



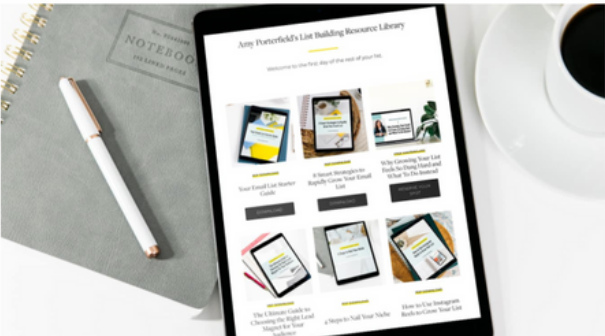
# **How to Build Your Email List + Track if Emails Are Resulting in Sales**

# How to Build Your Email List

## You Need a Lead Magnet

What's your next big marketing move?

Choose your FREE resource below and start generating serious momentum in a key area of your business!



GET STARTED GROWING YOUR AUDIENCE

The All-In-One-Place List Building Library

GIVE ME ACCESS!



START CREATING A DIGITAL COURSE

Get Our FREE Course Creation Starter Kit

YES, SIGN ME UP!



GET STARTED WITH STREAMLINING

Create A Tiger Time Ritual To Protect Your Valuable Time

YES, SAVE ME TIME!

Get Updates

# **How to Build Your Email List**

You Need a DESIRABLE Lead Magnet

**More than just making a lead magnet,  
you need to know that this is a lead magnet  
that your audience wants and will find helpful.**

**It cannot just be something you  
want to put out there.**

**It has to resonate.**

# How to Build Your Email List

## There are Three Types of Lead Magnets

### High Ticket, Longer Sales Cycle

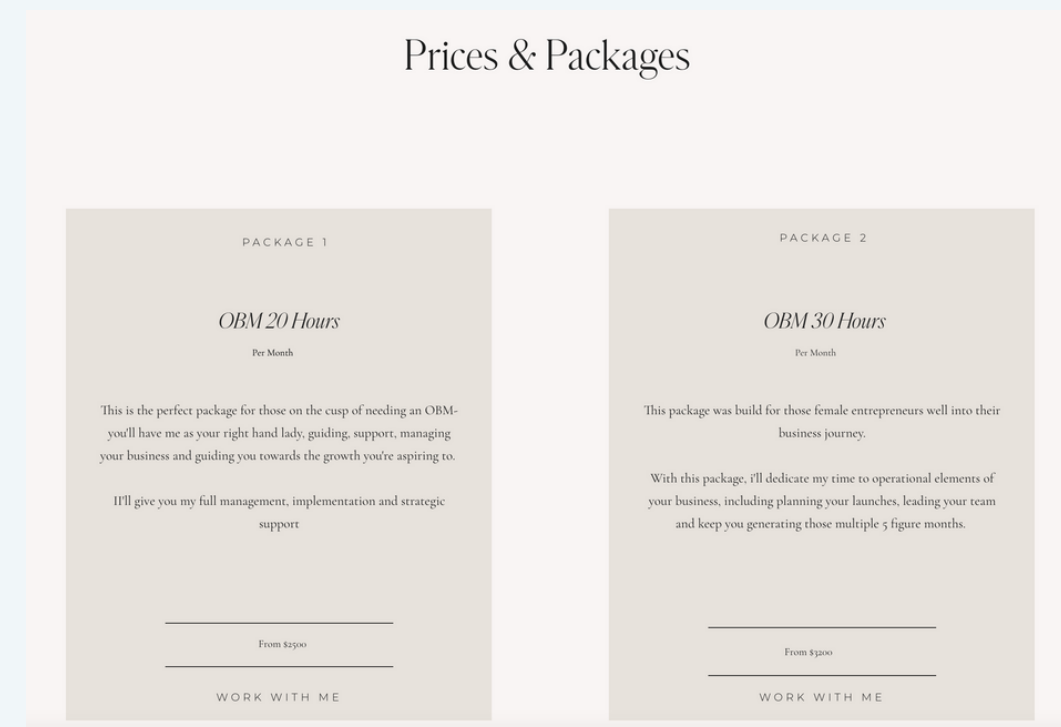
1. A lead magnet where you want to showcase your expertise, and demonstrate you understand strategy A-Z.

