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Perfect Your SEO and Email Marketing Plan

Marki Lemons-Ryhal

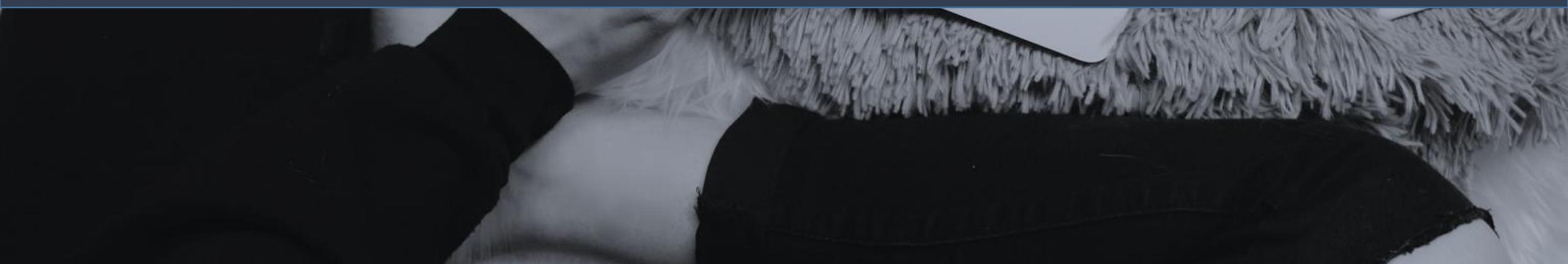
Perfect Your SEO and Email Marketing Plan

Increase your sales with an effective email marketing strategy that doubles as a search engine optimized post. Learn how to ensure your emails are timely, engaging, and line up with your business objectives. Email marketing's greatest asset is the ability to measure precisely what's working and what isn't! In this session, you'll learn the key performance indicators (KPIs) relevant to email marketing and an SEO strategy:

- How to Build and Manage Email List
- The Power of List Segmentation
- Establish Email Campaign Fundamentals
- Track and Measure Email Campaigns
- Recall tools to research effective keywords



