. And I couldn't for the life of me get out of the promotion folder. So I don't know about you guys and feel free to jump in and let me know. Does anybody look in their promotion folder?

The only time I look in the promotion folder is usually like, You know it. Yeah. If, if I'm expecting an email and it didn't come into my inbox, I'll go check it, check the spam folder out and see if you know it's in there. But for the most part, I totally ignore my promotions folder and, um, And so I bet you, you will probably, you're probably in the same boat where yeah.

Don't really pay any attention to my promotions folder. So our deliverability or our open rates, let me restate that. Or open rates just continued to plummet. And so I just got to, I was like, this is crazy. What are we going to do? So Rhonda and the team really dug into doing research on all of the, you know, what are our options?



Which one should we check it? I mean, what can, where can we move? And the thought of moving was like, I was like, no, we're not moving. Let's research how we fix this first. Like, there's gotta be a solution to this. Well, we spent about six months trying different things, working directly with Infusionsoft, trying to get our open rates up.

Um, and then we were like, This is crazy. Um, so again, Rhonda and the team dug in, they started doing a lot of research and we, we pulled the trigger on moving to active campaign, and that was a big, big decision internally for us, uh, and you know, migrating, um, all of, all of our campaigns, all of that, the good news is a lot of email service providers will migrate you for free.

Or at least, um, tell you how to do it if, or have a migration feature tool, if you will, that comes with their, um, with their platform. Um, but it was a process. It was a big, big decision to make the, the job. Now, this is the part that is really important as it relates to this story, I guess what has happening now that we've made the jump, but we haven't, we've only been with active campaign about 30 days, so we're just really starting to get the, the true picture of how this is going to impact us.

But now my emails are going into the primary. Folder, not the promotion folder. So our open rates of homeless doubled, because people are now getting our emails. Um, so it is, it has been a huge, huge, um, benefits so far, and I'm super excited that. Hopefully we can continue to see the benefits of making this job.

Um, on the other side of this, from going from confusion Confusionsoft to active campaign, um, the team is thrilled. I mean, they are like, this is so much easier. There's so much more functionality. I mean, they are just super excited. Now, Joseph, the guy. I was telling you about whose primary job was to just manage everything inside of Infusionsoft.

He's like, okay, I've got a lot of free time. What else do you need me to do? So I'm like, yes. So it's been a huge, um, it's been a huge win for us. Uh, again, though. Not to say, I'm going to go through basically painting the picture of what the possibles are with a robust tool, like active campaign, but there are others as well.

So I'm going to again, take it, take you through what a great email service provider looks like. We are still working on a comparison chart. We almost had it finished. We had, um, I had a small, one of our, uh, team members that was working on the comparison chart for you guys. Um, uh, had a small family emergency, so she said, she'd get it done later.



And I'm like, you will, we'll make sure we get it to you guys. So I didn't want you to think that, uh, you know, you had to active campaign is the only option. But this is the truth of it. And I really want you guys to hear me. When I say this, you want a provider that's going to allow you to grow with your business.

Um, you know, go the way you want to grow is kind of the way I hope you will. Really embrace this concept because moving is a pain in the patootie. It is, it is. It's a hard thing to transition from one service provider to another, um, is especially as you grow when you're first getting started, it's not that big of a deal.

If you have a hundred people on your list and you want to migrate to a new service provider, right. No big deal, really. Um, but once you get to a certain place with your list building, which you are going to get there, moving is a pain in the patootie. Okay. So you want to a provider that's going to grow with you, um, the core, big things, and I'm going to dig into some of these more, with more specificity, but.

Um, what I have found when we did the research on this, um, most service providers, um, don't really jump in price, um, across the board. Like most of them are very comparable at a baseline level price wise. I mean, you can get started with active campaign for like \$15 a month. Um, you can get started with most service providers for a very small amount of money.

If your list is. Small to nonexistent, right? It's just when your list starts to get bigger, like if you have 50,000 people on your list, then you can comparison shop a little bit. But, uh, I think for the most of you, you're not there yet. Um, so again, just looking at it from an apples to apples, most of the service providers, uh, are competitive across the board with pricing.

Um, the deliverability rate though, can be very dramatically different. Um, for example, um, one of the reasons that active campaign I'll just do, I'll just share two stats with you. Active campaign versus MailChimp, MailChimp focuses more on, um, And they have beautiful templates. They have view, I've always set, thought their templates were probably some of the best.