### Low Ticket, Shorter Sales Cycle

2. A lead magnet where you solve a micro problem and then immediately try to upsell into a low ticket paid program.

### Get Right to the Point

3. A lead magnet where you share your services and pricing so that there is no confusion when you get on a sales call.



# How to Build Your Email List

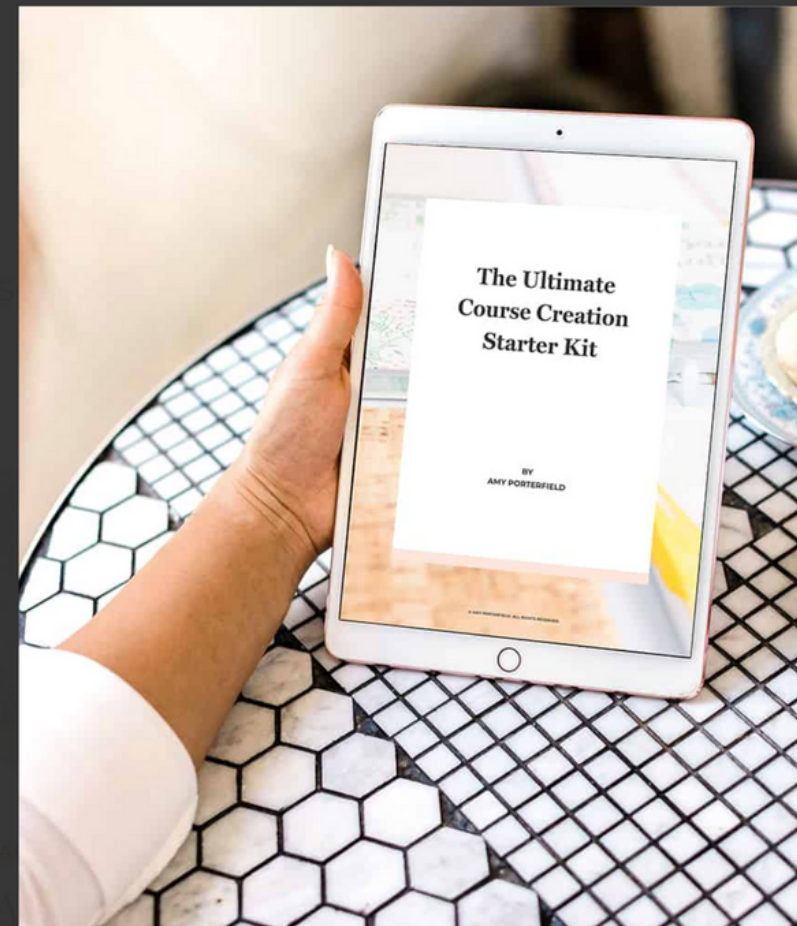
Two Common Ways to Distribute Information

**FREE  
GUIDE**

**FREE  
WEBINAR**  
Live or Pre-recorded

# How to Build Your Email List

## Free Tips Guide



**START CREATING A DIGITAL COURSE** X

### Get Our FREE Course Creation Starter Kit

This free guide will help you kickstart your digital course journey so you can create a profitable digital course and make the impact you've dreamed of.

  
  
**GET THE GUIDE**

### Pros

- Easy to say "yes" to downloading
- Easy to consume as the recipient
- No need to dedicate an hour to it

### Cons

- Might not ever read it
- Might not understand it / no Q&A
- No "personal" or emotional connection

