How to Double Your Email Campaign Conversion Rates

Sean Mize

Author of "Anyone Can Coach"

How to Exponentially Increase Conversion Rates

I'm going to teach you my system for optimizing an email campaign for sales so that you can double or even triple your email campaign conversion rates.

Normally when we talk about optimizing for sales, we talk about optimizing a sales page. We talk about this idea that we're going to start with a sales page that converts at 3% and we're going to optimize. We're going to split test the headline. We're going to split test the offer. We're going to split test the pricing. We're going to split test these various different pieces. We're going to get the conversion rate on that sales page to go up. That's an effective way to increase conversion rates.

I want to give you an alternate method. In fact, perhaps alternate is not the right words. Perhaps an additional method. Something that you can do in addition to optimizing the conversion rate on the page.

What this will do is optimize the conversion rate of your entire email campaign.

Let me explain: I want you to imagine that you have 100 subscribers come in. Hopefully you're generating 1k subscribers, or 5k subscribers, a month. Let's just say we work with a subset of 100 people. 100 people come into your campaign.

Now, there's a few different ways that we can look at your business. We can look at the conversion rate of your sales page.

And, say that sales page conversion rate is 4%. And maybe 50 of your subscribers view the sales page at some point. And 4% buy, so you make 2 sales.

Now it's easy for us to look at this and say "That's a 4% conversion rate." You're right, it's a 4% conversion rate for people who viewed the sales page.

But if you think about it, that's really only a 2% conversion rate from subscribers.

In a theoretical world we could spend a lot of time increasing our conversion rate on our sales page from 4% to 8%. But if we're still getting the same 50 people to that website, we're simply going to double sales. Instead of 2 people buying we would have 4 people buying. Our conversion rate has gone from 4% to 8%.

Imagine if we were to do something else.

Imagine if instead of getting 50 views to our sales page from the same 100 subscribers, we could get 100 views to our sales page.

What if we could find a way to get twice as many of our subscribers to view the sales page?

What would happen then to our sales?

Now they would double, not based on improving the conversion rate on our sales page, but they would double based on the fact that twice as many people are viewing the page. Now we have 100 subscribers, 100 people view the sales page at 4%, so now we get 4 sales out of 100 without doing anything to the sales page.

Now obviously, if we increase the sales page conversion rate to 8%, and we get 100 people to view the sales page, what happens? Well, now we're going to get 8 sales.

In both of these scenarios, we initially raised sales from 2% of subscribers to 4% of subscribers converting. But when we combined them we quadruple sales from 2% of subscribers to 8% of subscribers converting.

Getting More People to View Your Sales Page

Now I want us to now imagine that we could get some people to view the sales page twice. If someone views it twice, they have twice the opportunity to purchase. Now, instead of having 100 views to our sales page, we can have 150 views to our sales page. If we have 150 views to our sales page times 8% conversion, because we've optimized the email campaign and the sales page itself, we're able to generate 12 sales. Which is 12% conversion to our list.

Now you may say "I don't want to do anything with the sales page. I don't want to improve the sales page at all. All I want to focus on is just improving the number of people that go over there."

Okay, great. So we leave the sales page conversion rate at 4%. We have 15 visitors to our sales page, we're now going to make 6 sales.

Notice, we are still increasing the sales from 2 sales to 6 sales. We're tripling sales. The only thing we're doing is getting more people to view the sales page.

The question is, how do we get more people to view the sales page?

Let us imagine that you have written in a vacuum. When I say a vacuum, you sat down one afternoon and you've written without having any customer feedback. You've written a 20 email

sequence. Every one of the emails recommends people to go over to your sales page.

Note I'm using this as an example - if you were listening to me teach you how to write an email campaign, I would not recommend that every email goes to your sales page. I would probably recommend that 1/3rd of them goes to your sales page. 1/3rd of them would just be great content. And 1/3rd of them might go to a high-ticket program that you have. That's kind of a different ballgame. I'm just using this as an example.

I want you to grasp a concept.