Um, but their deliverability rates are not as high as some of the other, uh, platforms. Um, they don't really compare at all with active campaign, for example. So it just depends. Now that's not that doesn't necessarily hold true a hundred percent, but it is certainly something to consider when it goes back to well, is my emails going to get into the inbox of my people, right?



Cause it's important and not go to the spam folder or not go into the promotion folder. Um, other things that I think are important are the basic and the advanced automation features. Yes, you will get there even if you think you're not there yet. Um, again, go, go, uh, choose based on the way you want to grow.

Not based on where you are right this minute. Um, I'm. I really believe you need segmentation capabilities with your email service provider. Um, you definitely want your templates to be mobile friendly and, um, you want them to have great customer service because you're going to need to pull that thread at occasionally.

Um, you know, Yeah, they have great, um, help, uh, resources, or, you know, you can pick up the phone and call them and they're gonna respond to you. That's super important. Um, so those are the biggies, but let's take a, just a bird's eye view of what email marketing looks like. Um, It is multifaceted, but it comes down to these core things like broadcast emails.

Those are what I call one off emails, where you might want to send, you know, uh, just anything. It could be any type of a onetime email campaign, um, to anyone on your list. You can even segment your, if your, if your list is segmented, you could send it to just a certain amount of people, but it's kind of a one off email.

Um, Triggered emails are another so triggered emails are based on purchases normally, or site visits for is another or even engagement. In other words, a customer takes or a prospect takes a specific action. And based on that action. Automatic emails are sent based on that. And I'm going to give you some examples of that.

Um, targeted emails are, um, how you get the right emails to the right people, you know, uh, that's why segmentation is so, so very important. So if you wanted to send an email just to your buyers, you could do that. Um, email autoresponders are the core thing that we're going to be focused in on as we deliver your freebie and.

Um, the, uh, you know, to get your freebie set up to where your, your freebie is going to be automatically sent to the people that, um, said yes to your freebie, uh, email funnels is it's a way to, uh, help. Structure the way you sell essentially and automate the way you sell. So those are, uh, you know, you can leverage the power of your email service provider to set up email automation that turns like your prospects into, um, or turns them from an interested person to a purchase.



Um, somebody says, yeah, I want that. Um, and then scheduled emails, you know, setting up your emails to where they go out at a specific time. That is like a godsend, especially if you're really going to key in, on things and use a CRM feature to send emails, like, you know, target knowing when your people have birthdays, for example, um, uh, that you may not be collecting that information, but if you ever do.

That's an opportunity again, to automate that functionality. And, um, it's just, again, something that can be done. Personalizing your emails, most email service providers allow for this feature where, you know, you, you get the emails all the time. Hey Susie, or Hey cam or Hey, Paula, um, you know, whatever your, your first name is or whoever your prospect is on the other side and somebody that's on your list, you want to make sure you.

Say, you know, specify and, and personalize their, uh, your emails with their name. You can do a lot of other customization too, like, um, their city. Um, if you have that data point, you can do, um, a lot. I mean, literally there's so much personalization options in most all email service providers. Um, you know, that personalized feature usually is there for most, um, Automation is absolutely your best friend guys.

Um, you know, when I say usually, uh, automation is a dirty word, you know, when it comes to social media as a, as a quick example, but automation, when it comes to email, um, in being smart with your automation is just, it's just that smart, wicked smart, and setting it up and getting it automated, uh, is, uh, is something that can make the difference in, um, And not only warming your people up, but loving them up and ultimately converting them to a sale.

So here's an example. If a customer adds items to a cart, um, maybe they, maybe they go ahead and purchase and you send them an email that says, thanks. Right. And maybe send them whatever it is. If it's a digital product, you would send that in that. Thanks. Thank you email. But if let's say they say, you know, they abandoned the cart, maybe the doorbell rings or, you know, Uh, the phone or the dog barks or, or, you know, 1,001 things could happen and their attention is taken away from the, from that moment when they're considering purchasing from you.

So you would wait an hour automatically, like you're not studying. They're like, Ooh, you know, it's been an hour. Let me send them an email. No, this is all automated. Um, and then you would. Send them an email and say, you know, you left some items in your cart. Are you still



interested? Um, it brings their attention back to the fact that they were considering making a purchase.

So that's all automated. If you set it up correctly and again, you know, who wants to set around wine, would you even know, would you even know now let's go back to that. If you have no visibility into the fact that somebody put an item of yours into their shopping cart. Well, you're not going to know. So how, how in the world would you even begin to follow up with them?

