



The Email Marketing Blueprint

What 16 WordPress Founders Know About Building Email Loyalty (That Most Marketers Miss)



Meet Our Contributors

Meet the visionaries whose insights helped shape this Blueprint



“

Katie Keith

Founder & CEO, Barn2 Plugins

Katie leads Barn2 Plugins, creating WordPress solutions used by over 100,000 websites worldwide. Her data-driven approach to email marketing has helped Barn2 maintain exceptional customer retention rates and drive significant cross-selling revenue.



“

Jack Arturo

Founder, Very Good Plugins

Jack created WP Fusion, which connects WordPress with CRMs and marketing automation tools. His technical expertise and sophisticated email automation strategies reflect his deep understanding of marketing technology.



“

Ehsan Riyadh

Founder, Arraytics

Ehsan is behind the company that built popular WordPress plugins like Eventin and WP Cafe. Ehsan's strategic approach to product launch emails has driven impressive adoption rates for new features.



“

Akshat Choudhary

Founder, BlogVault & Malcare

Akshat founded BlogVault and Malcare, WordPress backup and security solutions protecting over 400,000 websites. His thoughtful approach to marketing has earned him a reputation for respecting users' inboxes while still driving business growth.



“

Spencer Haws

Founder, NichePursuits

Spencer runs NichePursuits, teaching entrepreneurs how to build profitable websites. His authentic, story-driven marketing have created a loyal audience that follows his business ventures and recommendations.



“

Istiak Rayhan

Co-founder, Ultimate Blocks

Istiak co-founded Ultimate Blocks, a popular Gutenberg blocks plugin. His value-first marketing approach has helped build a passionate community around Ultimate Blocks in a competitive market.



“

Satinder Singh

Co-founder, Cool Plugins

Satinder leads Cool Plugins, developing WordPress solutions for specific business needs. His email campaigns have been particularly effective at re-engaging past customers.



“

Brian Jackson

Co-founder, forgedmedia LLC

Brian is a recognized WordPress thought leader and co-founder of forgedmedia. His personal, journal-style email approach has maintained remarkable consistency and engagement for years.

Meet Our Contributors

Meet the visionaries whose insights helped shape this Blueprint



“

Alex Borto

Founder, WPMarmite

Alex heads WPMarmite, a leading WordPress education resource for French-speaking users. His educational email campaigns consistently achieve outstanding open rates by focusing on WordPress updates and tutorials.



“

Dily Sotireli

Growth Marketing & Customer Advocacy, Pressidium

Dily drives growth at Pressidium, an enterprise WordPress hosting provider. Her customer-centric marketing strategies has been instrumental in Pressidium's growth in the competitive hosting market.



“

Atikur Rahman Khan

CMO, WeDevs

Atikur leads marketing for WeDevs, creators of popular WordPress plugins including Dokan, WP Project Manager, and weMail. Atikur has pioneered innovative marketing strategies that have helped position Dokan as a market leader in the e-commerce space.



“

Sekander Badsha

Business Development Expert

Sekander specializes in growing eLearning, eCommerce, and SaaS WordPress businesses. His human-first approach to marketing helped numerous WordPress businesses build authentic connections with their audiences.



“

Idongesit 'Didi' Inuk

Marketing Manager, WPMayor

Didi co-founded WPMayor, one of the most trusted WordPress review sites. Her marketing experiments have helped WPMayor maintain its position as a trusted voice in the WordPress community.



“

Rayhan Arif

Business Development Expert

Rayhan's expertise is in managing marketing campaigns across multiple eLearning and SaaS brands. His focus on engagement and interactive content has produced exceptional results.



“

Mainul Kabir Aion

CMO, Roxnor

Mainul specializes in high-conversion marketing campaigns for WordPress and SaaS businesses, once generating over £30,000 in a single day from a segmented campaign.



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Mustaasam Saleem

Founder, HostWP.io

Mustaasam created HostWP, specializing in WordPress hosting solutions. His marketing strategies focus on creating urgency and exclusivity to drive conversions.



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Chapter 1

Can Email Become Your Loyalty Cultivator?