So you've written 20 emails in a vacuum. You send those emails out to 100 people in your auto-responder. Email 1 might have a 20% open rate, and a 10% click-through rate. What does that mean? If 100 people receive email 1, with a 10% click-through rate, you're going to get 10 visits to your sales page. Remember now, we're talking about this idea of getting 100 visits to your sales page out of 100 people. You might get 10 on the 1st day.

On the 2nd day you also send 100 emails out, and you have a 15% open rate, and you have a 7% click-through rate for 7 visits.

On day 3 you send the same 100 out, you get a 10% open rate, you get a 5% click-through rate. So now you get 5 visits. So by day 3, you have 10 + 7 + 5, so you have 22 visits after day 3 (towards the goal of 100). Remember at 4% conversion rate, in order to make 4 sales, you need these 100 visits. Now if we just keep doing this out 20 days. Let's just imagine that we get to 100 visits.

So day 4 is 100 people, maybe you get a 12% open rate, maybe a 6% click-through rate, so you get 6 visits on day 4.

Let's just keep going, let's just imagine day 12 has an 8% open rate, and a 2% click-through rate. You'll get 2 visits on day 12.

We could do this all the way out. You can actually write it out on a sheet of paper. Just write out 20 days and put imaginary click-through rates and open rate. If you have an auto-responder account, you just go in and look at your 1st 20 emails. Look at all your open and click-through rates.

There's a funny thing about open and click-through rates. 50% of your open rates are higher than 50% of your open rates. Meaning that half of your open rates are going to be average or above. And half are going to be average or below. That's just a statistical figure that always happens. So 50% of your open rates are going to be above or at average. 50% are going to be average or below. You add them all up and divide it in.

The same thing with clicks. Half of them are going to be above average, and half of them are going to be below average.

Let's just say that, to get 100 visits to your website sales page, out of 20 emails going to 100 people, you need 5 visits per email. An average of 5.

Let's just imagine that you have a well-performing email campaign that gets 5 visits per day, per 100 people. That will get you to 100 visits in your 1st 20 days.

If there's an average, some emails get 10 visits. Some emails get 12 visits. Some emails get 2 visits. What would happen if

you got rid of the 10 emails that only have 2 visits each? And you only had left the 10 emails that were above average, and maybe had 8 visits average each?

Imagine if you have 20 emails, 10 of them are accounting for 80 visits, and 10 of them are accounting for 20 visits. If you were to get rid of the 10 emails that are accounting for 20 visits, and are left with the 10 emails that get 80 visits…

…and you were to write 10 new emails that were to perform at the old average of 5 visits per email you would now have 10 emails that get your 8 visits each on average. And you would have 10 emails that get you 5 visits each. The average would be 8 plus 5 divided by 2, or 6.5, times 20 emails you would now have 130 visits instead of 100. Times the same 4%, we're doing nothing to increase conversion on the sales page. You could, but for this example we're doing nothing. Times 4%, you would now be getting 5.2 sales instead of 4 sales per 100. Isn't this exciting?

If we look at this average again. We find that the average across the board is 6.5. Because remember, in those lower 10 emails where the average was 5, some of those emails were getting 10 visits each. Some were getting 12 visits each.

Let's imagine that we do a 3rd iteration.

By the way, this takes time. This really does. This takes might take a couple months to do the first iteration. A couple months to do the second one. The timimg really depends on how much traffic you're getting.

Let's say that we go to the third iteration. We now have 20 emails in our 3rd iteration. 5 of those emails are getting 10 visits each for 50. 5 emails are getting 8 visits each for 40. Now we've got 90 visits from our 10 emails. Which means the other 10 emails are only getting 40. Once again we drop off the lowest performing emails. Now what we do is we study the emails that are getting 8 or 10 visits. Remember, there may be emails in there that are getting 14 visits, or 18 visits that are skewing the numbers.

What we're going to do in our 3rd iteration is write 10 more emails, but we're going to do our best to make these high performing emails based on our knowledge of what converts to our list.

When we get done with this we should have 20 emails that are averaging 8 to 10 visits each.

Now we have 20 emails getting 8 to 10 visits each. We're getting 160 to 200 visits. If we do the math: 200 times 4%, now we're making 8 sales. We've done nothing to our sales page.