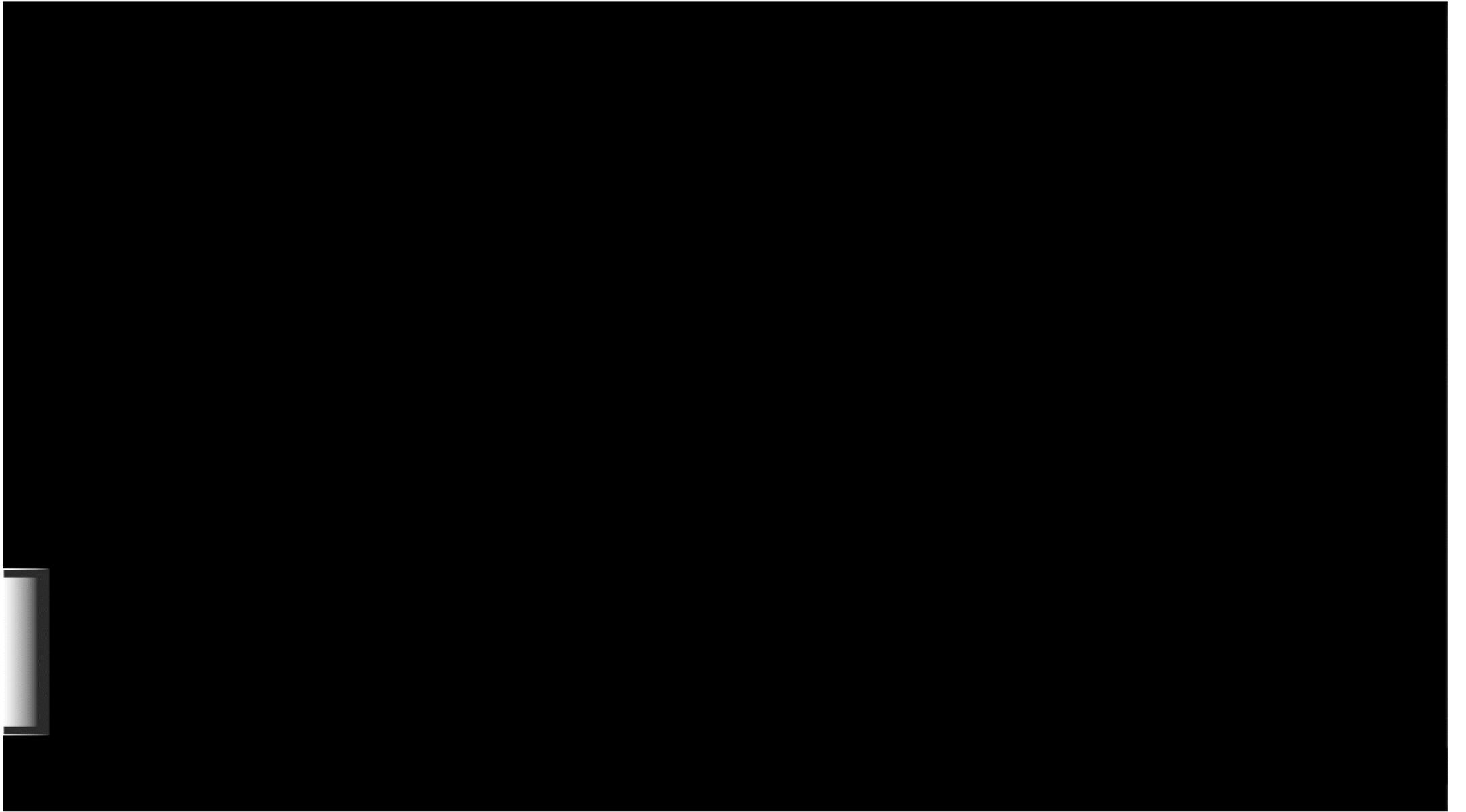
EMAIL IS FAR FROM DEAD, AND MAY BE MORE IMPORTANT THAN EVER FOR OUR CONTENT MARKETING PROGRAMS.





93% OF THOSE WHO USE EMAIL CONSIDER IT TO BE AN IMPORTANT CHANNEL FOR THEIR CONTENT MARKETING SUCCESS.







Click Link Below

<http://bit.ly/videoforREALTORS>



Marki Lemons-Ryhal

October 24 · 🌐

Are you ready to stand out? Secret agents DO NOT get found! If you are attending the 2017 REALTORS Conference and Expo in Chicago schedule an appointment to create a video while you are looking good and feeling even better. To learn more and select a time go to <http://bit.ly/videoforREALTORS>.

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Shana Jones Nice nice nice



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video 🔍

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LOCATIONS

United States	94
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Working...

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	A	B	C	D	E	F	G	H	
1	Timestamp	First Name	Last Name	Mobile Number	Email Address	Website Address	Please select the one time	Please select the one time	P
2	25/10/2017 04:00:14	Anthony	Kondor	708-831-2289	Tonytheentrepreneur@gr	Kondordevelopment.com	11:00 AM-12:00 PM	11:00 AM-12:00 PM	1
3	26/10/2017 00:59:13	Jean	Ward	3123156116	Jean@chicagolakecondos	Chicagolakecondos.com	12:00 PM-1:00 PM	12:00 PM-1:00 PM	1
4	26/10/2017 11:35:08	Diana	Denton	6303347500	MyrealtorDianaD@gmail.c	www.dianadenton.com	12:00 PM-1:00 PM	9:00 AM-10:00 AM	1
5	16/11/2017 13:03:29	Dians	Morales	7737442240	Dians@sergioandbanks.c	None	9:00 AM-10:00 AM	9:00 AM-10:00 AM	9
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Where do you want to start winning new opportunities?

