



Advertising
Specialty
Institute®

Perfect Your SEO and Email Marketing Plan

Marki Lemons-Ryhal

Perfect Your SEO and Email Marketing Plan

Increase your sales with an effective email marketing strategy that doubles as a search engine optimized post. Learn how to ensure your emails are timely, engaging, and line up with your business objectives. Email marketing's greatest asset is the ability to measure precisely what's working and what isn't! In this session, you'll learn the key performance indicators (KPIs) relevant to email marketing and an SEO strategy:

- How to Build and Manage Email List
- The Power of List Segmentation
- Establish Email Campaign Fundamentals
- Track and Measure Email Campaigns
- Recall tools to research effective keywords

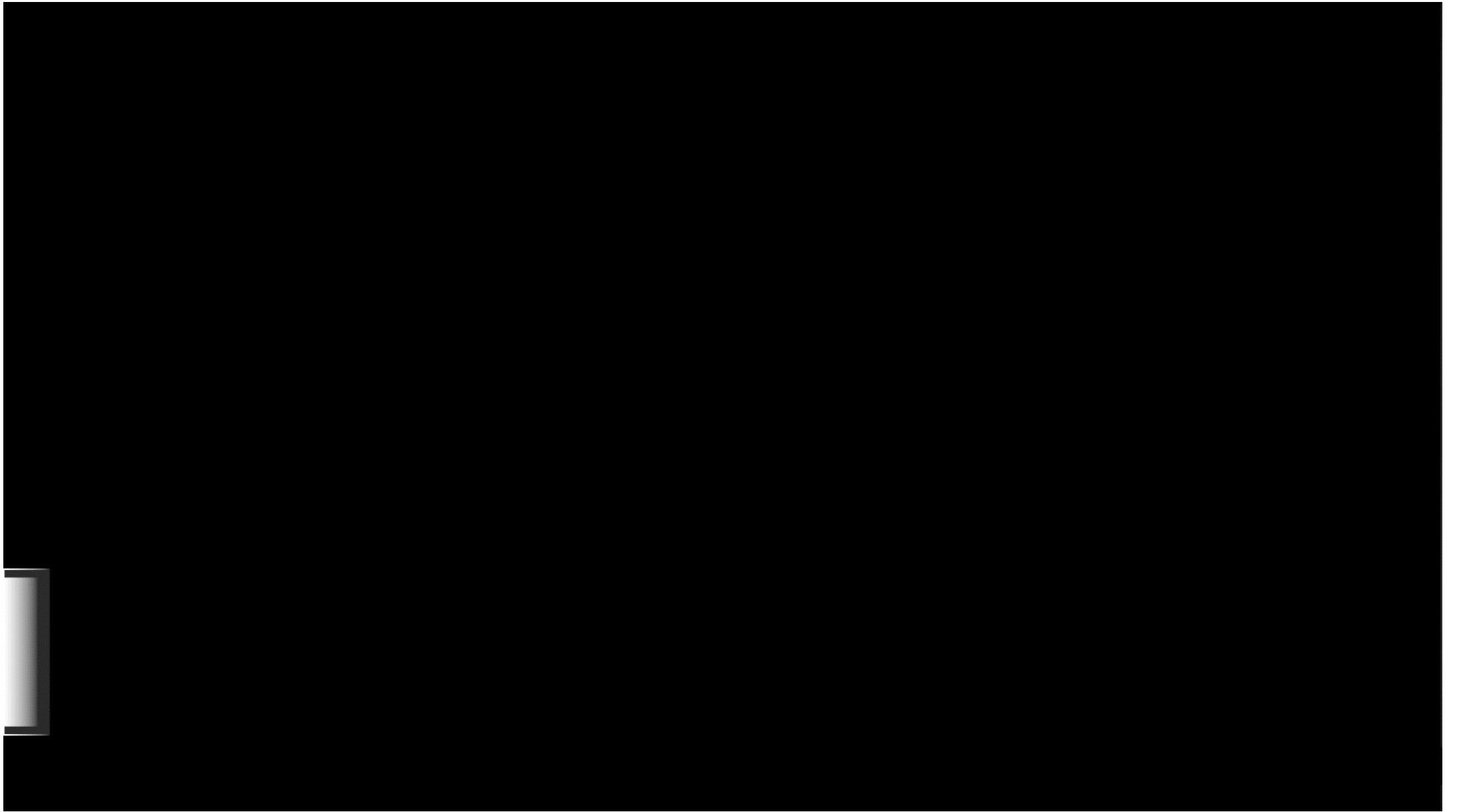


**EMAIL IS FAR FROM DEAD, AND MAY BE MORE IMPORTANT THAN EVER
FOR OUR CONTENT MARKETING PROGRAMS.**



93% OF THOSE WHO USE EMAIL CONSIDER IT TO BE AN IMPORTANT CHANNEL FOR THEIR CONTENT MARKETING SUCCESS.