We could optimize our sales page, and double it again. We're just looking at email campaign.

Notice, I have not talked at all about how to write an email campaign. I've not talked about how to write a great email. You don't need to know that to take the average of all the emails you've written. Go in with whatever knowledge that you have - whether you learned it from me, learned it from somebody else, whether you've figured it out on your own, whether you got it from God, wherever you got it from!

Take what you know and just write 20 emails. There will be some average. Take the half that performs and double that half. Let it run for a few more months. Chop off the worst performing. Just work with the ones that work. Over time your average email will perform at a higher and higher level.

If you were to do this for a year or two, you might find that you could have 20 emails with an average of 15 visits each. What would that give you? That would give you 300 visits per 100 subscribers. Multiply by the 4% sales letter conversion rate, and thatwould now give you 12 sales per 100 subscribers, instead of 2 sales. Once again, we have done nothing for the conversion rate on the sales page.

I'm not in any way suggesting that you not optimize your sales page. What I am trying to do is make a vivid point here that this method stands on its own.

And that if you will use just this method, you will increase sales.

Optimize Your Campaign for Immediate Sales

It is my belief that approximately 60% to 80% of your first-time sales should occur within the 1st 20 days.

You shouldn't have to wait if you have an entry-level training. If all you sell is high-end consulting, yeah, that may take 3 to 6 months. You may need an incubation period. But if you have an entry level training program, 60%, 70%, 80% of your first-time sales should be occurring within the 1st 20 days.

It is a fallacy to believe that you have to have a 500-day email campaign just to capture all the sales. Instead, if you'll use this email optimization process, you will find that your sales will go up over time.

The next question that sometimes comes up here is "Okay, well, how do I do it?"

There's a few different ways that you can do it.

I'm going to tell you what they are - I'm going to give you the basics of how you do them. But, if you want to become a master at any one of these, you're going to have to dig into it at a deeper level.

I'm going to start with the simplest method first, because it will illustrate to you exactly what we're doing. Then I'm going to show you how you can do it with a more advanced method that will do it automatically.

So the simplest way to do it (note I didn't say the easiest) is every time somebody buys from you, go look and see what day they're in on your email campaign. Are they on day 8? Great, mark them down as having made the sale on day 8. If they're on day 6, mark them in as having made the sale on day 6. If they're on day 19, mark them in on day 19.

Now, is this foolproof? No.

They might have bought from email 15, but they bought on day 19. There's going to be some skewedness on this. It's not going to be perfect, but it's the quick and dirty. And, it will help. Over time as you get more scientific about this, then you'll find out exactly where they're at. But I wanted to give you something really simple. Really easy.

If you're using a professional auto-responder company, you can track. Most of the professional auto-responder companies include a tracking element. This allows you to put something in place to do tracking. Different companies call it different things, and they have tutorials, videos, etc., to walk you through it.

Your auto-responder company should be able to tell you if someone buys product A, which email did they buy it from?

It will not come out of the box that way. It may come out of the box, but you will still have to set something up to make this happen. You'll have to set up tracking in your auto-responder company to do it. And, at the end of the month, you'll be able to look. You'll be able to say 9 people bought on day 1, 9 people bought on day 2, 6 people bought on day 3, 5 people bought on day 4.

Now, combine this with the number of clicks during the 30 days. What's the number of clicks on email 1? If you had 30 clicks on email 1, and 9 people bought, your conversion rate is 30% of clicks on day 1. You maybe be saying, whoa, whoa Sean. I thought the conversion rate was 4%? It is! It is for all clicks. But for people who read the day 1 email, and clicked through, that day it's 30%. What does that tell you about all the other clicks? They're all LESS than 4%. Because they have to balance. We talked about this rule. 50% of all actions are at or above average, 50% of all actions are at or below average. That means if day 1 is converting at 30%, there's some days that are converting at less than that.

I want you to imagine that day 5 comes around, and you get 25 clicks and 0 sales. What does that tell you? You had a 0% conversion on day 5. What does that tell you about that email? That email is not converting to sales. What happens if you were to get rid of that email (even if it's a high click email)?

