

Everything You Need to Know About Email Marketing Sequences with Brittany Long

Frances: [00:00:00] Now I may be a social media manager / strategist, but I would not be doing my due diligence to you guys if I didn't advise you to massively diversify your marketing. After all, social media platforms are a borrowed space. We do not own at these platforms and anything can happen.

Our accounts could get deactivated. The platform may change or completely decide not to run anymore. And you know, things could go wrong. And I speak from experience.

There was a social media blackout back in 2021 where Facebook, Instagram, and WhatsApp all went down for hours, hours and hours and hours. So if you are not diversifying your marketing, it's time that you really thought about it.

Now if we haven't met before, my name is Frances and I'm the Head Brain from The Social Brain. And today I am joined by one of the people that I've been working with a lot over the last couple of years, Brittany Long, the Queen of Evergreen, and she [00:01:00] specialises in creating systems for businesses and particularly email marketing.

Hi, Brittany. How are you?

Brittany: I'm doing good. Yeah, I've been writing emails with people all morning, so things are great.

Frances: Amazing. Amazing. So if you wouldn't mind just giving a brief introduction, who you are, what you do, and how you do it.

Brittany: So my name is Brittany Long. I'm the queen of Evergreen, and that means that I help people make money through emails and specifically automated emails because I don't know about you. Well, actually I do cuz we work together, but I know for, you know, some people listening, I have no desire to like write an email a week for the rest of my life.

I wanna have automated emails that sell for me and so that's really the, the niche that I'm in is helping people write those automated emails.

Frances: So what would you say is the main differences between automated emails and literally on the spot emails other than the time commit.

Brittany: So on the spot, emails is usually something that's like time sensitive. You can talk about current events, you can talk about, , like pop culture, things like that, that are happening right now. Whereas with automated emails, you usually exclude [00:02:00] those kind of things. You can still use lots of imagery and lots of storytelling and stuff like that.

But you exclude a lot of the stuff that's like today, this, you know, big event happened and that's really the biggest, the biggest difference. If you're doing live launches, that's gonna be different than automated emails. But even with that, you can automate launches as well. And that's usually what I do.

Cuz I like little secret. I don't love launching. I just, I don't enjoy it. It's just a, you know, big time commitment. And for me, I have a little one. I know you do too, but I would just rather be spending time with her as she's growing up. So many things are changing so fast, like she's speaking in sentences now, whereas a few weeks ago, it felt like she wasn't, and I don't wanna miss a moment of that.

And so the thought of spending 80 hours on a launch versus automating all of it and doing it once. I'm like, that's, that's the route I'm gonna go.

Frances: Yeah, absolutely. And I think we are pretty speaking generally here. You know, some people are gonna be like, no, you're completely wrong, Frances.

But generally we are very time poor. We're always onto the next thing. Generally really, really [00:03:00] busy. And, you know, if the thought of launching gives you hives, why not automate it? And, and you have that system in place and you know, and I'm sure you'll, you'll agree, like when it comes to automation and generally social media marketing, any type of marketing, you do need that plan in the background right?

So how would you, , kind of advise somebody if they were to start up with their email marketing, what would be the first steps into planning that?

Brittany: Yeah, that's a great question. I think getting really clear on your audience, and that might sound super cliché, but when I work with people, even people that have been in business for a decade, a lot of times they think that they

know their audience really well and, and usually do, but they're thinking of things from like the business standpoint.

So when they're speaking to their audience, they're speaking like businesses instead of speaking their audience's language. A really good example of that is when we use the word offer, when we say something like, oh, special offer for you. That's not really the language our audience uses. They're thinking more in terms of like, deal.

So just simple tweaks like that, that, that speak your audience's language instead of your own. Another example [00:04:00] is, when you're using acronyms, let's say you're doing a launch and you're using acronyms for your product, instead of actually, the whole name. To you you're like, I've said this a million times, I've sent a million emails about this it totally makes sense.

But to them, they're not seeing every single email you send out or every single post. And so when you say, you know, three letters it makes sense to you, but it might not make sense to them. So really focusing and dialing in on, what symptoms your audience has. In other words, like the patterns of things that they say.

For example, I have people in my audience that will say things like I just really miss having more time with my kids, like I just feel so bad or so guilty that I'm working all the time. And I've heard them say that again and again and again. And so that's language that I want to use when I'm speaking to my people and in my emails.

I wanna make sure they know I feel where you are. I understand where you are, like you're seen. That makes a huge difference in emails.