You're not going to know who they are, but with some automation in place, you're going to identify who they are. And you're going to be able to, uh, um, roll either scenario forward in an automated way. They buy you, send them what they bought. If they don't buy, then you follow up with them. And it's all like a site totally automated.

Automate your email followup. So let's say somebody visits your webpage, um, or contacts your page. You can wait an hour and send them an email, interested in learning more about whatever it was. Um, you can wait a day and then followup with them again. So have you ever heard the term, the sale is in the followup?

Um, I think the relationship is in the followup too. And, you know, people that have relationships with you or feel like you are connected to them and you see them are way more likely to purchase from you. So automating your email followup, um, or your, you know, your, your care factor, uh, in a authentic way.

Just makes sense. And then of course it does matter when it comes to selling. You can also find your most engaged contacts. Now this is a features of active campaign. Some other, uh, email service providers may have this. Um, definitely some of the lesser ones do not like MailChimp. I know does not have, uh, a score system to my knowledge.

Um, but in this particular case, Like I say, I want to give, I want to paint the possibles and some things that you can do with the right email service provider. So when a contact opens your email, um, active campaign adds a score and you can assign the score to that particular person. And then, you know, once they get to like, again, assign whatever number you want.

Uh, but once they get to a score greater than a hundred, you can add a tag to that person. And you know who you're. Most engaged people are. So if somebody opens five of your five emails and they click and they go to your blog post boom. Now, you know, that that person is super engaged with your content.



And, um, that is really important. Um, Ethan work smarter, not harder. So again, I shared the abandoned cart campaign before. Um, but this is really important when it comes to, um, you know, Somebody puts something in their shopping cart. And, you know, if you keep following up with them, this, the chances of you, uh, converting that person to a sale so much higher than again, not knowing who they are, uh, personalizing the customer journey.

I think this is another really smart, uh, piece of the automation process. You know, if somebody has opened up an email, do they open it? No then, you know, send them in, send them a newsletter, uh, or yes. Has it, have they made a purchase? No. Yes. You know, in other words, it's a no yes. Scenario and you can build out no, yes.

Scenarios for a lot of different things. Let me explain a couple of ways that I've done this successfully. Um, I use my email list. Um, I'm sorry. I use my blog to send out value to my list. Uh, every time I write a new blog, I listen to in an email and let them know, Hey, this is why this is important to you or why it might be important to you check it out.

Um, and if they open it, then. Boom. They get tagged. I know they opened it. If they don't open it, then a few days, a day later, actually we usually do a day later. Then we will send out that same email with a different subject line. And so we'll get, maybe we have, you know, 15% of our list, open it on day one.

We'll get anywhere from seven to 10% more. On day two, just from that one simple strategy. And so many people don't take advantage of that opportunity to get again, if you work that hard to get your content out, out into the world, getting it seen as the next piece of it. Um, And then segmenting and Mar and marketing smarter.

Um, you know, you can choose all kinds of different options. You know, if somebody has visited, um, or has not visited or, you know, was referred from, or you could even, you can change these options by the way. So if somebody has clicked, if they haven't clicked and based off of those dynamics, how do you.

Market to them smarter. So there's just all kinds of functionality. Um, Let's talk about that process, because basically we've been talking about the process of the segmentation piece, right? So if somebody subscribes to your email, um, then you would want to send them a welcome email series. I call that a nurture sequence, which we're going to learn how to do that, by the way, we're going to get that.



Set up a while we're in this course. So you guys have that, um, let's say they've viewed an item on your website. You might want to send them an abandoned, uh, abandonment email. Um, maybe they put something in their cart, but they didn't proceed again, pop them into an abandoned cart campaign. Uh, maybe they completed a purchase and you know, they're going to need that.

They're to. They're going to need to get what they purchased. So you want to confirm that they, that you've received their payment, uh, and deliver what it, whatever it is that they purchased. Um, maybe they haven't opened your emails in a few, few months, uh, you know, then send them in that re-engagement email campaign.

Um, there's so many things that you can leverage the power of segmentation for. These are again, just a few ideas for you, but, um, one to highlight that. So this is the picture without segmentation, you send the same emails to everyone. Uh, there's no way to really, um, you know, customize your content or customize your emails.

Some people click and some people wonder why you're even emailing them. Which, why does that happen? I mean, what happens when that happens? That's an area. So some people might click open it and then wonder why is this even appropriate for them when that happens? Guess what they unsubscribed. So you lose somebody because you're not.