# How to Build Your Email List

Free Pre-Recorded Webinar

The screenshot shows the website for Dr. Christie Kederian. At the top left is the logo "Dr. Christie Kederian". A navigation menu at the top right includes "HOME", "ABOUT DR CHRISTIE", "MEDIA", "BOOK DR. CHRISTIE", "BLOG", "DATING COACHING", and "BUSINESS & LIFE COACHING". The main content area has a light orange background with the text "FOR LOVE & ❤️ Create a love, find you des". A red-bordered pop-up window is overlaid on the page. The pop-up has a "GK" logo in a circle on the left. The text inside the pop-up reads: "FREE WEBINAR", "HOW TO FIND THE ONE IN 2022 (EVEN IF YOU HATE ONLINE DATING)", "Are you ready to get off of the dating rollercoaster and FINALLY find love?", "Are you sick of online dating but don't know how else to meet people?", "Do you need to discover the right strategy to find love?", "This webinar will teach you all you need to know about navigating dating to find love in 2022!", and a red "Register Now!" button. Below the pop-up, there is a small box that says "YES, IT'S POSSIBLE" and a logo for "The Date Doctor" featuring a heart.

## Pros


- Can make them watch to the end
- Can offer "fast action" bonuses
- Can replicate "personal" connection

## Cons

- Requires uninterrupted time
- Need to re-record if info is outdated
- Might not understand it / no Q&A

# How to Build Your Email List

Free Live Webinar



**📣 FREE MASTERCLASS 📣**

With Lauren Sharpe, RD

**How to feel in control around food without food rules or dieting**

Learn exactly how I learned to keep my ice cream and Oreos in the house without finishing them the same day and feeling like crap.

SAVE ME A SEAT!

📅

Thursday, 14 April 2022, at 7:00 pm EST

Sign up before the time runs out! 00:00:00:00 [CLICK ME](#) ✕

## Pros

- Can conduct live research via polls
- Can tailor content based on live feedback
- Creates personal connection
- Host Q&A
- Can offer fast action bonus


## Cons

- Requires someone to show up at specific date and time
- If they don't show up live they might not watch replay
- You have to host it multiple times



# What Happens After You Have a Lead Magnet?

You Lead NURTURE with Email

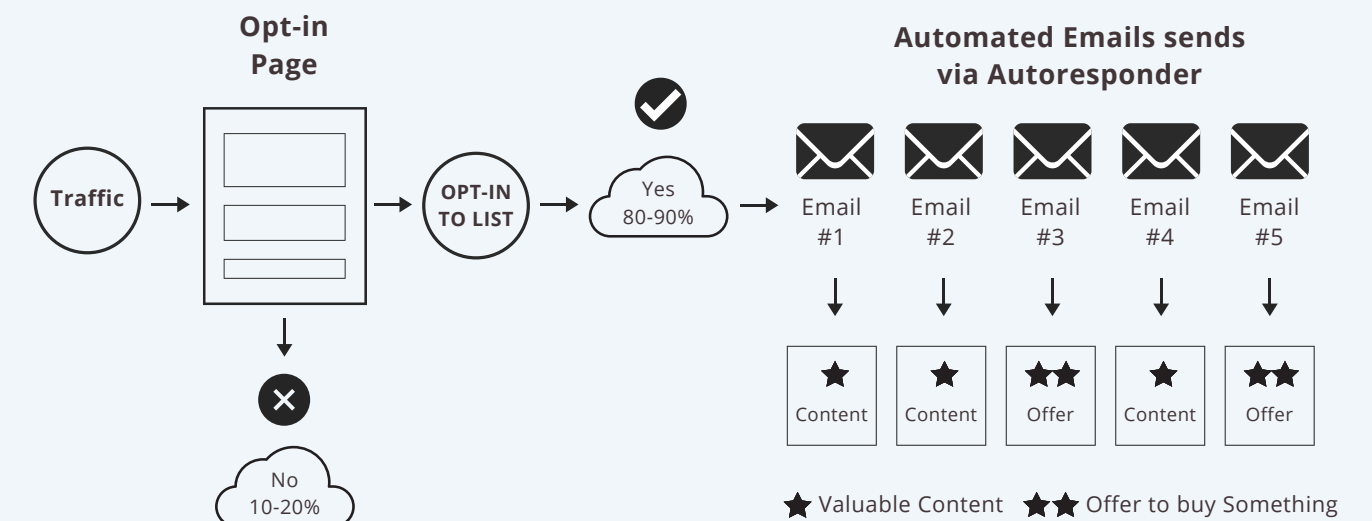


**Master the Science of Email Marketing**

Learn to turn email into a powerful sales channel.