Frances: Yeah. And you know what, you've, you've said two things that I do: I say offer, mm-hmm, a lot of people do. I always shorten social media manager for the day into [00:05:00] like SM4TD right.

That's a really, that's a really, really good point about the listening. So that's obviously something that we do with social media marketing as well. We have a look at all the content. There's like loads of websites that, that people can use in order to find out exactly what search terms people are looking for, right? So there's an element of research, there's an element of listening and making sure you're really tuning in to what your audience wants and not what you think your audience wants. Right?

Brittany: Right, exactly. And you know, even like I said, even if you've been working with your audience for a decade, if you haven't asked them recently what they want, it may have changed since last time you thought about it.

So, you also mentioned like researching a few of the websites we use is spyfu.com s p yfu.com, and then Uber suggests is another good one, which I think you find under neil patel.com. Answerthepublic is another one that we use, and then we look in our email inbox too. What questions are people asking?

What concerns do they have? What are they replying with? those are the things I usually look for.

Frances: Yeah. And this is really great content for both [00:06:00] across email and across social as well. But what, what would you say is kind of like the key things that build on the relationship between the two marketing streams ?

Brittany: I think asking questions and both of them works really well. I know, I see doing that in social, we do that in email, but asking people to reply and then actually responding when they reply. Not just letting it sit there and like ignoring it afterwards, but ask, asking them to reply and then, and then having that conversation.

I think that's probably the biggest thing is inviting the reply. So that's not just you talking at them, it's you having a conversation with them. And one thing that happens, which I think is really interesting, I'm sure you see this too, is that often when I respond, people are like, oh my gosh, you, you actually reply to me, you actually responded. And it brings out that human element to it. It's really interesting cuz we're in a time of our lives and our time of our society where we can reach almost anyone in the entire world in like a matter of seconds. And yet we still lack so much connection like human, human to human connection.

And I think that kind of brings it back in.

Frances: I [00:07:00] think the fact that, you know, when you create email lists, These people are opting in, so they obviously want to hear from you. So to invite that response, you know, we, social media, email marketing, we both get the lurkers that they don't necessarily do it.

They absorb the information. Mm-hmm, they're like, okay, cool. I won't, like, I won't comment, I won't reply. That sort of stuff right. I think it's a really, really interesting point, the fact that people have to opt in. On social we, we get kind

of, if someone sees one piece of content and it absolutely resonates and it absolutely relates, then we might get a follow.

I think with the whole email marketing kind of part of that, the, the fact that people are opting in, they're downloading the content or the lead magnet, and then they are, in your sequence. I think that that's a really, really powerful way of getting that, that human interaction. It's something that was seen definitely after the pandemic.

People are craving a lot more. So yeah, I think that that's a really, really important point to make. What your favorite types of emails to write?

Brittany: So automated in general, my [00:08:00] favorite ones are probably, I love abandoned cart sequences because you see such a, such a great roi, like right away, anywhere from 60 to 85% of people abandon their cart and often I, sometimes I, I see people getting nervous about abandoned cart emails. They think, well, I don't wanna bother them, or they didn't finish. So I, I, I've heard the analogy, somebody said like, well, if I send abandoned cart emails, it's like, if I was in a store me just following them around being like, why didn't you buy this?

But it's really not like that with abandoned cart emails because online shopping is just very different. Online shopping well, in a store, for example, I'm not gonna have my toddler running around the house like, you know, taking her diaper off or something like that. That's not gonna happen at a store cuz she's like, you know, got all of her, her jumpsuit or whatever it is on, so that, that won't happen.

But in my home that's gonna be different. There's, you know, somebody knocking at the door or there's like me realising, oh crap, I have to take her to gymnastics or something like that. There's a lot more distractions I, in my opinion, and so, when we send abandon cart emails it's like a gentle tap or gentle [00:09:00] reminder of like, Hey, you said you were interested, you know, is there anything you need?

And so with abandon cart emails you wanna ask them questions. So, do you have any questions about this? You wanna bust objections. You have people that sometimes are so close to buying, but there's that one tiny little thing that they need to know in order to say yes to it.

So it also gives you ideas on what to add to your sales page to make that more clear too. And then the other great thing with abandon cart emails is that, for

people like me, especially that do get distracted at home or do have other things going on, I often will sign up for somebody's abandoned cart sequence. If I know I have to leave in a second, I'm not gonna have time to pay for it right now, or my credit card's downstairs, I'll just do the abandoned cart and I'll assume that they're gonna send it to me. And then I, I assume that they may send a discount or something too. In a lot of ways the abandon cart sequences sometimes get a bad rap, but they're one of my favorite ones to add because you see a lot of that revenue coming back in like real fast.