Custom customizing your marketing to them. Your email marketing may feel like a lot of work for a little return. Then there are myself done that, but with segmentation, you send each contact what they want to see, um, and or you nurture them based off of how they come into your list and the people engaged because you give them the right info and then your marketing can feel more personal and it's going to ultimately get you better results.

So, um, The nice thing about this is it's going to feel like, Oh my gosh, am I joining all the pieces and parts on the front side? But once you get it set up, uh, a lot of it will be automated and that's the beauty of it. It's it's do the work on the front side so that you can reap the benefits on the backside.

Um, So now let's dig into CRMs and the sales automation piece a little bit more. I talked about the fact that an email list provider, some email list providers have CRMs built into them. Um, not all of them, but active campaign does have a CRM and a CRM is just, again, it's a, it's a way to manage your customer relationships.



So CMR S C R M stands for customer, um, um, Relationship management there. Yeah. Customer relationship management, but it's a, it's a way to, to really get, uh, profiles built out on your customers and that kind of thing. So here's a quick little video. As you can see now, and this is true for a lot of service providers where you can see the actions they've taken as long as you have tagged them appropriately.

Um, and in this particular case, you can see, uh, you know, they've received an email, they've opened an email. Um, you can see things like, um, Let me move this over. Hopefully you can't hear Soviet Barkin, but you can see like, did they, uh, like we use it a lot. Let me give you a couple of examples. If somebody, um, says, Hey, I didn't receive my log in or, or, or, you know, something of that nature or did I, um, uh, we need to know if they've purchased something, uh, or they'll reach out and say like, Oh, let me go back to that one example.

Um, I don't have my login for blah, blah, blah. So the first thing that the customer care team does is they go check to make sure that that person actually purchased what they said that they don't have. Right. Um, we can see all that conversation. We can see that they've gotten the email or not gotten the email, not opened the email.

Um, so let's say for example, they haven't opened the email. And then we're like, okay, is that a viable email? So we can go back to that person. Who's requesting their email and confirm before we send them their, um, their logging information. Hey, we sent your login information on this date. We noticed you haven't opened it.

Is this still a good email address for you? Because as, as customer care is trying to solve this problem for them, if they haven't opened that email. Um, then did they get it? Um, and we want to make sure we solve the problem. So there's a lot of really clever things that you can do with a great CRM. Um, active campaign does have a, um, a mobile app, so you can literally manage the conversations and, uh, and send emails and everything right through your phone, which is kind of a clever little feature.

You can see your sales. Um, you can follow up with people, all kinds of. Um, cool stuff when it comes to, you know, managing the customer relationships, uh, within the tool itself or within the app itself. So let's talk about goals tracking real quick, because like, we've talked a little bit about the fact that not all of your people have the same needs and there's going to be very in things.



Um, even though overall your, your business does something right. But. There's still going to be differences between the people who are attracted to you based off of what you do for them. When you attach goal tracking it lets you see who's moving through your funnel and maybe where they drop off. And maybe you can offer this.

This is really value based information because if they drop off at certain points, what's broke there. Is it, what you're offering? Is it the look? Is it the button color? Is it, you know, what is it? Quick example. When we rolled out this course, we were again trying to do this fast and furiously. And we put out the first sales piece.

We did the first webinar with a very basic sales page. Very basic. All it really was, was a VSL, which is a video sales letter. For those of you who've gone through that VSL course, you know what that means? Um, it was basically just a video and, uh, the bonuses were directly underneath. And, um, w we looked at all the stats were like, why are there, you know, there's not as many sales, it should be coming through what's going on.

Everything was working beautifully. And the conversions were beautiful right up until the place that they got to the sales page. And we're like, Hmm. Something's wrong with the sales page, obviously. So we went back and basically translated the video and built out a full sales page because people weren't watching the video.

Um, and so they didn't know what was in it. So we were like half. Honestly, we were probably three fourths of the way through the campaign before we really started trying to figure out what was broke. And so that was a really good indicator at that point that the sales page was wire problem. Um, so gold tracking, super important.

It can, uh, you know, When, when you can see, like, for example, when, um, your contacts take actions that you choose, you can move them to the right stage of the funnel. So if they say yes to this, then you can send them certain things. If they say no to something, you can, you know, give them a different path. Um, you can see how you're performing with things.

You can segment your users and take action based on things that they are. Choosing to do or not choosing to do. Um, so it just makes, it makes you smarter marketing, I guess. So that's the way to say it. You can also upsell and cross sell based on past purchases. So if you're, you know, tagging somebody that they've made a purchase, you can wait a week and then automatically.