Remember the first iteration that we talked about. We'll have several stages of iterations. The first iteration that we talked about was just improving clicks. And I taught it to you first for conceptual reasons. Now I want you to imagine that you combine that with conversion rate testing every single day. You see, your sales page might convert at 4% on average. But it's probably never converting at 4%. It's converting at 10% sometimes. It's converting at 6% sometimes. It's converting at 1% sometimes.

What you want to do is you want to now optimize your email campaign for conversion rate.

Progressively Optimizing Your Email Campaign for Conversion

You're going to analyze your emails for conversions:

- Find the emails that are converting at 30%.
- That are converting at 20%.
- That are even converting at 10%.

And you come up with 20 emails that are each getting 15 clicks on average for 100 subscribers. That means you're going to get 300 visits across 100 subscribers. But, if you were to optimize and keep only the emails in your campaign that are converting at over 10%...

…and, you were to replace the emails that are converting at less than 10%...

After a while your average conversion might be 12%.

Notice, we still haven't optimized your sales page. We've done nothing to optimize your sales page. We have not optimized your language. We have not optimized for any "hypnotic" sales words. We have not optimized for anything "powerful." All we've done is evaluate our conversion rates per email every month. We've kept the good ones, discarded the bad ones, and written more to test.

Let's just imagine that you do this for 6 months, and your average conversion rate on your average sales letter is 12%. Well if you get 300 visits in 20 days, multiply that by 12% and

you now have 36 sales out of 100 subscribers. Instead of the 2 sales you started with!

Once again, we haven't touched the sales page!

I'm not saying that you'll likely ever get to 36% conversion. If you'll remember at the very beginning, I told you that I would probably not recommend 20 days of selling in a row. I would probably recommend 1/3rd content, 1/3rd going to high-ticket program, and 1/3rd going to your sales page.

So realistically you might have 7 emails going to the sales page that maybe get an average of 20 visits for 140 visits times that 12% for 16.8 sales out of just 7 emails. The rest would be content or high-ticket, or coaching, or something else. Out of 100 subscribers.

I hope all of you are seeing the power in this.

Obviously, I've used totally hypothetical numbers. You're going to have to go into your own autoresponder and analyze: on day 2 you're converting like this, on day 3 you're converting like this. But the scientific law remains the same.

If you will constantly get rid of the bottom 50%, and replace it with things that operate much like the to 50%, over time you will have much better emails that will do this selling for you.

Obviously in this training I haven't talked about how to write an email. I haven't talked about how to write an email campaign. I haven't talked about how to write a sales letter. All of those things are important. But hopefully, in giving you this demonstration, I've shown you that probably the most important

thing that you can do to increase conversions in your email campaigns or to your list or to your subscribers in the first 20 days, is the optimization of your email campaign itself. Everything else can happen. You can become a better writer. You can start optimizing your sales page. But when you use this process for email campaign optimization, you will be absolutely amazed at what will happen to your sales.

Take Email Optimization to the Next Level

I want to take this one level further.

I want you to imagine that you're doing this. You're getting 100 subscribers. Let's say that you do get to 16 sales per 100 subscribers.

These are $100 sales each, and you're generating $1600 for every 100 subscribers within the 20 days. Would that allow you to start reinvesting some of that money so that a few months from now you're generating 1k subscribers a month, with no additional outside investment?

Seriously, if you start out with 2 sales per 100 then you're making $200 a month on 100 subscribers. 6 months later you're making $1600 per basket of 100 subscribers. Instead of taking that money home as lunch money, instead you reinvest all of that money into subscribers and after a few months you should be generating 1k subscribers.

Now if you're generating 1k subscribers and 160 front end sales you can build even more. What if you were to then have a 20-day sequence that also optimized for your back-end $400 training program? And you were to use the exact same email optimization process that I just shared with you with 100 subscribers. And you were to use the same process with a 20-day email campaign that up-sells 160 people into your $400 training program.