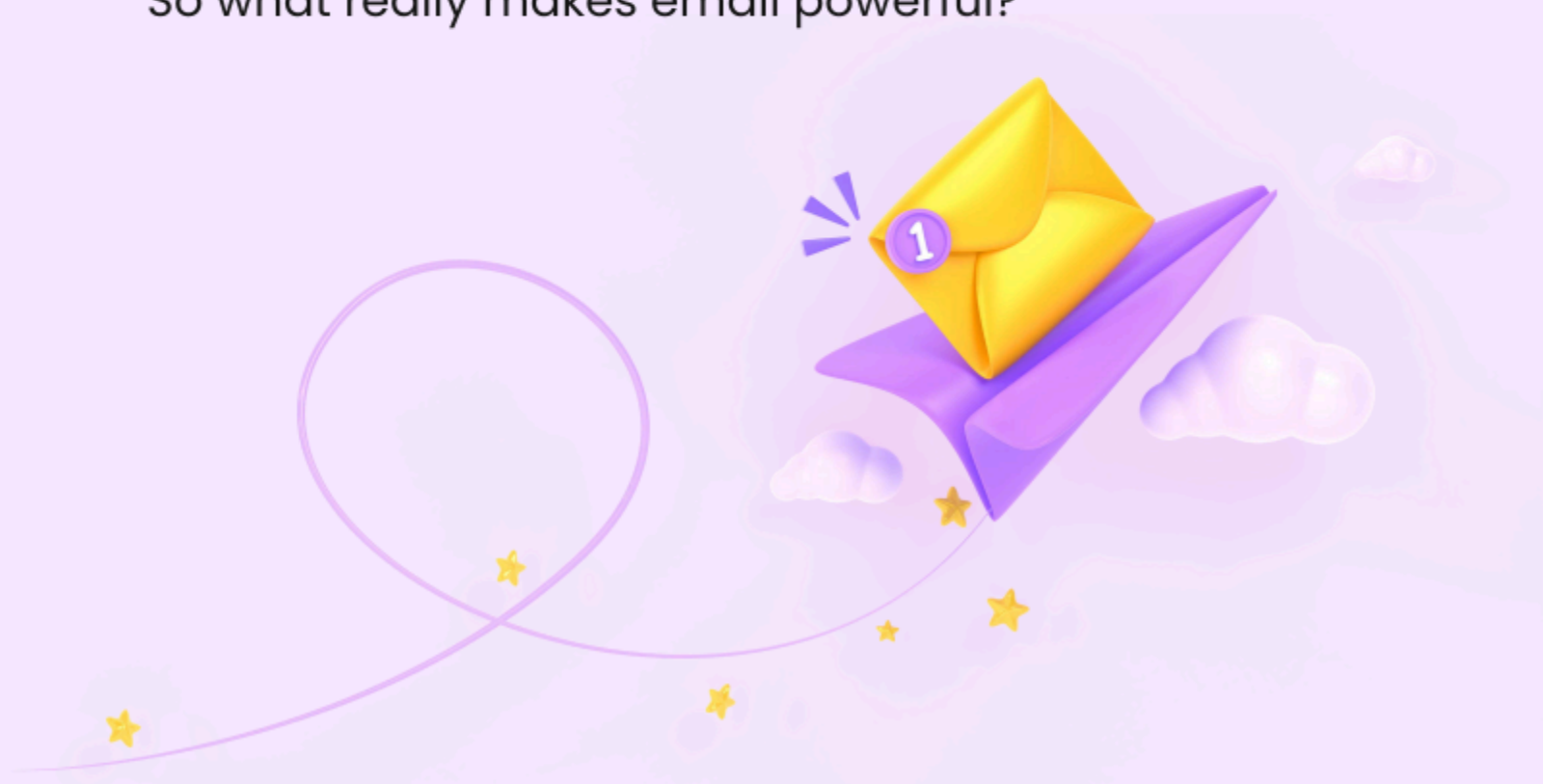
AI, Display Ads, TikTok, Metaverse Marketing...

Is email marketing still alive?

The short answer is YES!

Email marketing continues to thrive, regardless of how the internet is shaping up lately. And no, it's not because email marketing produces an average ROI of \$36 or because 99% of consumers check their email daily, it's something beyond the statistics.

So what really makes email powerful?



Email isn't just about the results; it's the relationship

Email is one of the few digital spaces left where you can connect directly, intentionally, and respectfully with your audience. The channel's ability to foster permission-based, human relationships and control your reach in an increasingly privacy-conscious world is what makes email powerful.

Not just that, email is powerful because:

- 1. It's Human:** One sender, one reader. No middleman, no noise. Just you and them!
- 2. It's Personal:** You land in someone's inbox, not a feed full of noise
- 3. It's Intentional:** People choose to hear from you, not just stumble upon you
- 4. It's Uninterrupted:** No algorithms decide who sees your message
- 5. It's a Slow Burn:** Trust builds one message at a time, not in a viral rush
- 6. It's Ownership:** Your list is yours; no platform can take it away overnight
- 7. It's Focused:** You have a reader's full attention, even if just for a moment
- 8. It's a Conversation:** Replies come straight to you, not buried in comments
- 9. It's Flexible:** You can write, sell, teach, share, whatever your voice needs!
- 10. It's Respectful:** People can opt out anytime, and that's okay

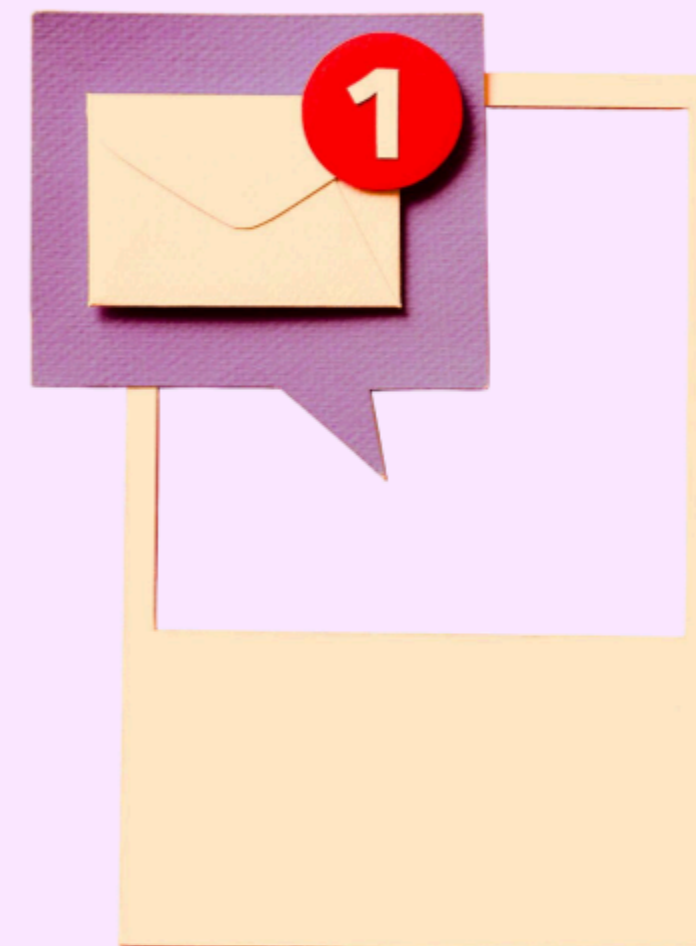
That's the real reason email works.