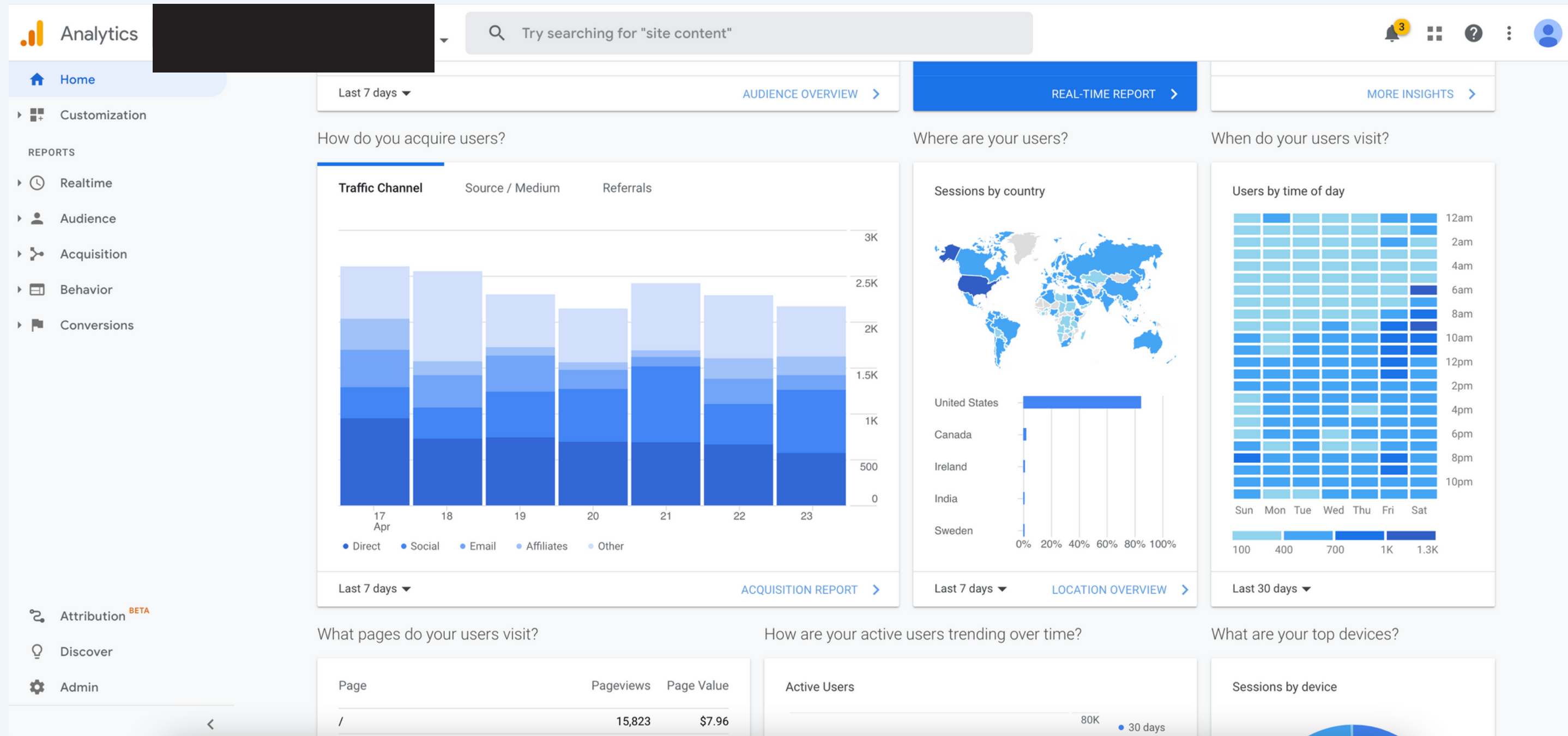
☰

→



# How to Track Sales From Emails

## Setup Google Analytics



# How to Track Sales From Emails

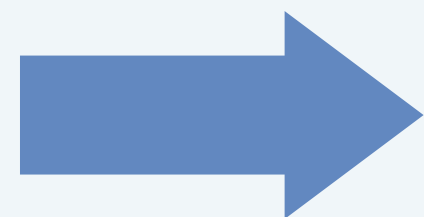
## Install Pixel on Your Website

The screenshot displays the Google Analytics Admin interface for a property named 'Gel-V (UA-50369723-1)'. The left sidebar contains a navigation menu with the following items: GA4 Setup Assistant, Property Settings, Property Access Management, Tracking Info, Tracking Code (highlighted with a blue arrow), Data Collection, Data Retention, User-ID, Session Settings, Organic Search Sources, Referral Exclusion List, Search Term Exclusion List, Property Change History, Data Deletion Requests, and a section for PRODUCT LINKS including Google Ads Links, AdSense Links, Ad Exchange Links, All Products, Postbacks, Audience Definitions, and Custom Definitions. The main content area shows the 'Tracking ID' as UA-50369723-1 and the 'Status' as 'Receiving traffic in past 48 hours' with 12 active users. Below this, the 'Website Tracking' section is titled 'Global Site Tag (gtag.js)'. It explains that this is the tracking code for the property and provides a code snippet to be pasted into the <HEAD> of every webpage. A blue arrow points to this code snippet. The code is as follows:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-50369723-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-50369723-1');
</script>
```

Below the code, there is a section for 'Connected Site Tags' showing 0 connected tags. The 'Google Tag Manager' section explains that it can help add tags to a site if you have many analytics and tracking tags. Finally, the 'Additional implementations' section notes that Global Site Tag (gtag.js) and Google Tag Manager are recommended tracking methods for new implementations.



# How to Track Sales From Emails

## Setup Your Goals



**ADMIN** **USER**

View [+ Create View](#)

LittleData: Recurring payments

- View Settings
- View Access Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA

**PERSONAL TOOLS & ASSETS**

- Segments
- Annotations
- Multi-Channel Funnels Settings
- Custom Channel Grouping BETA
- Custom Alerts
- Scheduled Emails
- Saved Reports
- Share Assets

**Goal setup** Edit  
Custom

**Goal description** Edit  
Name: *Lead*  
Goal type: *Destination*

**3 Goal details**

**Destination**

Begins with   Case sensitive  
For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

**Value** optional  
 OFF Assign a monetary value to the conversion.

**Funnel** optional  
 OFF  
Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

[Save](#) [Cancel](#)

**ADMIN** **USER**

View [+ Create View](#)

LittleData: Recurring payments

- View Settings
- View Access Management