Frances: Absolutely. Ultimately, that's what marketing is for, isn't it? To support your sales system and to have [00:10:00] that in place. And then again, to be automated so you don't have to be like manually typing out these emails saying, you know, was there a reason? Is there anything else we can help you with? It just makes absolute, absolute sense to have that process in place.

Is there a process that you go through when it comes to creating content and kind of mirroring that with emails and with your social media campaigns? Or is there, is there like room for inspiration?

You post something on your Instagram and then you think, oh, actually I, I can dive into this deeper into emails. How do you work on that process?

Brittany: I try to post kind of a snippet of it and then go deeper in email. Mostly because I don't like typing, like with my phone, I feel like it's, it just takes so long to like type in the captions and stuff like that.

And I know as a consumer I don't often read like giant long captions, but I want more information and so I have it on my email list. I also use my social as a way to get people to my email list as well, where I can have those longer resources. The other reason I like getting people from social to my email, is because then I [00:11:00] can segment more based on what they've said they're interested in and so I, I think that social and email really play well together.

Social is that traffic that brings them in and sparks that curiosity and then you can go deep with them, with email. It's almost like going on a blind date with somebody on social and then like actually starting to date them and, and say, Hey, you know, maybe we should get engaged kind of thing in email.

Frances: After, after a few dates though, right?

Brittany: Right, and usually it takes a little time.

Frances: And I think that's really interesting, you know, we, we can talk about the, the, the similarities in that, in that a social media caption has the hook and then like emails have the subject line and, and having that segmentation and I, I said in the intro while I was waiting for you to come on, you know, we are at the mercy of these social media giants. They could pull the plug at any moment, our audience might change. We might wanna jump onto TikTok a little bit more. You know, it, it kind of depends where you are within your own journey and it, it always boils back down to that, those goals and, and, and your [00:12:00] audience, right?

That's kind of where it completely and utterly stems from.

Brittany: Yeah, absolutely. Yeah, totally agree.

Frances: So how long would you say that an average sequence should be in terms of how many emails?

I know that's a really how long is a piece of string sort of answer, but you know, generally, generally speaking.

Brittany: So a sequence that's like welcome sequence, abandon cart, , fulfillment sequence, cold outreach kind of sequence. Usually I do four emails for that onboarding sequence, usually about four emails for those, for something that is like a buyer sequence.

Let's say you have a course or a program that's, that they could get through 90 days, then I would do one per week. So 12 emails and those emails you're talking about, maybe affiliate offers, you're talking about, here's where people get stuck. Here's how it's gonna help you. Go to this particular place in the course.

So however many weeks it should take them to complete it, that's how many emails I usually send for that. And then I do one that's nurture and sell sequence, and I know we've talked about that one and, and we've done that for you. And that's one that is that long standing one. Often you'll have people that aren't quite [00:13:00] ready to buy yet after the first, you know, few emails, like going back to that analogy, they're not ready to put that ring on their finger yet.

Like they need to get to know you more and that's okay. But when we only send them a few emails and then like random broadcast emails, when we think of it, when we have time, when we're feeling inspired, which for many people isn't

that often, they're, they're forgetting about you. It's like expecting somebody to wanna marry you, but, but only talking to them like once every few weeks.

And so with that one, we recommend a long one. We do a year long one, so we do at least one email a week, 52 emails is really what it comes down to with that.

Frances: Yeah I mean, and there is that whole consistency piece as part of the strategy, and I, I talk a lot about consistency and branding, messaging and, and being consistent on social, because I think they, there was a, there was a thing saying that you have to, you have to be seen at least seven times, but I'm sure that's even more now because we are in such an information heavy digital world, right?

So it is, we have to, we have to be seen to give that value more than [00:14:00] seven times and then build up that relationship from there, right? So yeah, I totally get that. If you are on my email list, then you would've seen Brittany's work for yourself because I have worked with her directly and I send two emails out per week and that seems comfortable for me, but obviously, there are some people that email every single day. Is there a too much?

Brittany: It really depends on your audience. So if you're talking to people, well really more than how many times you email. It's the kind of things that you're emailing. So if you're sending emails just to email, then even once a week might be too much.

