



Blogging + Ethical Email Marketing: Your Key To Successful Online Marketing

Video 1:

Why Blogging and Email Will Attract
More Clients and Customers When Used
Together

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Transcript of Video 1 : Why Blogging and Email Will Attract More Clients and Customers When Used Together

- Clinton Power: Hi. I'm Clinton Power and welcome to our free training called Blogging And Ethical Email Marketing: Your Key To Successful Online Marketing. If you don't already know me, I'm a relationship therapist in Sydney, Australia, and I'm also the former founder of Australia Counseling, which is Australia's leading online counseling directory. Juliet Austin and I are co-founders of the Mind Body Training Institute. I was able to grow my private practice by over 400% in 12 months thanks to blogging and email marketing. Almost every time I now send an email to my email list, I get new client inquiries. That's the power of blogging when it's combined with email marketing.
- Juliet Austin: Hi. I'm Juliet Austin. For the past 19 years I've built my consulting, website copywriting business, and filled numerous workshops and online courses all through blogging and email marketing. Clinton and I have built two other email lists, one for the Ask Juliet and Clinton Show, a podcast that we had that is now ended, and the other for the Mind Body Training Institute, where we offer free and fee-based courses for therapists and wellness businesses. Over the past three years that Clinton and I have had the Mind Body Training Institute, we have sold over \$200,000 in courses using our email list and sharing free content such as this free training series.
- Clinton Power: Now, you may be wondering, what is blogging and email marketing? Well, blogging and email marketing are the number one way to attract clients and customers online and offline today. Juliet is going to teach you some of the major benefits of blogging and ethical email marketing.
- Juliet Austin: Okay. Why would you want to use blogging and email marketing together? Because blogging and email marketing are like peanut butter and jelly. They have a symbiotic relationship, and what I mean by that is, you need blogging



to create the content, the free content that people are going to read, and then you need email marketing to build a list of subscribers that you can let know that you've written blog posts, and then they'll go to your website and read them. So, you need both because the email helps you get the readers and build the relationships with them, and blogging helps you create that free content which inspires people and sets you up as an expert, et cetera.

So, the benefits of blogging and email marketing, when used together, are they both low cost yet high value. For the most part it's free, but you do have to, maybe, get somebody to help you set things up, and you have to pay for your email service provider. We'll talk more about that later. They are both more personal. They help you create a one-to-one relationship through your content. People read it, and they get inspired, and they feel like they know you. And then you send an email to your subscribers, letting them know that you have a blog post, and that shows up in their email box. And, of course, email is something that people check every day.

Readers tend to be more focused, less distracted, when they're reading blog posts and also when they're in their email box. Of course, you can't 100% prevent distractions when you're online, but it's more focused than on social media, like just scrolling through a feed, for example.

Probably the most important aspect of using blogging and email marketing together is you are focused on building relationships for lasting results, for the long term. The research shows that the more people know, like, and trust you, the more likely they are to buy a service or product from you. Through your email marketing, and through your blogging, people come to feel like they know you and are more likely, if they want your service or product in the long term, to buy from you.

So, let's now look at the specific benefits of blogging. Blogging gets the attention of your readers, usually, through your headline. Of course, you have to have that spread out there on the Internet through your website, social media, and whatever other means of marketing you're using online. Blogging also helps you establish authority. People set you up as an expert, and then they're more likely to read your posts again, if they like them, and



trust what you say, and trust that you are a leader in your field. Blog posts can be found in search engines. A lot of people don't realize that blog posts, based on their titles, can rank much, much higher in search engines than your webpages, your service webpages. And also, with service web pages there's going to be a lot of competition for your local area, and it's going to be really hard to rank on the first page.

However, with blog posts, some of those can be found on the first page and then lead people to your website, and I know several therapists who have built their practices by getting their blog posts found in search engines and leading people to their site, getting the email subscribers, and then over time, converting some of those into clients or customers.

So, just to go over a few blogging statistics for a moment here. A blog increases chances of being ranked highly on search engines by 434%, so that's quite a lot. 47% of people consumed three to five pieces of content before taking the first step towards making a purchase. This is where the relationship-building comes in, that people often want to know a little bit more about you before they come to buy something from you. And that doesn't mean that people don't buy or come onboard as a client when they first see you, or your site online, or whatever way you're marketing, but that in the long term, it's more often the people that come to know, like, and trust you that will buy from you.

94% of people share blog content because they think it might be useful to other people. So, this would be on sharing content through emails, you know, forwarding it to other people, or sharing it on their social media channels. This also gives you a chance of spreading your audience far and wide and leading more people to your website.

82% of marketers who blog get a positive return on investment, so that's pretty high, and at this point, like we've said, blogging is the key way of getting people to your site online and converting them into customers and clients. Small businesses that blog get 126% more leads than small businesses that do not blog.



We'll look at some specific benefits of email marketing. Email marketing provides a platform for selling your services, programs, and products. Most people don't realize that most sales online come from email marketing. Sure, those other aspects and other channels of marketing online—social media, Google AdWords, whatever it is—can play a role, but it's usually through the email marketing that people convert those followers, subscribers, into clients and customers.

We'll look at some email stats here. Email marketing has a return on investment of 4,300%—huge. Three times more people use email than Facebook and Twitter combined. Now, that's not surprising. Most people these days have an email account and use it. Not everyone has a Facebook and Twitter account. 4.3 billion email accounts send 196 billion emails a day. It's the largest online marketing channel. 91% of consumers check their email every day. That's also a very important statistic because, you know, the chances of your email being seen are much greater than on social media, for example. 77% of consumers prefer email for marketing communications, and that's because it has such high conversion rates.

And now I'm going to share a little bit of my own experience using email marketing and blogging to build my business. When I started my consulting and website copywriting business in 1999, Thomas Leonard, who is now deceased, was a prominent business coach at the time. He told me that if I started an email list, it would be the best business investment I could ever make. He said that no matter what happened in your business, even if you've lost everything, you could still start up your business in a heartbeat if you had a list of subscribers. I instantly got that, and I started to build my email list and write articles immediately. These were very early days in email marketing, and online marketing for that matter. I quickly grew my list. I started sharing articles. We didn't call them blog posts back then because we didn't have blogs yet, but I shared the articles on my website, and I shared them with my email list. Things kept growing, things kept moving, people loved my articles. People would contact me and decide to work with me based on that content that I shared, and this has continued to this day, and I will say that it is definitely the single most important investment in time and a little bit of money that I've made over the course of almost two decades.



Clinton Power: For those of you who are new to blogging and email marketing, we hope we've opened up your mind to the possibilities that exist, or perhaps you have been using blogging and email marketing—we hope we've inspired you to continue, even if you're not yet getting the results you want. There's no doubt that together blogging and email marketing are incredibly powerful.

Juliet Austin: In our next video, you'll learn the Seven Misconceptions That Prevent Therapists and Wellness Businesses From Becoming Successful Bloggers and Email Marketers.

In the comments below, let us know the biggest challenge you have with blogging or email marketing, or if you haven't started yet, what's preventing you from doing so?