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**PERSONAL TOOLS & ASSETS**

- Segments
- Annotations
- Multi-Channel Funnels Settings
- Custom Channel Grouping BETA
- Custom Alerts
- Scheduled Emails
- Saved Reports
- Share Assets

**Goal setup** Edit  
Custom

**Goal description** Edit  
Name: *Membership Sale*  
Goal type: *Destination*

**3 Goal details**

**Destination**

Begins with   Case sensitive  
For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

**Value** optional  
 ON  \$USD  
Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

**Funnel** optional  
 OFF  
Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

[Save](#) [Cancel](#)

# How to Track Sales From Emails

Navigate to Acquisition > All Traffic > Source/Medium

The screenshot displays the Google Analytics interface. On the left, the navigation menu is highlighted with a red box, showing the path: Acquisition > All Traffic > Source/Medium. The main content area shows a report for 'Source / Medium' with columns for Acquisition, Behavior, and Conversions. The table lists various traffic sources, with 'klaviyo / email' highlighted in yellow as the top-performing source.

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	39,061 <small>% of Total: 100.00% (39,061)</small>	36,800 <small>% of Total: 100.14% (36,749)</small>	53,522 <small>% of Total: 100.00% (53,522)</small>	5.82% <small>Avg for View: 5.82% (0.00%)</small>	6.83 <small>Avg for View: 6.83 (0.00%)</small>	00:02:12 <small>Avg for View: 00:02:12 (0.00%)</small>	9.27% <small>Avg for View: 9.27% (0.00%)</small>	4,959 <small>% of Total: 100.00% (4,959)</small>	\$387,660.41 <small>% of Total: 100.00% (\$387,660.41)</small>
[Redacted]	727 (1.77%)	7 (0.02%)	1,150 (2.15%)	8.43%	5.53	00:02:10	105.48%	1,213 (24.46%)	\$102,171.19 (26.36%)
2. (direct) / (none)	13,918 (33.89%)	13,631 (37.04%)	18,225 (34.05%)	7.18%	5.13	00:01:38	5.79%	1,056 (21.29%)	\$79,728.52 (20.57%)
3. l.instagram.com / referral	7,189 (17.50%)	6,632 (18.02%)	8,266 (15.44%)	2.43%	10.00	00:03:11	10.82%	894 (18.03%)	\$65,692.49 (16.95%)
4. klaviyo / email	2,480 (6.04%)	1,926 (5.23%)	4,366 (8.16%)	8.50%	10.15	00:03:18	9.67%	422 (8.51%)	\$31,348.94 (8.09%)
5. ADWORDS / PPC	2,399 (5.84%)	2,082 (5.66%)	3,777 (7.06%)	4.85%	8.71	00:02:57	10.38%	392 (7.90%)	\$31,414.31 (8.10%)
6. google / organic	1,726 (4.20%)	1,367 (3.71%)	2,739 (5.12%)	5.26%	9.63	00:03:49	11.39%	312 (6.29%)	\$24,852.94 (6.41%)
7. SHAREASALE / AFFILIATE	849 (2.07%)	657 (1.79%)	1,243 (2.32%)	12.55%	7.07	00:02:17	13.44%	167 (3.37%)	\$12,938.41 (3.34%)
8. MAILCHIMP / EMAIL	499 (1.21%)	341 (0.93%)	779 (1.46%)	7.45%	7.65	00:02:42	7.06%	55 (1.11%)	\$4,679.07 (1.21%)
9. facebook / paid	1,112 (2.71%)	1,006 (2.73%)	1,252 (2.34%)	6.71%	5.49	00:01:27	3.91%	49 (0.99%)	\$3,740.03 (0.96%)