Let's imagine exactly the same process. You write 20 emails, you let them run for a month, and of these 160 people, you find that 10 of them perform better than the other 10. You get rid of the ones that don't perform and you put 10 more in that perform better. You do the same thing with the conversion rate – you increase it steadily. I'm not going to go through all the numbers. You do the same thing to the conversion rate.

What would happen if you could get to the place where now you're generating 20%, 30% maybe even 40% of people buying your back end product after buying front end products because you have an optimized email campaign on the back end as well.

This is a process that can work repeatedly.

What if you launch a new product next year?

You could write a 20-day email sequence and optimize for the new product in your email campaign.

What if you launch a coaching program?

You could do the same thing. You could optimize a 20-day coaching program selling sequence.

You may say, do I need a 20-day coaching program email sequence? Probably not.

Again, this is just hypothetical numbers.

You could have a 15-day entry campaign.

You can have a 30-day entry campaign.

What I want you to get out of this, is the idea that just by operating on your email campaign, just using the stats that are

inherent in your auto-responder account, you can figure out how to increase the sales of your front end item. You can figure out how to increase the sales of your back end item. You can figure out how to increase the sales of your coaching program, without doing anything else.

Now, once again, I'm not throwing everything else out. You need to do everything else. You need to know who your target market is. You need to learn how to write a headline. You need to learn how to write a decent email. You need to do all those things. But this, in and of itself, will incredibly increase your conversion rate, and it will increase everything on down the road.

Setting Up Tracking for Email Optimization

You may be asking "What if my auto-responder service can't do this kind of tracking? Or, what if I just don't really want do it through my auto-responder service because it's complicated?"

Here's a couple of different things you can do.

One thing that you can do is that you can go get a tracking service, a link tracking service. All you need is a tracking service that allows you to create a unique URL for each day. And it forwards that unique URL, redirects, to your sales page, and it simply tracks how many sales come if they come to that unique URL.

For example, you would have a URL for day 1. "Yourproduct.com/day-1." "Yourproduct.com/day-2." Except it would probably be the tracking service, so it would be "TrackingService.com/?29449abcdyourproduct-day-1." Then your tracking link for the next day would be "TrackingService.com/?29449abcdyourproduct-day-2."

At the end of 20 days it would tell you the conversion rate on people who clicked the day 1 link. The conversion rate of people who clicked day 2 link. The conversion rate of people who clicked day 3 link. That's another way you can set up your tracking.

You can use a tracking service that just tracks a URL by the day. That's another easy way to do it.

The last way to do it, that's much more advanced, using a lot of resources and, you know if you just love technology, this might be the way to go. You can purchase a subscription to an all-inclusive tracking service that just tracks anything you tell it to. It uses tracking codes and code on your website, and all of those good things, and does everything for you.

I want to say this, my experience with those types of all-inclusive services is, unless you're tracking everything in your business, and it's important for you to do that, I believe it's overkill. They use resources, they use a lot of resources. It takes up a lot of data. You've got to run reports. There's a lot that's involved. There's a lot of setup. But, if that's your thing, I don't want to write it off. That's why I'm sharing it with you as an option.

But, you want to choose one of these methods. Or make up your own method. For being able to track what's going on in every single email.

I want to summarize and kind of wrap these things up for you.

I want to repeat how powerful it is when you're able to understand per email what your conversion rates are.

Because every email has its own unique open rate. Its own unique click through rate. And, most importantly perhaps, it has its own unique conversion rate on the sales page. It's critical to optimize for open rate, click through rate, and for the conversion rate to that email! If you're doing all of those things, over time your conversion rate will lift. When your conversion rate lifts, you're making more sales per subscriber. When you make more sales per subscriber you make more money per subscriber.

When you make more sales per subscriber you're able to impact more people in the world. If you're able to impact more people in the world, more people tell other people about you and you become more famous.

If you're making more sales per subscriber, you're making more money. If you're making more money, you can reinvest more money in traffic. You can do back end campaigns. You can do coaching program campaigns. When you start with this process right here, it opens the door to being able to change the world by helping more people, and make more money because you're able to invest more money into your system because you're generating higher and higher conversion rates per email in your email campaign.