Emails are not just clicks or conversions, but a tool for a real connection. It's not the metrics, it's the medium. A space you control. A message they asked for. A relationship that deepens over time.

What Email Is vs What Email Isn't

What Email Is	What Email Isn't
✦ Personal and human	✦ Generic and forced
✦ A conversation between you and one person	✦ A broadcast to a noisy crowd
✦ Permission-based and intentional	✦ Interruption-based and accidental
✦ A long-term relationship builder	✦ A short-term conversion trick
✦ A channel you own and control	✦ A platform you rent with rules you don't set
✦ A place where trust grows slowly	✦ A place where attention fades quickly
✦ A focused, private experience	✦ A cluttered, public feed
✦ Flexible—fits your voice and style	✦ Formulaic and limited by format
✦ Respectful of privacy and choice	✦ Manipulative or pushy
✦ Where fans are made	✦ Where likes are forgotten



15 Reasons Why Email Marketing is Important



Chapter 2

The Paradox: Why Most Marketers Struggle While Leaders Thrive?





We live in an age where AI promises to automate everything, where every new platform vies for attention, and where our inboxes often feel like digital landfills. Despite the hype around display ads, social media trends, and short-form video, email marketing persists.

But for many, it feels like an uphill battle.

How hard it is to build a loyal audience with email marketing? Let's look at the raw numbers that paint a challenging picture for the average marketer:

39.64%

is the average email open rate across all industries



17-28%

is considered a good open rate for most industries

1.5-5%

is the average click rate across all industries

Think about it: You pour hours into planning, writing, and perfecting an email campaign. Yet, the stark reality is that most people won't even open your message, and an even smaller percentage will click your call-to-action buttons.

When faced with these statistics, email might not seem like the ideal platform for building deep, lasting relationships. Rather it feels like shouting into a void, hoping a few might hear...

So let's get back to the question that started it all—

Is It Really Possible to Build a **Loyal Audience** Through Email?

We'll try to navigate this in the next section!



Yes, it is possible to build a loyal audience through email. But here's the paradox:

While the average marketer struggles to gain traction, a select group of top performers consistently achieves remarkable results.

Metric	Top 10% Marketers	Average Marketers
Open Rate	56.32%	39.74%
Click Rate	5.06%	1.47%
Direct Sales	0.47%	0.09%
Unsubscribe Rate	0.33%	0.09%
Revenue Per Recipient	\$0.95	\$0.11

[The Klaviyo Email Marketing Benchmark Report 2024](#) offers an eye-opening glimpse into this disparity.

While a 30% open rate is celebrated in many industries, the top 10% are nearly doubling that, achieving an astonishing 56.32%. And the gap widens with clicks and direct sales, where top performers generate significantly higher engagement and revenue.

They also experience higher unsubscribe rates, indicating they're not afraid to trim an unengaged list to focus on true fans—a smart move often missed by average marketers trying to inflate list size.

This significant gap begs the question: **What do these top marketers do that most others miss out on?**

This question led us directly to the heart of the WordPress community.