10. refersion / affiliate	2,244 (5.46%)	2,149 (5.84%)	2,392 (4.47%)	2.97%	4.47	00:01:06	1.88%	45 (0.91%)	\$3,395.82 (0.88%)

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# How to Track Sales From Emails

Navigate to Acquisition > All Traffic > Source/Medium

Source / Medium ?	Acquisition			Behavior			Conversions <span>Goal 4: Workshop ▾</span>		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Workshop (Goal 4 Conversion Rate) ?	Workshop (Goal 4 Completions) ? ↓	Workshop (Goal 4 Value) ?
	1,057 <small>% of Total: 100.00% (1,057)</small>	1,045 <small>% of Total: 100.19% (1,043)</small>	1,203 <small>% of Total: 100.00% (1,203)</small>	42.31% <small>Avg for View: 42.31% (0.00%)</small>	1.75 <small>Avg for View: 1.75 (0.00%)</small>	00:00:48 <small>Avg for View: 00:00:48 (0.00%)</small>	1.25% <small>Avg for View: 1.25% (0.00%)</small>	15 <small>% of Total: 100.00% (15)</small>	\$4,455.00 <small>% of Total: 100.00% (\$4,455.00)</small>
1. <a href="#">(direct) / (none)</a>	75 (6.94%)	72 (6.89%)	121 (10.06%)	66.94%	1.60	00:01:40	5.79%	7 (46.67%)	\$2,079.00 (46.67%)
2. <a href="#">activecampaign / email</a>	148 (13.69%)	141 (13.49%)	179 (14.88%)	35.20%	1.74	00:00:49	2.79%	5 (33.33%)	\$1,485.00 (33.33%)
3. <a href="#">instagram / linkinbio</a>	641 (59.30%)	636 (60.86%)	678 (56.36%)	34.96%	1.84	00:00:46	0.29%	2 (13.33%)	\$594.00 (13.33%)
4. <a href="#">instagram.com / referral</a>	11 (1.02%)	10 (0.96%)	12 (1.00%)	50.00%	2.00	00:01:14	8.33%	1 (6.67%)	\$297.00 (6.67%)
5. <a href="#">ActiveCampaign / email</a>	13 (1.20%)	10 (0.96%)	14 (1.16%)	21.43%	1.93	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)

# How to Track Sales From Emails

Drill Down so You Can See Individual Email Performance

<input type="checkbox"/>	Source / Medium ?	Campaign ? ✕	Acquisition			Behavior			Conversions <span>Goal 4: Workshop ▾</span>		
			Users ? ↓ <small>% of Total: 15.04% (1,057)</small>	New Users ? <small>% of Total: 14.48% (1,043)</small>	Sessions ? <small>% of Total: 16.04% (1,203)</small>	Bounce Rate ? <small>Avg for View: 42.31% (-19.18%)</small>	Pages / Session ? <small>Avg for View: 1.75 (0.62%)</small>	Avg. Session Duration ? <small>Avg for View: 00:00:48 (-0.57%)</small>	Workshop (Goal 4 Conversion Rate) ? <small>Avg for View: 1.25% (107.77%)</small>	Workshop (Goal 4 Completions) ? <small>% of Total: 33.33% (15)</small>	Workshop (Goal 4 Value) ? <small>% of Total: 33.33% (\$4,455.00)</small>
<input type="checkbox"/>			159 <small>% of Total: 15.04% (1,057)</small>	151 <small>% of Total: 14.48% (1,043)</small>	193 <small>% of Total: 16.04% (1,203)</small>	34.20% <small>Avg for View: 42.31% (-19.18%)</small>	1.76 <small>Avg for View: 1.75 (0.62%)</small>	00:00:48 <small>Avg for View: 00:00:48 (-0.57%)</small>	2.59% <small>Avg for View: 1.25% (107.77%)</small>	5 <small>% of Total: 33.33% (15)</small>	\$1,485.00 <small>% of Total: 33.33% (\$4,455.00)</small>