Yeah. Automatically send them an email to review your product for a discount on something else. That might be the next thing, for example. So we're doing, we're setting this up right now, where, when somebody purchases PDF to profit, um, you know, we'll ask for a review and then we'll give them a discount on.

Uh, the VSL to profit course. So that goes back to the automation and having that automatically, uh, produce sales for you all the time. And this can all be done again from an automatic perspective, you know, automate automations. Our friend is what I'm saying. Some service providers. Do also allow you to do some cool things when it comes to customer service.

Um, here's a few things I wanted to point out that I know active campaign does based off of that. Um, Score system that I shared with you before you can see which customers are in danger of turning. Like this is super important. If you have things like membership, uh, platforms, you know, continuity things where people pay you on a monthly basis.

If you can say, see that, you know, this month you have 50 people and you know, next month you're looking at it and you're like, well, some of these people are not engaged. How do you reach out to those people and, you know, get them engaged, pull them back into the, the, uh, um, where the content or the group or we're at, whatever is really driving, um, your continuity program.

Um, you could onboard new customers automatically as well. So, you know, when you have new users, um, within the last few days or the last day, you can set this to whatever you want. Um, you can send them a welcome email. Um, you can. Save your self time with some self service automations. Um, you know, maybe, and this is again, uh, these are very specific examples, but you can leverage this in so many different ways.

So, you know, uh, this is more of a, I would call a, um, This particular example is more geared towards somebody, you as a, um, what's the word I'm looking for? Maybe a, a, a service provider. Maybe that's the best way of saying it. It could be some software or something like that, but they signed up for a new account or maybe they just sign up for.

Anything, you send them a new, especially membership driven things. So they sign up for something that is going to get them like a training course or something. You send them an email with their login information. Um, you identify, you know, are they. But what their plan is.



Um, and then you can end their automation or you can send them directly to a customer service, uh, opportunity, um, again, using scoring to see who to focus on.

Obviously, if somebody is, uh, unsubscribed from your emails, Um, you are no longer at Liberty at that point to reach out to them and say, Hey, why did you unsubscribe? Um, that's not an option anymore, but let's take a look at like, you know, somebody who's submitted a form. Um, they've obviously opted in, um, can would a personal outreach work as my nurture sequence going to be good enough.

Um, maybe the person who's considering buying something, would it be smart to send a personal email? There's lots of things that you can do based off of the scoring, but this is a clever thing. And I don't know of any other tool right now that does this. So, um, for those of you who are running Facebook ads or, or expect to run Facebook ads in the future active campaign has a super interesting little feature that is very clever.

It's a dynamic way for. You connect it to your Facebook ad account, your, your active campaign account to your Facebook ad account. And it will. Based off of how people are engaging. Um, maybe they, somebody comes to your product page and you're, you're pixeling them. So they're added to your audience, uh, your custom audience inside of Facebook.

Um, and if somebody asked to be removed, for some reason, they're removed from your Facebook pixel or they're removed from the Facebook audience as well, or based on their behavior, um, you know, if you have a general Facebook, custom audience and they have, um, engaged with something specific and shown product interest in something specific, then you can, um, um, A active campaign will automatically move them to that new custom audience.

So this is super clever. And like I say, it's all automated, it's all dynamically updated, so you don't have to do it yourself. You don't have to, like, for example, what we've done in the past is every few months we'll download our email address and we'll re upload it to Facebook or, and that'll be a new custom audience.

Right. But, and that'll be my email list subscribers, but now we no longer have to do. That it's all dynamic. Every time somebody subscribes to my list and they're added to the custom audience in Facebook. And if they unsubscribe they're removed, that is so amazing. And likewise, if they make a, if they showcase interest in a specific thing, we can move, we can create custom audiences based off of how they engage and interact with things on the website.



So this is again, a huge, huge thing. Um, love this little feature that active campaign has. And like I say, I don't know of any other tool that has this. Some other tools will allow you to track your Facebook ads, but they don't allow for the dynamic, uh, custom, um, audience thing. Your audience care. Yeah. And then I think this kind of sums this up a lot.

Your audience cares about different things at each stage of the funnel and each stage of the customer journey as they engage and interact with you. So when you could add or remove people from a custom Facebook audience, to make sure that you're always showing them the Facebook ad that they care about, then they're way more likely to engage with your ads, which makes your ad span.