No Tricks, Just Shared Principles

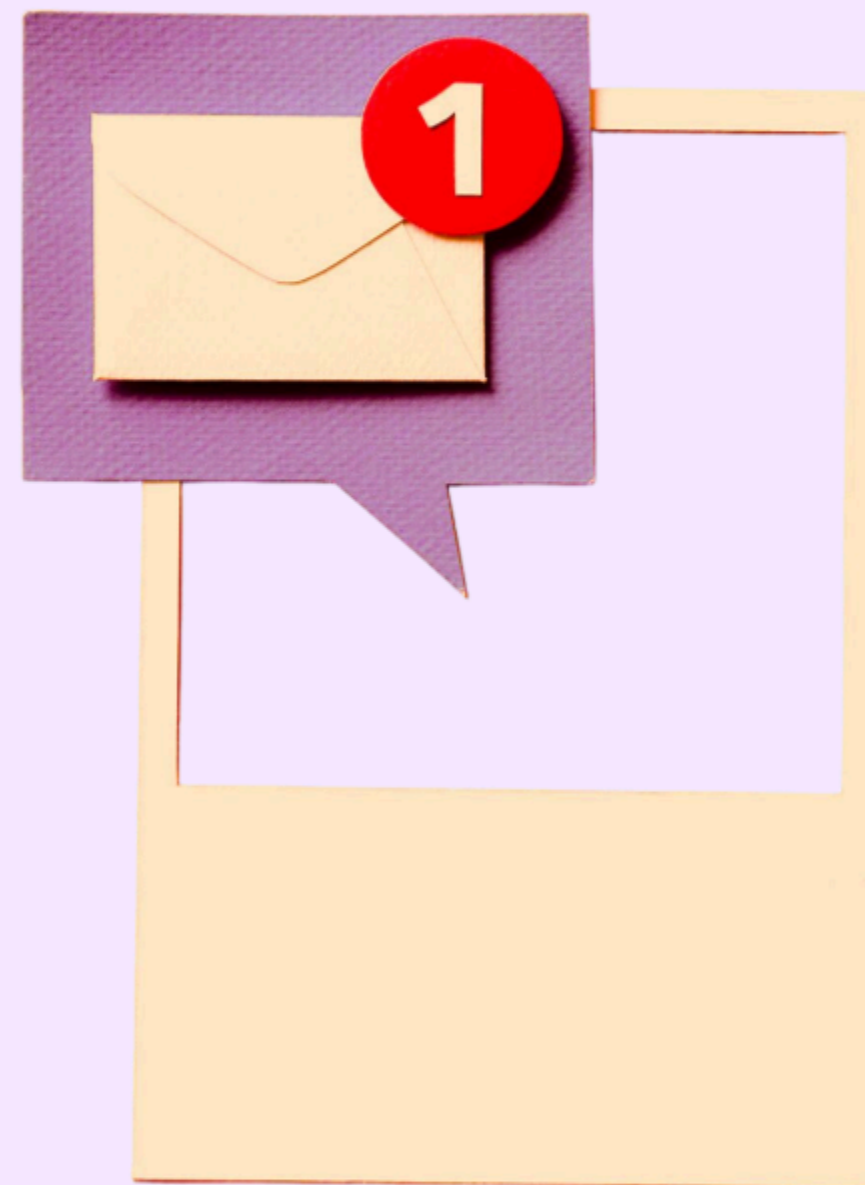
We reached out to the best of the best – seasoned founders, influential voices, and marketing strategists – asking them their “secret code” to turn mere subscribers into loyal fans. Their collective wisdom forms the core of this blueprint.

What we discovered isn't a “secret” but a shared philosophy.

Email isn't just a communication channel; it's a powerful, intimate tool to cultivate lasting relationships. It's not about the metrics alone, but the medium itself – a direct line to your most engaged audience.

Our Email Marketing Blueprint distills their proven strategies, offering you a clear path to transform your email list from a fleeting marketing channel into a thriving community of engaged supporters, repeat customers, and passionate advocates.

Whether you're selling physical products, managing a saas business, offering WordPress services, or building a community platform, the insights from these WordPress leaders will help you bridge the gap between average results and top-tier loyalty.





"Email is your digital living room, It's where your most engaged audience chooses to spend time with you. Treat them like valued guests, not just prospects."



Brian Jackson.

Co-founder, Forgemedia LLC





Chapter 3

The 5-Step Loyalty Framework: What Experts Do Differently?





The inbox is a battleground.

Most emails? Ignored. Deleted. Forgotten.

They clutter, they interrupt, and they often feel like just another attempt to snatch attention.

But then there are those rare ones, the emails that get opened, read, and even replied to!

The ones that make people feel seen, valued, and heard. These aren't just messages; they're invitations to a conversation, a community, a deeper relationship.

So, how do you craft emails that connect, not just convert?

We turned to some of the most respected WordPress founders and marketers—people who see 40%+ open rates, generate real revenue from a single send, and build communities, not just lists

What we found wasn't a secret hack or magic tool.

It was a shared philosophy: timeless principles, executed with intent.

Let's dive into the 5-step loyalty framework experts follow.





1. Value First, Always

Katie Keith embodies this beautifully. She shifts her strategy to deep customer success after someone purchases a plugin. She sends onboarding tutorials, optimization tips, and feature updates that genuinely help the customer thrive with their new product. Her emails proactively reduce refunds, cultivate unwavering loyalty, and often lead to organic cross-sells, all without ever feeling like a hard sell!



Katie Keith

Founder & CEO, Barn2 Plugins



"I think that email is an excellent opportunity to build an ongoing relationship with customers and grow customer loyalty over time. We send several emails in the week after purchase, aimed at helping customers to be successful with the product and reduce refunds. After that, the emails become less frequent and the focus shifts to building loyalty so that they continue getting value from our WordPress plugins and are more likely to renew their license each year."



Similarly, **Dily Sotireli** prioritizes actionable value. Her emails deliver expert tips on performance, speed optimization, and WordPress best practices. There's no fluff, just practical, implementable advice that genuinely benefits their audience.