<input type="checkbox"/>	1. activecampaign / email	workshop1	78 (47.27%)	73 (48.34%)	95 (49.22%)	31.58%	1.84	00:00:58	3.16%	3 (60.00%)	\$891.00 (60.00%)
<input type="checkbox"/>	2. activecampaign / email	workshop2	48 (29.09%)	44 (29.14%)	55 (28.50%)	41.82%	1.62	00:00:48	1.82%	1 (20.00%)	\$297.00 (20.00%)
<input type="checkbox"/>	3. activecampaign / email	workshop3	14 (8.48%)	12 (7.95%)	15 (7.77%)	40.00%	1.60	00:00:25	6.67%	1 (20.00%)	\$297.00 (20.00%)

# How to Track Sales From Emails

Use UTMs on Your Links to Make This Happen

Adding UTMs to links can help us get even more specific about what's working well and what could use refinement - from all marketing channels.

A UTM is a Urchin Tracking Module...

aka just an extra bit of words you add to the end of links to make them trackable.



# How to Track Sales From Emails

Use UTMs on Your Links to Make This Happen

**Example:**

**<https://kayallencarr.com>**

**Becomes**

**[https://kayallencarr.com/?](https://kayallencarr.com/?utm_source=instagram&utm_medium=linkinbio&utm_campaign=ig)**

**utm\_source=instagram&utm\_medium=linkinbio&utm\_campaign=ig**

**[https://kayallencarr.com/?](https://kayallencarr.com/?utm_source=activecampaign&utm_medium=email&utm_campaign=febnewsletter)**

**utm\_source=activecampaign&utm\_medium=email&utm\_campaign=febnewsletter**

**[https://kayallencarr.com/?](https://kayallencarr.com/?utm_source=facebook&utm_medium=ad&utm_campaign=version1)**

**utm\_source=facebook&utm\_medium=ad&utm\_campaign=version1**

# How to Track Sales From Emails

Use UTMs on Your Links to Make This Happen

## Example URL with UTMs:

**www.company.com/offer?**

**utm\_source=activecampaign&utm\_medium=email&utm\_campaign=workshop1**



Link inside of an ActiveCampaign Email



The first sales email for the workshop.

# How to Track Sales From Emails

Use UTMs on Your Links to Make This Happen

Example URL with UTMs:

[www.company.com/offer?](http://www.company.com/offer?utm_source=activecampaign&utm_medium=email&utm_campaign=workshop1)

[utm\\_source=activecampaign&utm\\_medium=email&utm\\_campaign=workshop1](http://www.company.com/offer?utm_source=activecampaign&utm_medium=email&utm_campaign=workshop1)



Link inside of an ActiveCampaign Email



The first sales email for the workshop.

Source / Medium ?	Campaign ?	Acquisition			Behavior			Conversions <span>Goal 4: Workshop</span>		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Workshop (Goal 4 Conversion Rate) ?	Workshop (Goal 4 Completions) ?	Workshop (Goal 4 Value) ?
