



# Advanced Email Strategies

*Laura Fuentes*

@LauraSFuentes





# About Laura

*Laura Fuentes*



@LauraSFuentes





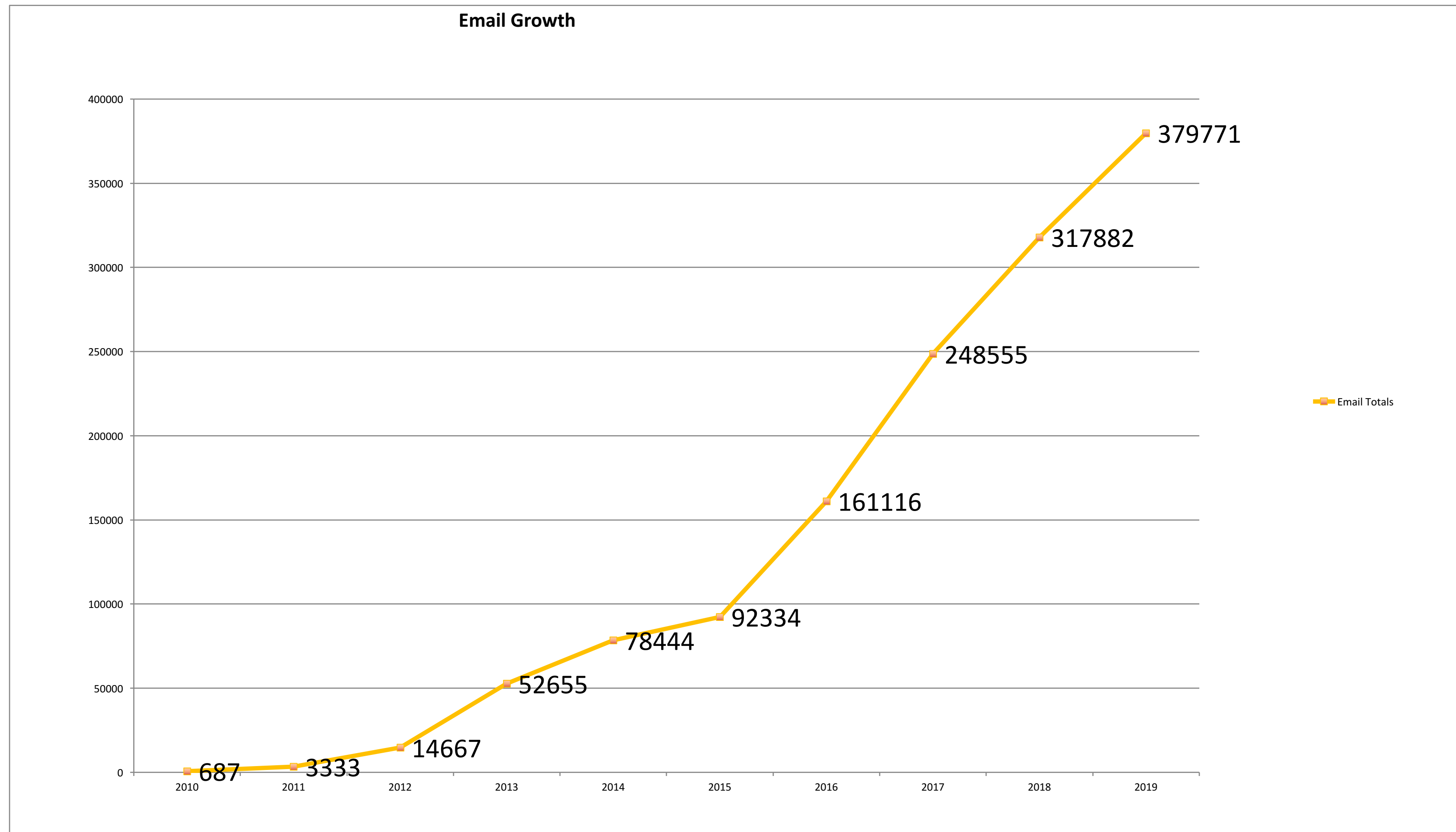
# EMAILSHIP

*Laura Fuentes*

@LauraSFuentes



# EMAIL GROWTH



*Laura Fuentes*

@LauraSFuentes



# Case Study 1: Lorissa's Kitchen



AFTER SCHOOL SNACKING MADE EASY WITH  
HEALTHY PROTEIN SNACK BOXES

LIVE DATE: 08/15/2018

RECAP DATE: 09/26/2018

TOTAL PAGEVIEWS: 22,296

UNIQUE PAGEVIEWS: 22,197

[VISIT THE BLOG POST HERE](#)