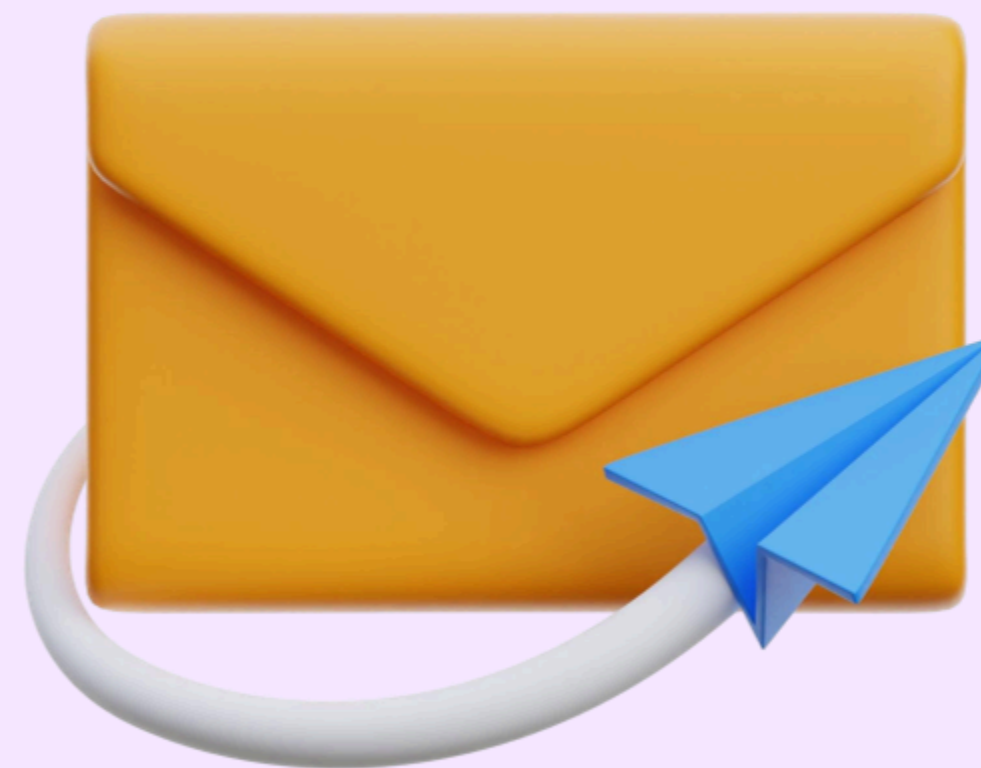
"My favorite strategy involves providing consistent value through relevant content. At Pressidium, we tailor emails to address common challenges in website management, such as security updates, performance improvements, and WordPress optimization tips. This approach helps us build trust by offering real solutions rather than just promotions. Exclusive offers, early access to features, and personalized recommendations further nurture loyalty over time. A great example is our Pressidium client survey campaign, which is followed up with a gift or merch, adding a personal touch."



“

Dily Sotireli

Growth Marketing & Customer Advocacy, Pressidium





Jack Arturo demonstrates how event-driven emails can deliver precisely what customers need when they need it. His approach focuses on providing educational resources rather than overwhelming users with sales pitches.



“

Jack Arturo

Founder, Lead Developer, and Wearer of Many Hats, Very Good Plugins, LLC

"As a tool for integrating WordPress websites with marketing automation platforms, we're especially invested in email marketing at WP Fusion. WP Fusion is a complex plugin that can be used completely differently depending on the customer. As such, our objective in marketing is to provide timely and relevant resources to ensure our users get the information they need at the right time."



Istiak Rayhan masterfully builds trust by generously sharing tutorials, insightful tips, and even personal stories that make subscribers feel like true insiders, valued members of a community. Not merely targets for a pitch.

“One of my favorite strategies for turning email subscribers into loyal fans is to deliver consistent value with a personal touch. Rather than bombarding subscribers with sales pitches, I prioritize sending helpful content, tips, and tutorials that solve real problems. By positioning myself as a trusted resource, subscribers become more engaged over time.”



“

Istiak Rayhan

Co-founder, Ultimate Blocks





Satinder Singh, Co-founder of Cool Plugins, also champions the consistent delivery of helpful content over aggressive promotion, emphasizing the use of automation for personalized follow-ups.

“One of the most effective ways to build a loyal audience through email is by focusing on delivering helpful content like tutorials, guides, and tips rather than pure promotion. Use automations based on what users do, like clicks or actions, to send personalized emails that match their interests. Follow up with customers to ask for feedback and offer extra support, making them feel valued and connected.”



“

Satinder Singh

Co-founder, Cool Plugins





Akshat Choudhary recognizes that mass emails fail because individual interests vary. By rigorously segmenting instead of blasting everyone, he ensures each subscriber receives only what's actually relevant to them, leading to higher engagement than generic broadcasts.

“We rigorously segmented our email list. No mass emails to our contact list ever. What is applicable or interesting to one person isn't necessarily so for another.”



“

Akshat Choudhary

Founder, BlogVault & Malcare

Key Takeaways:

- ✦ Your email shouldn't just ask for a click; it should deliver a tangible outcome.
- ✦ If your emails teach, guide, or simplify something for your audience, they'll stay
- ✦ Provide value, even if it doesn't directly benefit your business!
- ✦ The most effective sales email doesn't feel like one; it feels like authentic help.



FluentCRM Pro-Tip

[How to Write Effective Lead Nurturing Email Sequences That Convert?](#)



2. Personalization, the Loyalty Superpower

Generic, one-size-fits-all emails are the fastest way to the unsubscribe button. True loyalty is when you build relevance. Your subscribers' inboxes are deeply personal spaces. When you show up there, you better make every impression count!

Mustaasam Saleem understands this implicitly. He crafts personalized sequences that are triggered by specific user behaviors, like downloading a particular add-on or viewing a crucial documentation page.

His follow-up emails? They're directly aligned with what that subscriber needs next, creating a seamless, intuitive experience!



“

Mustaasam Saleem

Founder, HostWP.io

“One of my favorite strategies is personalization. I try to tailor my emails to each subscriber based on their interests and behavior. For example, if someone downloads a specific addon, I'll send them follow-up emails with related educational content to help boost productivity.”