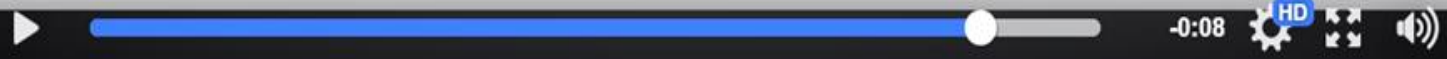






Click Link Below

<http://bit.ly/videoforREALTORS>



Marki Lemons-Ryhal

October 24 · 🌐

Are you ready to stand out? Secret agents DO NOT get found! If you are attending the 2017 REALTORS Conference and Expo in Chicago schedule an appointment to create a video while you are looking good and feeling even better. To learn more and select a time go to <http://bit.ly/videoforREALTORS>.

Tag Video Add Location Edit

978 Views

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You, Jenny Gailey, Shanita Tyler and 105 others

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Shana Jones Nice nice nice



Write a comment...





video

CREATE BITLINK



Filters video x Clear All

OCT 28 - NOV 27

3 Bitlinks Clicks all time

OCT 24
☐ Dropbox - Agent Green Screen Property...
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OCT 17, 2016
☐ Video at the REALTOR Conference and Expo
bit.ly/videoatnar 10

OCT 14
☐ Videos for REALTORS
bit.ly/videoforREALTORS 94

REFERRERS

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Email, SMS, Direct 14
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+2 more 2



LOCATIONS

United States 94





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Build trust, convert leads, and get referrals with simple videos.

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Need to Talk?

Where do you want to start winning new opportunities?

LAYOUT DESIGN HISTORY

 CHANGE TEMPLATE

BACKGROUND

BODY



BODY TEXT

HEADING 1


HEADING 2

LINKS

DIVIDERS



Home Meet Marki Marki Live Hire Marki Blog Contact



Marki Lemons-Ryhal
Play 4 minute video

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Left sidebar menu with tabs: LAYOUT, DESIGN, HISTORY.

CHANGE TEMPLATE

BACKGROUND

BODY

BODY TEXT

HEADING 1

HEADING 2

LINKS

REAL-TIME NOTIFICATIONS

NOTIFY: info@markilemons.com

NOTIFY ME WHEN

- ☐ email is opened
- ☐ video is played
- ☐ 'http://www.markilemons.com'

SHARING OPTIONS

- ☒ Reply with Video
- ☒ Social Sharing Icons

PREVIEW LINK

http://vid.us/2glevd

ADMIN TOOLS

- Add this Email to a Client Group -

Folder Name

ADD

Preview area showing a video player with a person's face visible.



1743



522



92



41

Subject: You Can Create a Video Today!

From: info@markilemons.com

Sent: All Sends

Sent

1,743



Chicago Area REALTORS, Gmail
Recipients, Real Estate Students and
3 individuals

Opens



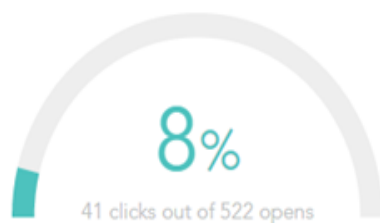
Score Good

Plays



Score Great

Clicks



Score Good

TRACKING

Search



t.meneses@mybbmc.com



6



6



4



Diana Morales



9



3



5



Pat Smarto



13



6



2



Jackie Paul



13



6




1




Edit Form: New Form

0


responses



track



view



embed

Welcome to Your New Form

Move your mouse over the form! Those edit links on the right let you edit the fields you see!

You can drag the fields up and down to reorder them!

Add new fields or other html fields like this one with the buttons below.

First Name

Last Name

Email Address

Required

Phone Number





segment

your list for increased relevance




My Lists

All Contacts ? 1854
Subscription Contacts 2262 left of 3500

Suppression List 237

New List Name

CREATE LIST

 Chicago Area REALTORS	118
 Education Directors	163
  Gmail Recipients	526
 MN REALTORS	38
 Mainstreet Members	0
 Real Estate Students	1238
  Unengaged Contacts	92
	0

Let's Build Relationships!

We help you build relationships. See how you're doing by viewing your relationship score for each contact and list.

[Learn More](#)



ADD PEOPLE

SEARCH

Integrations

Buttons shown here Sync Lists from the connected Application.

To sync Contacts, click the "Sync from..." button in each list.

If you add new lists in the connected application, press this button again



AS YOU ONBOARD SUBSCRIBERS, ASK THEM QUESTIONS LIKE:

HOW OFTEN WOULD YOU LIKE TO RECEIVE EMAILS FROM US? DAILY? WEEKLY? MONTHLY?