But if you're sending emails that are meaningful and that are helpful, your people are going to want more of that, and they're gonna eat it up. And they may not open it every day if you're sending it every day, but they're gonna open it more than not if they know that what they're gonna get from you is something that this speaks to them that is helpful for them, that isn't just filler words, that's really, that's really the determining factor.

Frances: Yeah. And again, that's kind of similar to social media where it's like a serve over sell, right? So you give value, you're giving them the tips, [00:15:00] even if it's the same tips that I posted on social media, we generally put those emails to.

Yeah, not, not everybody sees your content. It's like the only person that sees a hundred percent is you. And that needs to be echoed in all of your marketing, your blogs, your networking, you know, everything. It, it, it's a real wasted opportunity if you're not repurposing what's going on, on, on your other

marketing streams right, is, is, is better just to keep repurposing and re republishing and updating as well, you know, as these things change. So that's really, really cool.

What sort of clients do you work with Brittany, other than awesome social media managers?

Brittany: First, if you don't mind, I wanted to mention one thing with the repurposing, we do this for a lot of our clients and one thing that we hear pretty consistently is people will say well, I don't know. I don't really think I have anything to repurpose, and so we'll dig into it and stuff, and every single time people have way more to repurpose than they think. So if you're sitting there thinking, I don't have anything to repurpose, you're thinking about social media posts, [00:16:00] Facebook like lives that you've done, YouTube videos, podcast episodes you've been on and podcast episodes you've posted , any kind of, anything that you put out into the world. Blog posts, emails that you sent. So when people ask you an email, you send a heartfelt one back that's, really value driven those are the things you can repurpose too.

Comments on other people's stuff where if you've been in a Facebook group and somebody asks a question you have an answer to, you may have done something there. So there's a lot of places that you can repurpose from. You don't always have to start from scratch.

Frances: No, absolutely. And, and having that inspiration from other people around you too, like talk about comments and questions, but you might have an opinion on something that's going on in your industry that you haven't actually posted anywhere else yet, and you've decided, you know, I'm gonna do a massive long email on this, and then maybe repurpose that into a blog post and a podcast.

These are all interchangeable where you repost from, Hey?

Brittany: Exactly. Yep. And then you would ask about the clients that we work with. So we work with a lot of course creators, coaches, pretty much if you can, if you can think of people that [00:17:00] are in, in any kind of like expert based industry we work with that.

We worked with pet psychics, we worked with, writers, , funnel builders, and then also dog trainers. Pretty much anything you can think of, dentists. So, I guess what I'm saying is everyone needs emails, and those are very important.

Frances: If, if you're not, everyone's got an email address nowadays, everybody.

Yeah. So if you are not, you know, even if they decide not to be on social media, they still, chances are, have an email address. So if you aren't utilizing your email marketing strategy, even just from one, one email a week, then you know, you really need to start building that up. And I, I openly said all my stories earlier that I've only really started, don't, don't tell me off, but I've only really started sorting out my funnel work from this summer.

So with my lead magnets, so my freebie classes and stuff like that. So there's no too late is there, you, you just get going.

Brittany: Yep. So I always say the best day to start was a year ago, but if you don't have a time machine, the best day to start is today. And [00:18:00] really ultimately at the end of the day, there's so much money to be had with email marketing, especially with the combination of social media and email marketing together, like working as a combined force.

There's so much money to be made through that. And so if you're really utilizing both of those, especially, there's just so much you're leaving on the table right now. If you don't, if you don't utilise those.

Frances: Yeah, absolutely. They just bounce off of each other. It just like they're a match made in heaven,

Brittany: Exactly. Peanut butter and jelly.

Frances: Totally, totally get that. So how can people work with you? Where can they find you? How do, how do they get in touch with you directly Brittany?

Brittany: So you can find me @thequeenofevergreen on Instagram.

We're also on YouTube under Brittany Long. Pretty much anywhere there is social. That's where we are. On my email, brittany@winwithsystems.com or our website, winwithsystems.com.

Frances: Amazing. Thank you so, so much for coming on. Pleasure talking, and I feel like I've got my money's worth out this . Yeah.

And I was like, I'm asking all the questions. [00:19:00] So thank you so, so much for all of your time and for, for kind of coming on with me and, and

talking through that. As Brittany says, please do give her a follow @thequeenofevergreen.

Thank you so, so much, Brittany, enjoy the rest of your day and I'll see you soon. Bye.