Page ?	Pageviews ? ↓	Unique Pageviews ?
	22,296 % of Total: 3.28% (680,587)	22,197 % of Total: 3.44% (645,978)
1. <a href="#">/after-school-snacking-made-easy-with-healthy-protein-snack-boxes/</a>	22,296 (100.00%)	22,197 (100.00%)

Laura Fuentes

@LauraSFuentes





# Case Study 2: Bob's Red Mill



## CHOCOLATE CHIP PROTEIN MUFFIN RECIPE

LIVE DATE: 01/24/2019

RECAP DATE: 02/24/2019

TOTAL PAGEVIEWS: 31,167

UNIQUE PAGEVIEWS: 30,406

[VIEW THE BLOG POST HERE](#)

Page ?	Pageviews ? ↓	Unique Pageviews ?
	31,167 % of Total: 5.55% (561,521)	30,406 % of Total: 5.77% (527,413)
1. <a href="#">/chocolate-chip-protein-muffins-recipe/</a>	30,203 (96.91%)	29,448 (96.85%)

Laura Fuentes

@LauraSFuentes





# Case Study 3:

## BarkThins

barkTHINS®

### BLOG POST: LIFE WORK CHOCOLATE BALANCE

LIVE DATE: 5/22/2018

RECAP DATE: 7/06/2018

TOTAL PAGEVIEWS: 19,786

UNIQUE PAGEVIEWS: 19,748

[VIEW THE BLOG POST HERE](#)



Page ?	Pageviews ?	Unique Pageviews ?
	19,676 % of Total: 3.07% (640,977)	19,638 % of Total: 3.21% (611,399)
1. <a href="/life-work-chocolate-balance/">/life-work-chocolate-balance/</a>	19,676(100.00%)	19,638(100.00%)

Laura Fuentes

@LauraSFuentes



# Case Study 4: Quaker Oats



## BROWN SUGAR CINNAMON BAKED OATMEAL BITES

LIVE DATE: 08/27/2018

RECAP DATE: 10/01/2018

TOTAL PAGEVIEWS: 20,584

UNIQUE PAGEVIEWS: 20,061

[VIEW THE BLOG POST HERE](#)

<input type="checkbox"/>	Page ?	Pageviews ?	Unique Pageviews ?
		20,584 % of Total: 3.24% (635,560)	20,061 % of Total: 3.32% (604,957)
<input type="checkbox"/>	1. <a href="/brown-sugar-cinnamon-baked-oatmeal-bites/">/brown-sugar-cinnamon-baked-oatmeal-bites/</a>	20,199 (98.13%)	19,697 (98.19%)







*Laura Fuentes*

@LauraSFuentes



# OPT-IN NOW WHAT?

- › engage
- › personalized content
- › share what you're all about
- › preview of what's to come
- › prime for conversions
- › traffic & shares





# WELCOME SERIES

1. lead magnet
2. “get to know you” email
3. “best of ” series



# EMAIL FREQUENCY

1. Welcome Series: 14-21 days
2. Newsletter: weekly



*Laura Fuentes*

@LauraSFuentes





# NEWSLETTER

- › “behind the curtain” email
- › personalized
- › exclusive offers
- › consistent
- › limited asks



# NEWSLETTER

## Newsletter 1 (2013-2016)

[Sample](#)

### This Week's Videos



#### Pumpkin Pancakes

Does your family love all things pumpkin? Mine does! These whole grain pumpkin pancakes happen to be my favorite spin on the classic, and I am so excited to share them with you [here](#).

### Our Meal Plans



Add variety to your family's meals every week with made-for-you meal plans. The meal plans include 3 lunch ideas and 2 family sized meals, prep-ahead tips, and a shopping list. [Compare the Classic and Grain-Free Meal Plans here](#).