WHAT PARTICULAR TOPICS ARE YOU INTERESTED IN?

**WHAT KINDS OF CONTENT INTEREST YOU THE MOST?
TEXT? VIDEO? INFOGRAPHICS?**

**AUTOMATED EMAILS GET 152% HIGHER CLICK RATES
THAN BROADCAST EMAILS**

**AUTOMATION TRIGGERS SHOULD BE BASED ON YOUR
PERSONALIZED BUYER BEHAVIORS, BUT COMMON CHOICES
INCLUDE:**

**WELCOME EMAILS WHEN NEW USERS JOIN YOUR SERVICE,
START A TRIAL, OR CREATE AN ACCOUNT**

**ABANDONED CART OR INCOMPLETE ACCOUNT
NOTIFICATIONS**

**ANNIVERSARY EMAILS TO MARK THEIR TIME AS A
SUBSCRIBER, CUSTOMER, OR BOTH**

**ENGAGEMENT-DRIVEN EMAILS BASED ON WHAT A
SUBSCRIBER PREVIOUSLY CLICKED ON**

EMAIL AND CONTENT ARE STILL BFFS, BUT BOTH NEED TO EVOLVE IN TANDEM TO KEEP UP WITH THE INCREASING EXPECTATIONS OF YOUR SUBSCRIBERS. TO GET THE MOST OUT OF THIS TRIED-AND-TRUE DISTRIBUTION CHANNEL:

SEGMENT YOUR EMAIL LIST BASED ON PERSONA AND PREFERENCE.

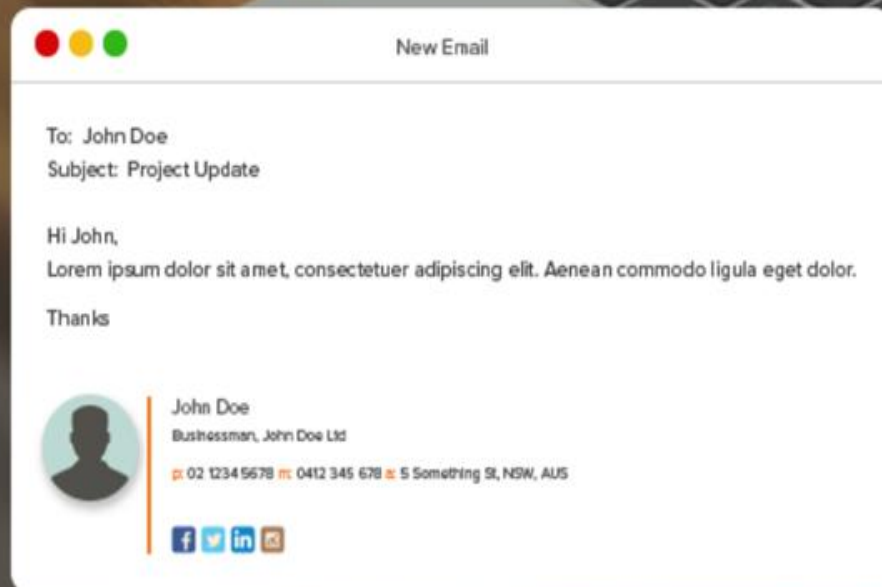
SUPPLEMENT YOUR REGULARLY SCHEDULED NEWSLETTERS WITH BEHAVIOR-BASED AUTOMATIONS.

KEEP YOUR LIST LEAN AND MEAN SO YOU CAN DELIVER VALUE TO YOUR MOST VALUABLE AUDIENCE MEMBERS.

**THE NEW YORK TIMES HAS 50 DIFFERENT
EMAIL NEWSLETTERS, HELPING IT AMASS 13
MILLION SUBSCRIPTIONS.**



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THE #1 HEADLINE ANALYZER

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Emotional Marketing Value Headline Analyzer

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Paste your headline in the text area below. The analysis engine will **automatically cut your submission at 20 words**, so we encourage you to do a word count before submitting! This will ensure the most accurate analysis.

Please select the type of business or industry that this headline belongs to. This will lead to us being able to show you the industry average for your headline so you can compare how you're doing.

What is the Headline Analyzer?


This free tool will analyze your headline to determine the [Emotional Marketing Value](#) (EMV) score. As you know, reaching your customers in an deep and emotional way is a key to successful copywriting, and your headline is unquestionably the most important piece of copy you use to reach prospects.


Your headline will be analyzed and scored based on the total number of EMV words it has in relation to the total number of words it contains. This will determine the EMV score of your



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 Continue with Outlook

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then enter event code "asishoworlando18."



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