

Course • 5 Lessons

## Mastering Email Marketing and SMS

\$897 • 3 payments of \$299

This nearly 2-hour course covers everything an advertiser needs to know about email and SMS marketing in order to excel at customer retention through owned marketing channels. This course will take you from a basic email and SMS marketer to an Elite specialist at customer retention.

The experts at **Lunar Solar Group** partnered with Foxwell Digital to cover email and SMS optimization, testing, flow automation, reporting (& baseline metrics), lead generation/sign-ups, and more. This course truly is your one-stop-shop for mastering email marketing and SMS.

You might already know to have welcome, abandoned cart, and post-purchase flows, but do you know how to optimize them? This course covers how the Lunar Solar team pulls reporting and implements various A/B tests to ensure every campaign and flow is taken to the next level.

Buy now



### Why buy this course?

Watch this video to be convinced.

All courses sold by Foxwell Digital have a 100% satisfaction promise. If you don't find value in this course, we'll refund your money.



### Meet Lunar Solar Group

- LSG is a digital growth consultancy focused on building and optimizing everything from e-commerce strategy, media buying, web development, and CRM.
- LSG is one of Klaviyo's Elite Partners. Elite is the highest status you can achieve and only 5 other agencies in the world have achieved this status.
- LSG has been scaling client's accounts since 2018 and never sacrificing quality. While producing best-in-class creative, LSG has been able to maintain healthy sending reputations, over 20% open rates, and 20%+ of monthly store revenue on 90%+ of their accounts month over month.

#### Client reviews:



*Gina and team continue to stay on the forefront of text and email marketing strategy. They've been able to consistently scale our audiences, drive revenue and above all - build brand advocacy with incredibly personable creative, copy, and design. - Ben Knox, SVP Digital, Super Coffee*



*The email team at L/S have been instrumental to building our CRM strategy. They consistently go above and beyond to optimize our communication flow and drive revenue. They are clear, quick, creative, and incredibly invested in the success of our brand. They have been wonderful to partner with and have become an extension of our team. - Courtnie Beceiro, Director of Brand, Haven's Kitchen*



*As one of Klaviyo's Elite partners, Lunar Solar's advanced team of CRM experts has had enormous success helping clients across many different verticals strengthen relationships with their customers and drive revenue across email & SMS with Klaviyo. They are creative, fun to work with, and "do good work." If you are looking for a top-notch partner, the LSG team won't let you down! - Scott Segel, Director of Agency Partnerships, Klaviyo*

### Topics Covered

#### Email

- Optimizing your email marketing
- How to pull data
- A/B testing with email marketing
- Email campaigns: Where to start, how to organize them, optimize them, and more
- Analyzing email open rate
- Analyzing click rate
- Analyzing opt-out rate
- Analyzing conversion rate
- Email automation and flows
- Email sign-up forms

#### SMS

- Types of SMS marketing
- SMS voice
- Growing your SMS list
- Getting started with SMS
- Managing SMS responses
- SMS optimization

#### Putting it all together

- Subscription marketing in relation to email and SMS
- Understanding all customer communication channels
- Lists and segmentation
- Tech recommendations
- Customer review integrations
- Customer rewards integrations
- Customer referral integrations

### Contents

#### Introduction

Introduction to Mastering Email Marketing and SMS • 2 mins

#### Section 1: Pulling the Right Data, A/B Testing and Campaigns

Section 1: Pulling the Right Data, A/B Testing and Campaigns • 36 mins

#### Section 2: Automation and Sign-up Forms

Section 2: Automation and Sign-up Forms • 14 mins

#### Section 3: SMS Best Practices and How to Grow Your SMS List

Section 3: SMS Best Practices • 27 mins

#### Section 4: Subscriptions and the 3 "R"s to Growing Your Lists

Section 4: Subscriptions and the 3 "R"s to Growing Your Lists • 27 mins