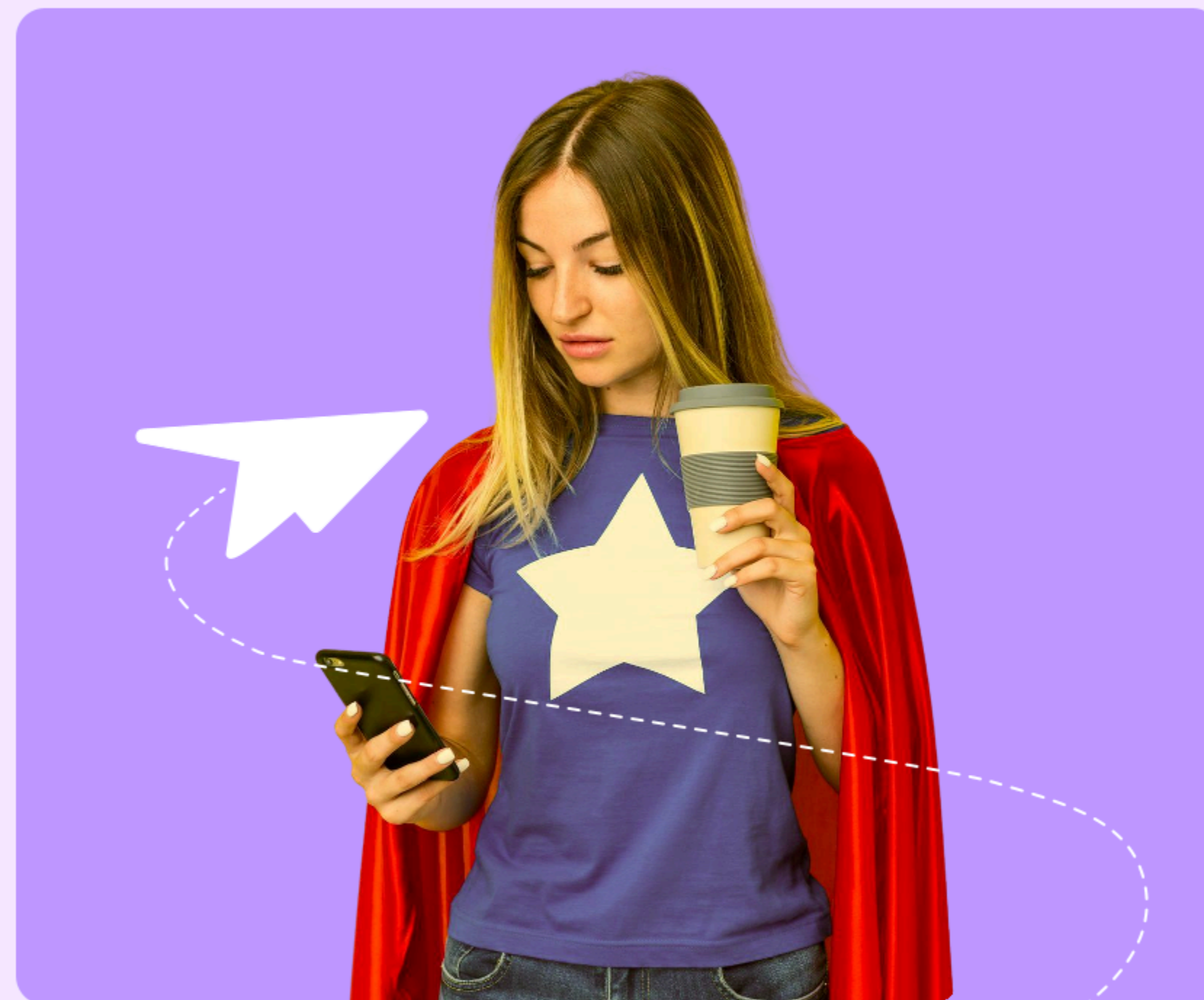
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“We rigorously segmented our email list. No mass emails to our contact list ever. What is applicable or interesting to one person isn't necessarily so for another.”



Akshat Choudhary

Founder, BlogVault & Malcare





Rayhan Arif approaches personalization by empowering his audience. He allows them to actively select the type of content they want to receive, be it in-depth tutorials, essential product updates, or general newsletters. This simple act of giving control keeps his open rates consistently high because his audience is choosing their journey.

“Personalizing emails, starting from the point of subscription, is essential. Always include the option for subscribers to provide their name, and use it to tailor content. Personalized subject lines and greetings create a more intimate and connected experience. It is better to give users the power to choose the type of content they want to receive. Allow them to opt for specific categories (e.g., product updates, educational content, promotions) and then segment your audience based on these preferences. This ensures you send only relevant content to each group, increasing the chances of engagement and reducing unsubscribes.”



“

Rayhan Arif

Business Development Expert in eLearning, and SaaS



Mainul Kabir Aion emphasizes that turning email subscribers into loyal fans requires moving beyond generic mass emails. He advocates for breaking down audiences based on their past behavior, interests, and brand interactions to deliver truly relevant content.

“Turning email subscribers into loyal fans is possible with strategies like personalization, segmentation, and targeted emails. If you are blasting out generic emails to everyone in your list, trust me, it won't work! You need to break down your audience based on their past behavior, interests, and how they interact with your brand. This way you can send truly relevant content, and it doesn't matter whether you are sending a product recommendation, a helpful tip, or an exclusive offer.”