LAYOUT **DESIGN** **HISTORY**

 CHANGE TEMPLATE

BACKGROUND

BODY - 0 +

BODY TEXT Arial ▾ - 14 +

HEADING 1 Arial ▾ - 24 +

HEADING 2 Arial ▾ - 14 +

LINKS

DIVIDERS - 2 +



- Home
- Meet Marki
- Marki Live
- Hire Marki
- Blog
- Contact

Marki Lemons-Ryhal CONFERENCE LIVE 2017

Play 4 minute video

realtor.com

LAYOUT DESIGN **HISTORY**



CHANGE TEMPLATE

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BODY [Color Picker] - 0 +

BODY TEXT Arial [Font] - 14 +

HEADING 1 Arial [Font] - 24 +

HEADING 2 [Color Picker] Arial [Font] - 14 +

LINKS [Color Picker]

DETAILS OPTIONS PREVIEW **SAVE** **SEND**

REAL-TIME NOTIFICATIONS

NOTIFY

NOTIFY ME WHEN

- email is opened
- video is played
- 'http://www.markilemons.com'

SHARING OPTIONS

- Reply with Video
- Social Sharing Icons

PREVIEW LINK

<http://vid.us/2glevd>

ADMIN TOOLS

- Add this Email to a Client Group - **ADD**





1743



522



92



41

Subject: You Can Create a Video Today!

From: info@markilemons.com

Sent: All Sends

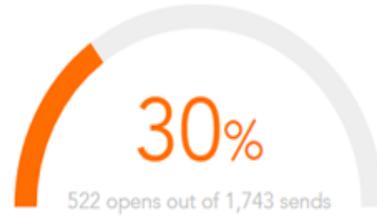
Sent

1,743



Chicago Area REALTORS, Gmail Recipients, Real Estate Students and 3 individuals

Opens



Good



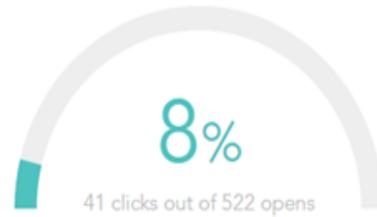
Plays



Great



Clicks



Good



TRACKING

Search input field



t.meneses@mybbmc.com



6



6



4

Diana Morales



9



3



5

Pat Smarto



13



6



2

Jackie Paul



13



6



1



Edit Form: New Form

0 responses  track  view  embed

Welcome to Your New Form

Move your mouse over the form! Those edit links on the right let you edit the fields you see!

You can drag the fields up and down to reorder them!

Add new fields or other html fields like this one with the buttons below.

First Name

Last Name

Email Address
Required

Phone Number





segment

your list for increased relevance

My Lists

All Contacts ?	1854
Subscription Contacts	2262 left of 3500
Suppression List	237
<input type="text" value="New List Name"/>	
CREATE LIST	
Chicago Area REALTORS	118
Education Directors	163
Gmail Recipients	526
MN REALTORS	38
Mainstreet Members	0
Real Estate Students	1238
Unengaged Contacts	92
	0

Let's Build Relationships!

We help you build relationships. See how you're doing by viewing your relationship score for each contact and list.

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ADD PEOPLE **SEARCH**

Integrations

Buttons shown here Sync Lists from the connected Application.
To sync Contacts, click the "Sync from..." button in each list.
If you add new lists in the connected application, press this button again



AS YOU ONBOARD SUBSCRIBERS, ASK THEM QUESTIONS LIKE:

HOW OFTEN WOULD YOU LIKE TO RECEIVE EMAILS FROM US? DAILY? WEEKLY? MONTHLY?

WHAT PARTICULAR TOPICS ARE YOU INTERESTED IN?