Right. Work for you instead of against you. You're not spending time trying to convert somebody via Facebook ad when they're not interested. So this has huge impact, I think, for anybody who is using Facebook ads or considering using Facebook ads, Um, and guys, this is huge. And I think most, uh, email service providers have this functionality, but I want to really key in on it.

Um, because we have found that not all do, but I think most do. And I would say most that we are aware of have this capability, uh, but being mobile friendly and making sure your landing pages are mobile friendly. Is an absolute must. Um, and that is definitely going to be true if you're trying to build your landing pages on tools that are not, uh, or WordPress sites that are not cuss or not, um, optimized for mobile.

Uh, that's one of the nice things about using tools, uh, is normally they're already optimized for you and you don't have to. Yeah, we'll figure it out on your own. All right. So homework, I want you guys to choose your own tool. Now, if you're interested based off of what I shared with you today, no obligation do not feel obligated to choose active campaign.

We did do a ton of research before we chose active campaign. So I feel very comfortable recommending it, but, um, if again, you're using different things. That's totally fine. If you are more comfortable using another tool, there's again, no obligation whatsoever to say, Oh yeah, I got to go use active campaign.

Definitely not, but if you're interested, check it out@kimgarst.com forward slash active campaign, you can start for as little as \$15 a month. Like I said, most of these tools are very comparable, um, from a monthly perspective. Um, expect, especially when you're first getting



started, but it, then it becomes, if it's, if price is about the same roughly, then what else does these tools do?

These tools have that maybe a competitor doesn't have that you can grow into. And I think that's where active campaign wins hands down. Um, Against pretty much all the others. Um, but again, that is your personal decision. I don't want to make that for you. Um, I know we have some questions, so I'm gonna dig into that real quick.

So, um, I, so I think Laurie, I think this is you steeper learning curve for active campaign. We have not had that experience at all in fact, but that said we are coming from, uh, Confusionsoft to active campaign. Um, so far the team has been, um, Like just thrilled with active campaign and the ease of finding things.

And I found when I was looking for like, uh, I jumped in there several times and I was able to quickly find what I needed. Um, it is, seems to be so much easier than what we have used in the past, but maybe again, it's through the winds of the fact that we are coming out of. Uh, of something that was pretty complex.

Okay. So Kim is asking am the base price list on active campaign is nine 49. Is the next step? Yes. So \$9 is for the yearly guys. So you could get your active campaign for as little as \$9 a month. If you pay for the entire year, if you want to pay monthly, it starts at \$15. Mmm. And they do have a 14 day free trial.

I'm pretty sure.

The problem with mail champ. So I'm going to give you a couple of red flags on MailChimp. Um, my biggest concern with MailChimp has always been their terms of service is not as not user friendly to homebased businesses. And if you haven't checked that out, you need to, um, because I've seen, in fact, I've had three.

Three connections that I'm aware of lose their email address because they had a home based business. So you definitely need to, um, check that out a lot of times, um, they will key in, on things like the get rich quick kind of stuff. Um, network marketing, that kind of stuff. Um, they're definitely not as robust and they are.

Uh, they are coming along the side of the big East now, and they do have more functionality than they ever have, but they're starting to charge for it. So there's nothing wrong with it. It's a



great place to start, but it is, uh, there are a couple of red flags, so I just wanted to share my 2 cents on MailChimp.

Um, Paula says, which plan is the \$15 plan, Paula? I'm pretty sure it's just the basic one. Hang on just a minute. Let me pull this up so that I'm telling you correctly. Um, it is the light plan. Um, and the light plan allows you to do unlimited sending. So you're not limited on your email send out. Um, it has all the email functionality, email marketing functionality.

You can send newsletters. Um, it has the subscription forms, which means you can, you know, I have your opt in. Set up and all of that marketing automation is in that the things that it doesn't include are things like the Facebook custom audience feature that I talked about at the end. But if you're not doing Facebook ads yet, then you can always upgrade at a future point in time.

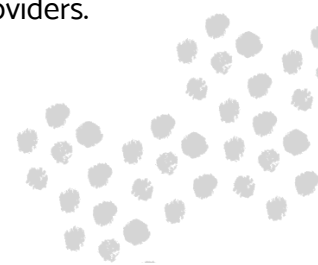
I'm trying to look for these asks. Okay. So Kim is asking, are all the features you're mentioning an active campaign available at the light price? I think I just meant, I just talked about that. Um, Kim, so a couple of things that are not like, like I said, the Facebook custom audiences aren't there. The lead contact and scoring is not in the light program either.

