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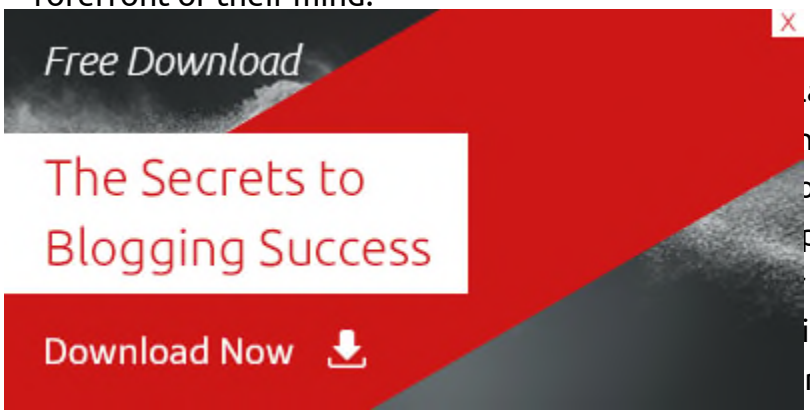
The Cross-Sell Campaign: Using Email Marketing to Maximize Your Existing Client List (https://www.getitc.com/blog/marketing/2016/08/31/the-cross-sell-campaign-using-email-marketing-to-maximize-your-existing-client-list)

Drip Campaigns: 6 Ways You're Doing It Wrong (https://www.getitc.com/blog/marketing/2016/08/03/drip-campaigns-6-ways-youre-doing-it-wrong)

Video Transcript

What is drip email marketing? Drip email marketing is the ability to send multiple emails over time to your prospects and customers, and this is why you need it.

A key component of your drip email marketing plan is to make sure that whatever you do, you do it in an automated fashion. Manually sending out drip emails are not effective. You are not going to be able to consistently and effectively send out those emails, therefore, you should choose a product that allows you to automatically send those drip emails. A good example of this would be if you have an auto-prospect come in. You give them a quote and then a day later you send them an email that says, "Thank you for the opportunity to serve you. If there's any questions, let me know." And the day after that, you can send them an email talking about the value proposition of your agency. That allows you to continually talk to them and keep your agency in the forefront of their mind.



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you've determined the cadence of the emails that you want to send, now you k at what do you want to say. And you need to be cognizant of what part of the process you're at. Sometimes, you might want to have a conversation about why this insurance is important and why they need it. And in other parts of the conversation, you might just want to take a friendly point of view and say, "I'm just out here. Let me know if there's anything that you need."

So, once you've got the content and the direction of where you want to go, now you need to look at how often you send it. And how often you send it is really, again, based upon the line of business and the needs of that line of business. You do not want to send too many emails because you might be regarded as spam. Otherwise, you want to make sure that you're touching them often enough that they remember your name but you're not bugging them too much.

Now that you have all of it together, it's time to send. And remember that you want this to be more like subtle drops of water instead of a fire hose. You want to make sure that you're just touching them enough to remember your name. Send it out there and then look at the analytics, make sure that you're not sending it too much, make sure your message is on point and make sure that you are meeting the needs for that consumer at the time that they need you.

And a final thing about analytics, make sure that this is an ongoing process, is that you are always looking at your analytics. What is working? What is not? What emails get opened? Which ones don't? Which ones have the best response rate? Whenever you know that, it allows you to better create new drip marketing for your other lines of product, because you're now understanding the drip email process.

If you're looking at implementing drip email marketing in your agency, take a look at nated-agency-marketing/? &utm_medium=GetITC), ITC's

(https://www.getitc.com/whitepaper chroeder/) at 9:00 AM.

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