

# Links = Sales

# TOP TIP TUESDAY!



During a recent conversation about email marketing with a business owner, a question arose that reminded us of something that can dramatically change the levels of enquiries and sales.

They wanted more people to take action from their email campaign because their click-through rates were very poor. The email in question only had one link that allowed people to click through – and that link was very easy to miss too.

Now, of course, you do need to add a link. But research\* tells us, that one is not enough - you should add at least four of them. You can definitely add more but we wouldn't recommend any less.

So why four? The truth is that people are unique, **they won't all click for the same reasons.**

## Example

**EXPIRES TOMORROW:** I just wanted to let you know that this special offer expires tomorrow.



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LINK 1

Go here and get it now. LINK 2

The xxxxxx product/kit/guide is available at an [83% discount](#). LINK 3

...BUT, only for the next [24 hours](#). LINK 4

Inside it you'll discover:

- The one small change you can make [INSTANTLY](#) in your business to grow your turnover virtually overnight. LINK 5
- The [SINGLE MOST IMPORTANT THING](#) thing that you need to focus on as a business owner (this one might surprise you...) LINK 6
- The [SHORTCUT](#) to super-charge your marketing efforts LINK 7
- The [ONE COST](#) that you want to be as HIGH as possible. LINK 8

...and much more

[Get it here now \(for 83% OFF!\)](#) LINK 9

PLUS you also get (xxxxxx insert free add-on/extra), absolutely free! (and by free, I mean FREE - no hidden charges, no contracts, nothing)

Enjoy

<<your\_name>>

PS - this special discount will expire in 24 hours' time

[Click here to grab your xxxxxxxx product/kit/guide.](#) LINK 10

Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

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# Links = Sales



By including more links (at different points in the email) you increase your chances of 'catching' as many people as you can.

## Let's refer to the example:

Each link is appealing to a different type of person and to a different reason why they might click.

**Link 1:** Some people like to have a big image to click on, so we give them the chance early on in the email.

**Link 2:** 'Go here and get it now' We're being direct, telling them exactly what to do.

**Link 3:** '83% discount' This appeals to the people who are interested in the great discount and savings available to them.

**Link 4:** '24 hours' This link is appealing to those who are more deadline driven.

**Links 5, 6, 7 & 8:** These are all bullet points of what the recipient will discover if they invest in this product. We don't know which point they'll find most appealing and so we make sure we link them all.

**Link 9:** 'Get it here now' Again, we're being direct – this time at the end of the email to pick up anybody who read through the content and needs to be told what to do next (people like to be told what to do).

**Link 10:** 'Click Here to grab your xxxxxxx product' This link is in the P.S. of the email to pick up the people who just skip straight to the end of the email (there's LOTS of people who do this!).

Obviously, you don't need 10 clicks in every email you send...

...but as a rule of thumb: More Links = More Clicks

(\*HubSpot 2020)

We're happy to help if you're thinking of getting an email together like this to send out to your customers and you'd like us to review it – **Just give us a call**



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