So if that's attractive to you for some, it won't be, you may not be there yet. Um, if you have continuity programs though, I would highly recommend that because it's a great way for you to see, you know, that, that feature. Um, let's see. There's a few things that are not included that I did mention, but most of the functionality that you're going to need is in that light plan.

And like I said, you can always update. Uh, policies of our flow charts of these email sequences available by you or active campaign. Yes, we are going to give you, um, a that's one of the things, one of the things that we're going to focus on is your email seat, your nurture sequence, and we're going to give you a template.

For that. Um, and then you'll just have to plug it into active campaign. Um, and that, that is a very simple process. We're going to walk you through that. Um, you'll need to, you'll need to obviously update the templates, be in your tone, your voice, that kind of stuff. Um, but yeah, we'll walk you through that, Paula.

I'm making sure I'm getting all y'all's questions. So Kim asks, um, how do you research or know your own deliverability rate? That's such a great question. Um, the, um, I think it depends on the service rider. Like one of the things that, um, I have done when we were researching this, as we researched, um, heavily researched the deliverability rates for the other service providers.



And a lot of it was, uh, listening to, uh, other. End users and seeing what they had to say about it. Um, because there's so many variables when it comes into the deliverability, it could be, it could be, um, Oh, one thing I totally forgot to tell y'all. Oh my gosh. Whoa, Nelly. Why did I not have this in here? Oh, I'm so like, ah, I'm like, can't believe, I forgot to tell you all this.

One of the things that we are already loving when it comes to active campaign is they have a spam, um, me, um, What is that? What is it called? What do they call it? It's basically a way that they go in and they look over your email and they give it a spam. Mmm Mmm. Rating. There's a word, a spam rating before you ever send it.

So, um, and there's other tools that have that too, like Infusionsoft had it, but we didn't feel like Infusionsoft's was super good. It didn't work. So if it didn't work, it wasn't any good. Right. But we have found that the one, uh, active campaigns does super, does seem to really work. But my point is that deliver there's so many variables that go into the deliverability rate.

Um, it could be the, the, how many emails you send within a certain amount of time. It could be your subject line. It could be things that are in the body of your email. There's so much that goes into, you know, whether or not you're right. Email is going to get into somebody's inbox versus their spam. Um, that, that could be totally different.

So, um, do some research, like whatever service or you're using type in, you know, name of your service brighter plus, you know, deliverability rate look. Look and listen, find out, but one of the best ways is just to take a look at your open rates. Um, you know, if your email and to test yourself, like add yourself to your own list and see, where is your, where are your emails going?

Are they landing in your inbox or are they landing in your spam folder? Um, so that's another way for you to see where your emails are coming in at, um, is to leverage the power of your own emails. Like I have numerous emails that we use that are in different service providers so that we can see what's happening.

Are we getting those emails? Um, are they come, are they coming in to the spam or otherwise? Um, Not that I wouldn't go well, I called wild with that strategy, you know, I'm not saying go sign up for like 15 different email service providers just to see what's happening. Um, but do use your email address just personally on your list, just to see what, what that looks like.



Where is your emails coming in at great question. Paula says, do we need the CRM off the bat? Um, not necessarily. It depends. I think if, if you do things where you're trying to, uh, you know, really nurture people, like if you have something that you're selling that's high end, um, I think the CRM would come into.

I come in super handy. Um, if you're, if the tool of choice that you choose has a CRM as just a part of the, of the functionality, then leverage it. Uh, but you know, some, there's quite a few tools that don't have a CRM built into it. So again, it depends on if yours has it or doesn't. Um, Kim says, uh, in active campaign, if we start on light and then update the update, will they include any tracking from before the upgrade?

Ooh, great question. Short answer is, I don't know, but I will find out Kim. That is a really, really good question. Um, My, my gut says they probably don't, but let me find out w the good news too, with active campaign is we do have, um, w we have a very good working relationship with them. Um, and we're actually working with them on a few things.

So we have a direct line of contact, you know, communication with, with active campaign. So w I'll find out about that. That's a really great question. Um, Susie says MailChimp charges more as your list grows, does active campaign to all of them do Susie? Yes. Um, all serve. That's really the only huge differentiator that I found when it come to choosing a service for riders based off of price.

Like if you're just looking at service providers from a pure, like, which one's the cheapest, um, then most of them are very comparable at a baseline. Um, you know, if you're just getting started and you have less than 500 contacts. Yeah. You'll find that almost all of the email service providers are less than 20 bucks to get started.