**WHAT KINDS OF CONTENT INTEREST YOU THE MOST?
TEXT? VIDEO? INFOGRAPHICS?**

AUTOMATED EMAILS GET 152% HIGHER CLICK RATES THAN BROADCAST EMAILS

AUTOMATION TRIGGERS SHOULD BE BASED ON YOUR PERSONALIZED BUYER BEHAVIORS, BUT COMMON CHOICES INCLUDE:

WELCOME EMAILS WHEN NEW USERS JOIN YOUR SERVICE, START A TRIAL, OR CREATE AN ACCOUNT

ABANDONED CART OR INCOMPLETE ACCOUNT NOTIFICATIONS

ANNIVERSARY EMAILS TO MARK THEIR TIME AS A SUBSCRIBER, CUSTOMER, OR BOTH

ENGAGEMENT-DRIVEN EMAILS BASED ON WHAT A SUBSCRIBER PREVIOUSLY CLICKED ON

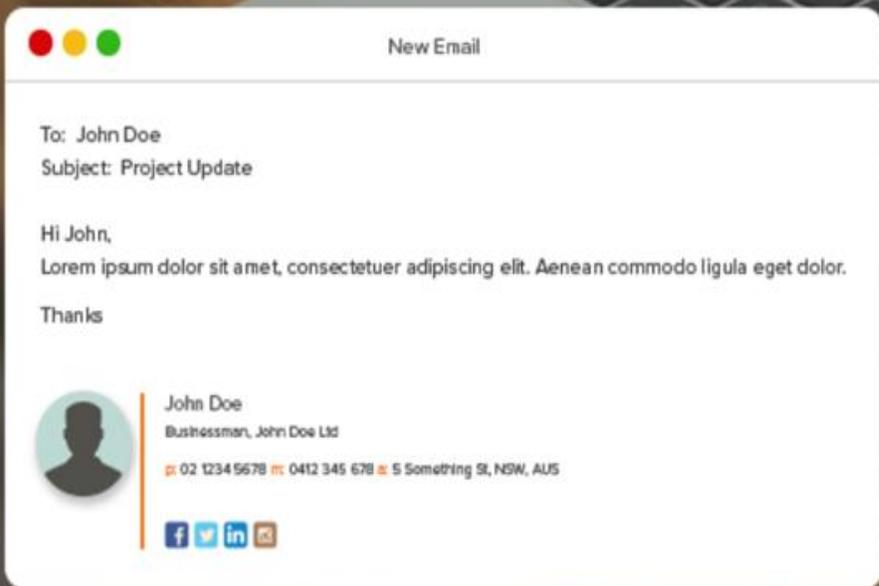
EMAIL AND CONTENT ARE STILL BFFS, BUT BOTH NEED TO EVOLVE IN TANDEM TO KEEP UP WITH THE INCREASING EXPECTATIONS OF YOUR SUBSCRIBERS. TO GET THE MOST OUT OF THIS TRIED-AND-TRUE DISTRIBUTION CHANNEL:

SEGMENT YOUR EMAIL LIST BASED ON PERSONA AND PREFERENCE.

SUPPLEMENT YOUR REGULARLY SCHEDULED NEWSLETTERS WITH BEHAVIOR-BASED AUTOMATIONS.

KEEP YOUR LIST LEAN AND MEAN SO YOU CAN DELIVER VALUE TO YOUR MOST VALUABLE AUDIENCE MEMBERS.

**THE NEW YORK TIMES HAS 50 DIFFERENT
EMAIL NEWSLETTERS, HELPING IT AMASS 13
MILLION SUBSCRIPTIONS.**



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Enter Your Headline Text

Paste your headline in the text area below. The analysis engine will **automatically cut your submission at 20 words**, so we encourage you to do a word count before submitting! This will ensure the most accurate analysis.

Please select the type of business or industry that this headline belongs to. This will lead to us being able to show you the industry average for your headline so you can compare how you're doing.

--Select a Category--

Submit For Analysis Clear Text

What is the Headline Analyzer?

This free tool will analyze your headline to determine the **Emotional Marketing Value (EMV)** score. As you know, reaching your customers in an deep and emotional way is a key to successful copywriting, and your headline is unquestionably the most important piece of copy you use to reach prospects.

Your headline will be analyzed and scored based on the total number of EMV words it has in relation to the total number of words it contains. This will determine the EMV score of your

Faster than typing

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 Continue with Google

 Continue with Outlook

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then enter event code "asishoworlando18."



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