“

Mainul Kabir Aion

CMO, Codezen Technologies Limited

Key Takeaways:

- ❖ The more personalized your email, the less it feels like marketing.
- ❖ Let your subscribers self-select their content journey.
- ❖ Behavior speaks louder than stated preferences; track actions to infer true needs
- ❖ Mass emails are mass ignored, personalization beats volume—every time!



- [What is Email Personalization?](#)
- [7 Email Personalization Techniques You Can Start Using Right Away](#)



3. Keep It Human

In a world obsessed with optimization and automation, sometimes the most powerful strategy is simply to be real. Not everything needs to be perfectly polished or strategically engineered. Sometimes, you just need to be human.

Brian Jackson exemplifies this. He treats his newsletter like a personal journal. It's where he thinks out loud, shares behind-the-scenes thoughts, honest experiences, and unfiltered opinions, not just corporate updates. While this approach might not "scale" in the traditional sense, it builds an almost unparalleled level of loyalty and connection.

"I've found that it helps to personally connect with my email subscribers on a regular basis to build long-term relationships. Nobody really wants or even needs another boring business newsletter in their inbox. I treat it more like a journal and feature something going on in my personal life that fellow business owners might find relatable. For example, the pros and cons of working from home, perfection is the enemy of good, how the weather might impact our mental state, etc. Obviously, I still keep it professional, but I also like to mix things up with some humor."



“

Brian Jackson

Co-founder, forgedmedia LLC



Spencer Haws builds immense trust by sharing failures and insights with refreshing vulnerability. His authenticity resonates deeply with his audience, fostering a bond rarely seen in digital marketing.

“Building a long-term relationship with your audience is SO important. I believe this goes beyond just sharing business advice. I’ve been able to share personal details about my real life. I share honest examples of case studies that go well...and some that don’t go so well. When people are able to connect with you as a real person, with a real family, experiencing the same ups and downs of life as you seek to grow a business, they want to stick around for longer. A more honest relationship with email subscriptions is more likely to turn them into long-term fans and customers.”



Spencer Haws

Founder, NichePursuits



Idongesit 'Didi' Inuk adapts her messaging and tone to her audience and their lifecycle stage. She's sometimes playful, sometimes professional, but always human. This flexibility ensures her messages feel authentic and relatable.

"Offer personalized value from the get-go. When you welcome new email subscribers, think about what they find most useful at their stage in the journey. For example, instead of just listing product features, show them how those features can actually benefit them. Make it relevant and helpful right from the start. The tone and voice in your messaging are important, too. You want your subscribers to feel like they're hearing from someone they trust, not just a faceless company. Adjust the tone to match what resonates with your audience—whether that's professional, playful, semi-formal, or friendly."



Idongesit 'Didi' Inuk

Marketing Manager, WPMayor

Akshat's "skyrocketing" engagement comes from treating subscribers' inboxes with respect rather than using complex strategies. Simple consideration for people's time and attention outperforms sophisticated tactics for him.



Akshat Choudhary

Founder, BlogVault & Malcare



Sekandar Badsha understands that authentic communication cannot be outsourced. He personally curates every piece of content because his unique perspective and understanding are what subscribers value most.

“Great fonts, formatting, keeping it minimal, clean, and offering the most important information directly based on my perspective. I must curate the content because no one can match my understanding, explanation, or perspective. People would not feel the value if I outsourced everything and let others write or present different information.”

Sekander Badsha

Business Development Expert in eLearning, eCommerce, SaaS and WordPress Hosting

He continues—

“For example, you can compare something an intern considers important vs. Jewel bhai (Shahjahan Jewel, Founder, WPManageNinja). His way of presenting the information and a junior would be totally different. If people are coming to hear things from Jewel bhai, it NEEDS to be written and curated by Jewel bhai. If someone else does it, the audience will find out quickly.”

His commitment to clear, concise communication and personal curation ensures his voice remains genuine and impactful.

“I am a big believer of “5 sentences or less” for any type of email or marketing communication I do. But I also plan long content where it’s necessary.”