Um, you know, maybe I think MailChimp is nine, nine 99 or something like that. Um, active campaigns, 15, some will go up to, I think some are 19, some 17, right? But for the most part, they're in the ballpark on pricing, but yes, they, your, your, um, your amount that you pay does go up based off of the amount of people on your list.

And that's when, um, honestly, one of the things I've done, if your list is a little bit bigger, call them up, they will negotiate with you. Cause that's what I've done. That's what I did with active campaign. I'm like one, my list isn't even on y'all scale. Like when it comes to trying to figure out what they were going to charge me, I'm like, okay, it doesn't go that far over.



So yeah. I negotiated my rate with active campaign and with Infusionsoft. So that's another option for you if, you know, if you get there. Okay. So, Laurie, I think this is you girl does active campaign have nice templates, as you mentioned for, um, I, you know, we haven't started using their templates. They do have templates.

Yes. Um, okay. So that's Sophie, I'm sure you probably hear her. Um, she's excited. We're not beating her. I just want to share that. She, when she gets excited, she sounds like so, so yeah, she's I think somebody home and she's just going crazy. Um, but it does sound like sometimes we're beating her. All right.

Trying to make sure I'm getting all of your all's questions. Okay. So. Laurie active campaign plugin for WordPress. Can you explain? I'm not quite sure what you're, what, what you're meaning by that one thing that I think is super interesting and I don't have it set up yet. Um, I, I just was talking to Rhonda about this this morning, where, like I say, we're fairly new to active campaign, but we're like, we're loving it.

But one thing they do have is a, um, Is, if you're a Google Chrome user, they have a Google Chrome extension. And it allows you to see inside of your Gmail inbox, people who are opening, you're opening your emails. So like, if, you know, I w I, like I said, I don't, I haven't used it yet, but that's another little interesting feature that I thought I had mentioned when you said plugin.

Uh, it made me wonder, I mean, it may one wonder what you mean by that, in that context, but, um, But I wanted to share that the Google extension thing too. Cause I think that's pretty cool. Um, that? I don't believe that, uh, no active campaign does not do that. So a person can be segmented in multiple, uh, ways tagged if you will, in multiple ways and they are not counted or do duplicated triplicated quadruple located, you know, it's, it's one contact they're just tagged in multiple ways.

So you don't have to worry about that with active campaign. Oh, perfect. Thanks Kim. For answering that. Alright, any last minute questions. So again, the goal today is if you don't already have a list, provider is find the one that most suits your needs and sign up for it because there is a little bit, that's a process like, right?

You got to figure it, go get it, set up, make sure you play around with it a little bit. Um, log in and find the features. Um, You know, just get a little bit comfortable with the tool itself. Most of



the tools active campaigns in particular is incredible. Their user knowledge base is amazing. Um, but again, they've been around for a bit.

And they've identified the core things that people need to know and that kind of stuff, but that's true, frankly, for most of these email service providers, they do have great knowledge basis. I would assume. I don't know for everyone. Um, but I know active campaign is really good. The Infusionsoft knowledge base in my opinion, is jumbled, um, in and out.

It's there's so much different. Uh, what's the best way. How best way to describe it. It's a hot mess. Okay. That's better. There you go. I think it's a hot mess. Um, they have evolved over, you know, periodically, but they haven't updated their knowledge base and all, um, all cases and they've rebranded recently to keep and, and then they still have the, there's still a lot of people that are still active on.

The old platform, which is Infusionsoft. So it's just very confusing. Um, again, my set two sets. All right. Well, like I say, guys, I hope you, like I say, do not feel obligated to use the one that I'm recommending and the one I'm using, but we did do a ton of research on these beforehand, before I pulled the trigger to make the move, because it was, it's a big deal, uh, to, to move service providers with the list.

And the campaigns that we had, um, is how, how are we gonna, you know, the thoughts of that in the workload. It was just overwhelming. So we were like, if we're going to do this, it has to be worth it. Um, and so far we're super pleased. Um, but if you're already have a service provider, you're happy with it. Um, you feel it does everything that you're going to need.

Not only now, but in the next six months to a year, um, even. Two years. Um, you, you definitely need to look at that and think forward, it will be so much easier to make the jump now. Um, then it will be once you get to a place where you've got a list size and, and, or campaigns built out in a tool that is not as functional as you need it to be.

So think about the way you want to grow and then, you know, make the decision from there because Mo like I say, most of these tools are very comparable price wise. So pick one, that's robust enough for you to grow with. All right. All right. We'll take care of yourselves, guys. God bless and stay safe.