### New Posts & Recipes



#### 7 Healthy Fall Breakfast Recipes

Breakfast is one of the most



#### Pumpkin Scones

Whether you need a regular,



# NEWSLETTER

Healthy Fudgy Brownies? Woah.

From: Laura - Momables

Sent: Sun, Jan 28, 2018 at 9:01 pm

To: info@momables.com

## Newsletter 2 (2017-current)

yummmmylicious



 Schedule

With two video production days this week and all the prep that comes along with it, this week has flown by Laura.

But you know what? I'm very excited about this new batch of videos because I'm sharing a lot of meal prep shortcuts.

the week, one of which is an awesome recipe to get more fiber into your kids' day without gummies, drinks, or powders.

For years, we struggled with one of my sons, and "more whole-grains" and "more fiber" never did the trick and the stool softeners were something I didn't want to give him long term.

So, I got creative. I developed high fiber recipes that tasted good and the fudgy brownies is one of them -whether you have fiber issues or not, it's a great recipe nutrition wise.

I'm also sharing 5 different lunch ideas with a single ingredient, a thermos comparison blog post in case you want to send a hot meal for lunch, and more.

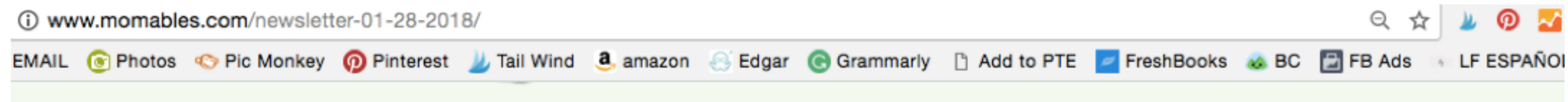
I'm off to do my rounds of grocery shopping for the week and then prep. So I leave you with [this week's lunch recipes, fudgy brownies, and more in the newsletter post.](#)

Here is to a great week,

Laura



# WELCOME SERIES



## Newsletter 2 (2017-current)

[Sample](#)

LOVE OUR VIDEOS?  
SUBSCRIBE!



Click the red button, it's FREE!  
And help us make more videos.

SEARCH

STAY CONNECTED



INSTAGRAM



Load More

@ Follow on Instagram

YOU MIGHT ALSO LIKE

-  Grain Free Cloud Bread Recipe
-  Allergy-Friendly Pancakes: Gluten, Dairy, and Egg Free Pancakes

January 28th, 2018

SHARE THIS POST:    

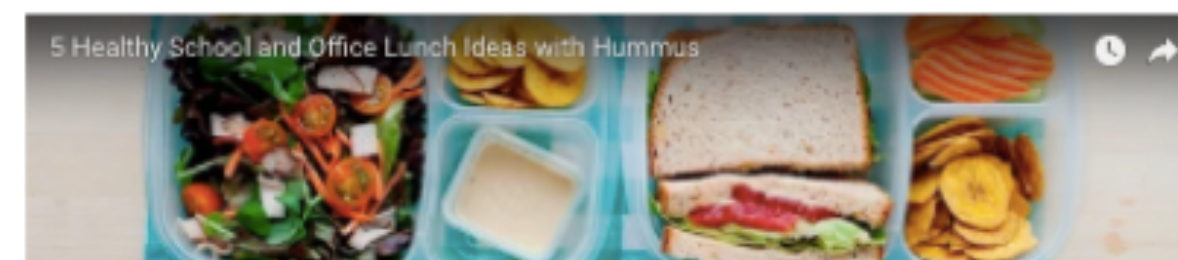


### Recipe Videos & Entertainment



#### HEALTHY HIGH FIBER & FUDGY BROWNIES

Brownie bites with just 3 ingredients that are good for you? They are unbelievably delicious and simple to make. Watch the video and [print the recipe here](#).



Laura Fuentes

@LauraSFuentes



# NEWSLETTER SUCCESS

- reply
- your voice
- no outsourcing the copy
- dedicated email just for newsletter







# MONETIZING

- affiliate earning
- brand emails
- include list size in deck
- sell your own products
- traffic!





*Laura Fuentes*

## EARN & LEARN

- [paula@fuentesmedia.com](mailto:paula@fuentesmedia.com)
- [MOMables.com/affiliate](https://MOMables.com/affiliate)

@LauraSFuentes



Q&A?