

Velocity Growth

Week 4: Finding your initial customers

Craig Zingerline

Today's agenda

- Screener Surveys Part 2
- Updated metrics from my experiments
- Learning more about competitors
- Intro to cold outreach

Screener Surveys, Part 2

Iterations

Current state of Email Marketing Specialist

Success criteria

Persona problem fit

Current solution

Conversion points

Status: Validated

Email open, CTR, sales,
other metrics

Status: Validated

Persona has the
challenge of owning
these metrics

Status: Confirmed

Lots of in house A/B
testing, return path,
Litmus.

Status: **Pending**

I'm now working to
position my product to
this audience.

Email Marketing Specialist

Amazing - thank you so much! Would you be willing to give me your gut check on my product? It lives here in an MVP state if so: <https://gumroad.com/l/sendscore> - critical feedback on how to make this compelling for your type of role would be golden! Or just candid input. Thank you in advance...Craig



MONDAY

12:19 PM

Hi there. I took a look, and one thing that I don't know from this is will you only review one email, or review multiple emails until the improvement happens? The other part that if I were a buyer, is do you know my industry? I know you say that you have worked across all sorts of industries, but I would want to work with someone that has direct experience in my market.



4:35 PM

Hey Craig!

More than happy to take a look. Feel free to email me:

; -)



Craig Zingerline • 5:05 PM

Amazing thx and will do!



5:09 PM



Landing page iteration

\$49

Increase email campaign opens and CTR's with 3+ custom actionable insights

By  [Craig Zingerline](#)

The difference between companies that send "meh" emails versus those that send amazing emails is huge. Quite often, the growth of the company itself stems from how well they do email.

Unfortunately, most emails written are not great. It's time we change that.

I've sent millions of emails to consumers across all sorts of industries, and commonly see 40%+ open rates consistently. Now I'd like to bring my strategy to you.

Sign up for my email review, and I'll send you at least 3 actionable insights on anything from your subject line, messaging, design, deliverability, and more. I'll also rate your email from 1-10 (10 being awesome) and help you increase your rating with each iteration.

Buy this

I'll send you 3 actionable insights

Ideas At least 3

Email rating 1-10

Nothing to lose? Check!

Immediate next steps

1. Improve landing page clarity
2. Add in my “wow factor”
experience and/or social proof
3. Consider multiple landing pages
based on industry

Landing page iteration

\$49

Crush your email marketing goals

By  [Craig Zingerline](#)

I believe your next email campaign has potential to produce even better results.

I'm [Craig Zingerline](#) - 6-time founder and award winning marketer. I've run hundreds of email campaigns for brands and startups including Red Tricycle, The Hair Shop, Upside Travel, Growth University, & many more - and **regularly see 40-50% open rates and 5-10% click through rates**, with strong down-stream revenue impacts.

With my deep experience in media, B2B, B2C and marketplace businesses I can help you improve upon your existing email strategy. Let's work together!

How it works:

1. Purchase a review from me (my beta pricing is \$49 flat fee per email)
2. Send me a draft of your email
3. I'll send you at least 3 ways to improve the email so that you get incredible metrics

If you don't see a lift in any of your metrics compared to your last send, I'll send you a full money back guarantee.

Buy this

Crush your email marketing goals

Ideas At least 3

Increase Opens, CTR, revenue

Money back guarantee? Check!

Current state of VP Marketing

Success criteria

Persona problem fit

Current solution

Conversion points

Status: Validated

Skipped due to domain knowledge.

Status: Partially Validated

Persona has the challenge of owning these metrics for the company.

Status: **Unknown**

Likely we need to do customer discovery here.

Status: **Pending**

Awaiting feedback on product.

Competitor analysis

Additional research

Folks in the email marketing space are using a few tools, with Litmus being one that kept coming up.

How are they finding customers?

Litmus SEO / PPC

Monthly Domain Overview - litmus.com

EXPORT PDF

Domain Overview

competition

Shared Keywords

Top Keywords

Top Pages

Google Ads Advisor

Google Ads History

Ranking History

Organic Search (SEO)

ORGANIC KEYWORDS

16,762

EST MONTHLY SEO CLICKS

52.6k

EST MONTHLY SEO CLICK VALUE: \$289k

1,109

Keywords their top competitors also rank for

14 YEARS 10 MOS

Ranking history - back to their first result in Google

JUST MADE IT TO THE FIRST PAGE

126

SEO Keywords

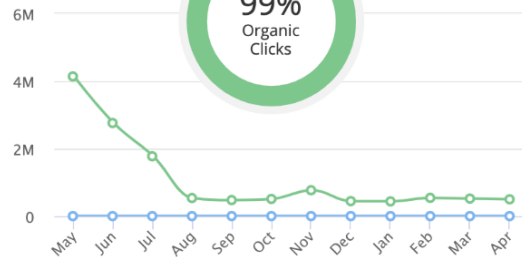
JUST FELL OFF FIRST PAGE

171

Inbound Clicks from Google- Organic vs. Paid

ORGANIC

PAID



99% Organic Clicks

Paid Search (PPC)