		159 % of Total: 15.04% (1,057)	151 % of Total: 14.48% (1,043)	193 % of Total: 16.04% (1,203)	34.20% Avg for View: 42.31% (-19.18%)	1.76 Avg for View: 1.75 (0.62%)	00:00:48 Avg for View: 00:00:48 (-0.57%)	2.59% Avg for View: 1.25% (107.77%)	5 % of Total: 33.33% (15)	\$1,485.00 % of Total: 33.33% (\$4,455.00)
<input type="checkbox"/> 1. activecampaign / email	workshop1	78 (47.27%)	73 (48.34%)	95 (49.22%)	31.58%	1.84	00:00:58	3.16%	3 (60.00%)	\$891.00 (60.00%)
<input type="checkbox"/> 2. activecampaign / email	workshop2	48 (29.09%)	44 (29.14%)	55 (28.50%)	41.82%	1.62	00:00:48	1.82%	1 (20.00%)	\$297.00 (20.00%)
<input type="checkbox"/> 3. activecampaign / email	workshop3	14 (8.48%)	12 (7.95%)	15 (7.77%)	40.00%	1.60	00:00:25	6.67%	1 (20.00%)	\$297.00 (20.00%)

# How to Track Sales From Emails

Why is This So Important

**Your open rates are not accurate.**

**Your click rates only tell you if you piqued someone's curiosity.**

**Your conversion rate only tells you how email is performing overall.**

**What if one email is carrying all the weight, and the rest are underperforming?**

# Why Track Sales From Email

Why is This So Important

## When it Comes to Launch Email Sales ...

- Your first email will generate the easy sales.
- Your subsequent emails have to persuade those on the fence.
- How are those emails performing?
- You need to look at all the data combined
  - Opens, clicks, and sales for each email
  - And continuously refine for each launch
  - So that your emails get more persuasive over time
  - And you get more and more sales

**This is why you have to track sales from each email.**

# **Why Track Sales From Email**

What If I Have Zero Sales From Email

**If you have zero sales from email you need this process more than ever.**

**Don't give up on email.**

**Lots of marketing studies show email generates the biggest and best ROI.**

**You just need to have the right messaging in your emails.**

**Keep testing.**

# Why Track Sales From Email

What the Research Shows

**According to the latest Study from the DMA (Data and Marketing Association) email delivers better ROI than social media ... and I bet you're making most of your money from social media right now.**

**Imagine if you put in the time to actually get your email marketing to work for you....**

# Why Track Sales From Email

What the Research Shows

**There is no way for someone to "like" your email.**

**It might not deliver the same instant gratification of posting to Instagram and instantly 50 likes from your colleagues, spam bots, friends, your spouse, existing clients, and some future clients.**

**This is especially true if you have 20,000 followers and 2,000 people on your email list. Or 2,000 followers and 200 people on your email list.**

**Email is more work than social but if you learn how to manage it correctly you'll start seeing compounding results.**