PAID KEYWORDS

1,055

EST MONTHLY PPC CLICKS

3.01k

EST MONTHLY GOOGLE ADS BUDGET: \$14.3k

0

Google Ads their top competitors also buy

9 YEARS 1 MO

of Google Ads history - every test they've ever run

Top 50 Google Ads buy recommendations

Worst performing keywords to negative match out





Competition


Litmus Paid Search Terms & Cost

Paid Keywords	Cost Per Click	Monthly Cost	
litmus test	\$0.36	\$4.20	<input type="button" value="ADD"/>
email template	\$11.97	\$60.2k	<input type="button" value="ADD"/>
email tester	\$3.01	\$174	<input type="button" value="ADD"/>
litmus	\$0.34	\$262	<input type="button" value="ADD"/>
check email	\$1.08	\$675	<input type="button" value="ADD"/>
VIEW ALL PAID KEYWORDS >			

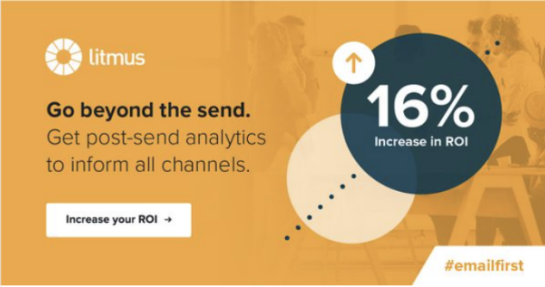
Litmus Paid Social


✓ Active
Started running on Mar 18, 2021
ID: 183538360016410


    ...

 **Litmus**
Sponsored

Get more from your most dependable channel—email. Create campaigns that convert and get insights to improve your marketing results








 litmus
Go beyond the send.
Get post-send analytics to inform all channels.
Increase your ROI →
16%
Increase in ROI
#emailfirst

 **3 ads** use this creative and text

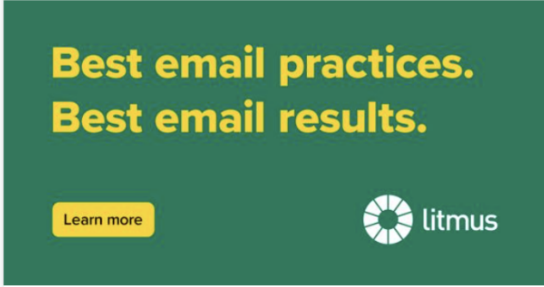
See Ad Details


✓ Active
Started running on Mar 18, 2021
ID: 279799483588625


    ...

 **Litmus**
Sponsored

You need a solution that can fit your organization's unique and complex structure. We not only understand that—we're built for it.








**Best email practices.
Best email results.**
Learn more 

 **4 ads** use this creative and text

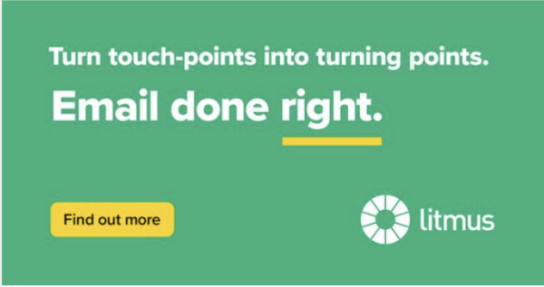
See Ad Details


✓ Active
Started running on Mar 18, 2021
ID: 434034297861757


    ...

 **Litmus**
Sponsored

Consumers are bombarded with thousands of messages a day. To be heard, your marketing must break through the noise and rise above the rest.



Turn touch-points into turning points.
Email done right.
Find out more 

 **4 ads** use this creative and text

See Ad Details

Takeaways

- We know Litmus is bidding on keywords
- They are also focusing on SEO
- *Both of these tell us that there is intentionality*
- They also advertise on Facebook, so their audience is there as well

We'll cover advertising with a small budget in week 6.

Cold outreach

Is it legal?

In short, yes. But you HAVE to play by the rules.

Do your research, and do not SPAM!

<https://www.propellercrm.com/blog/cold-emailing-legal>

<https://woodpecker.co/blog/gdpr-faq/>

Getting started

1. Determine your personas for outreach
2. Find your potential leads & contact info
3. Get started


Hunter

Email Finder Author Finder **NEW**

Email Finder ?

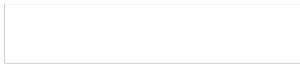
Craig Zingerline	@	growthuniversity.io	Q
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craig@growthuniversity.io ● + SAVE ✉ EMAIL

 **Craig Zingerline**
growthuniversity.io

We haven't found this email on the web.

Sales Navigator



1st **OPEN**

Save

Message



"Time Is Our Most Precious Commodity" - Founder | CEO | Investor | Board Member | Advisor | Public Speaker | 27,000+ Followers

Brian (39), a United States Citizen, and Founder & President of Esposito Intellectual Enterprises, LLC (EIE) www.eie.rocks. EIE ultimately became a holding company for [...see more](#)

New York, New York, United States 500+ connections 190 shared connections

Current

Founder at Esposito Intellectual Enterprises, LLC • 7 yrs 5 mos

Chief Strategy Officer & EVP of Partnerships at Nodle • 2 yrs 7 mos

+ 71 more

Previous

Business Development at Seequ, Inc. • 1 yr 8 mos

Co-Owner at Inkwell Coffee House Inc. • 4 yrs 5 mos

Education

• 1999–2003

+ 1 more

Reports to:

Add manager

Brian J.'s contact info

Connection since April 15, 2021

brian@eie.rocks

www.eie.rocks



[Show all \(4\)](#)

Activity

Add Note

Thanks!