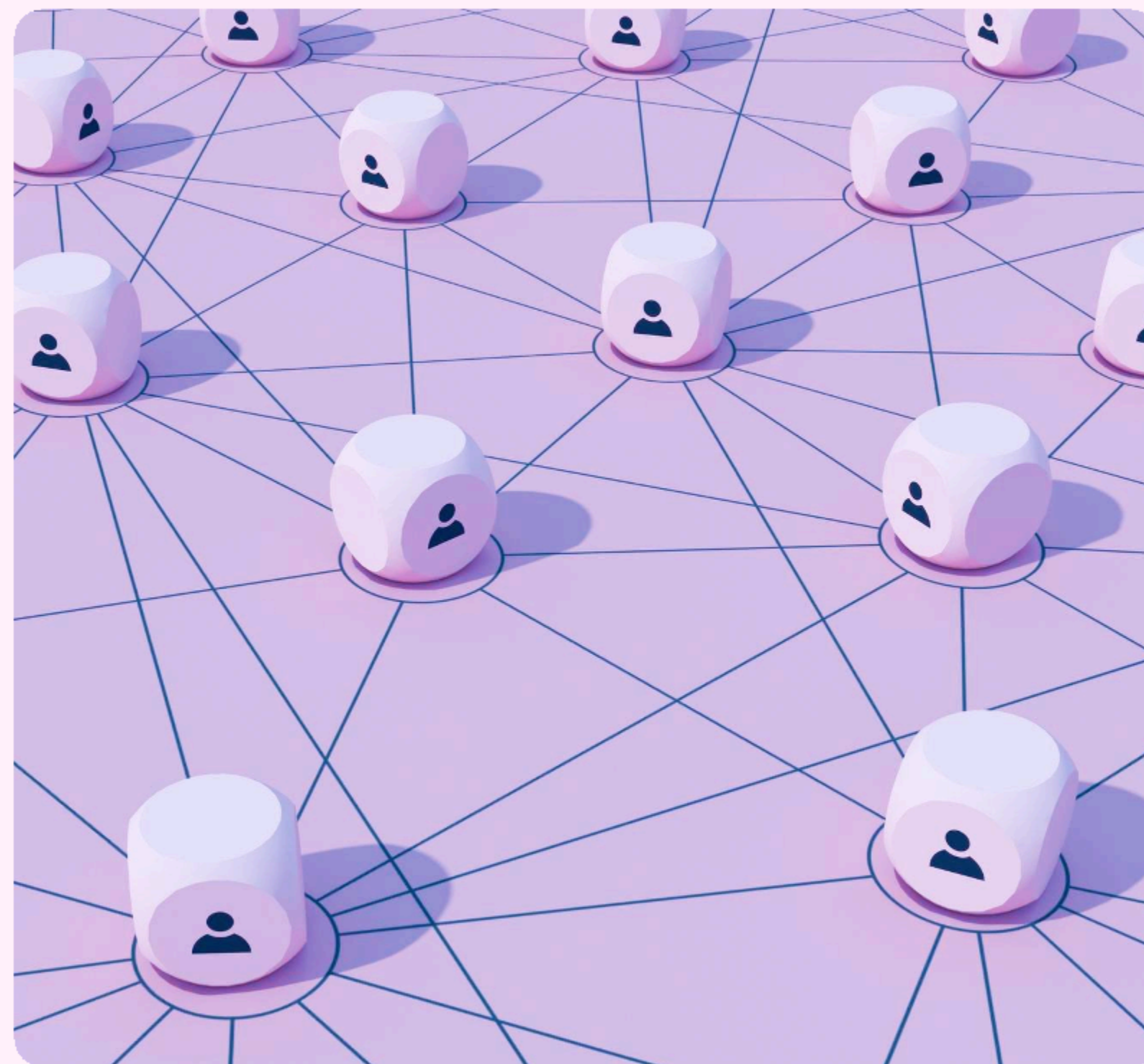
Sekander Badsha

Business Development Expert in eLearning, eCommerce, SaaS and WordPress Hosting



Key Takeaways:

- ❖ Your best-performing email might just be the one you were nervous to send, the one that reveals a piece of your genuine self!
- ❖ Stories are inherently memorable. Transactional offers are often forgettable. Lead with narrative.
- ❖ Treating people's time and attention with consideration is what actually drives engagement rates to skyrocket.
- ❖ If your email doesn't sound like you speaking, hit delete and rewrite it. Authenticity is your most powerful voice.





4. Stay Consistently Relevant

Email is a long game, not a one-off burst. The most effective email marketers don't just show up once and then disappear for weeks. They establish a predictable rhythm, a consistent cadence that builds trust and anticipation over time.

Atikur Rahman diligently sends out monthly eCommerce trend roundups. His audience expects them, they open them, and they actively reply. This consistency has made these updates a cornerstone of their value delivery.

“At Dokan, one of our top strategies for turning subscribers into loyal fans is sending out monthly eCommerce updates. These emails provide the latest industry trends and tips, which our audience finds valuable because most of them run online stores or marketplaces. By consistently sharing useful insights to help them grow their businesses, we’ve built their trust. We also invite them to be featured in the newsletter, which makes them feel part of the community and keeps them engaged.”



“

Atikur Rahman Khan

CMO, WeDevs



Mustaasam Saleem expertly varies his content cadence, mixing blog posts, new feature announcements, and special offers. But he always maintains a predictable schedule. This consistency ensures his subscribers know when to expect value.

“I try to send emails on a regular schedule so that my subscribers know what to expect. I also mix things up by sending a variety of content, from newsletters to blog posts to special offers.”



“

Mustaasam Saleem

Founder, HostWP.io





Ehsan Riyadh from Arraytics shares plugin updates, launch roadmaps, and special offers with a predictable, helpful rhythm. His transparency and regularity reinforce trust and keep his audience informed and engaged.

He also actively rewards feedback. By offering early access to new features or exclusive discounts for those who provide input, he incentivizes engagement and deepens community participation.

“Arraytics builds trust by offering value. We convert subscribers of Eventin, WPCafe, and WP Timetics into dedicated fans through engaging, informative monthly newsletters and other strategies. We send informative guides, video tutorials, or insights that help solve their problems or inspire new ideas. We provide early access to new products that build a sense of exclusivity and gather feedback through surveys and polls to keep them engaged.”



“

Ehsan Riyadh

Founder, Arraytics

Key Takeaways:

- ✦ Email is a marathon, not a sprint. Consistency in your sending cadence builds trust and establishes your brand as a reliable resource.
- ✦ One high-value, consistently delivered newsletter a month will almost always outperform ten random, sporadic blasts. Quality and predictability trump quantity.
- ✦ Make your chosen email cadence an integral part of your brand experience. Your audience should know when to expect to hear from you.



[How to Create an Effective Newsletter Content Strategy](#)



5. Let Your Audience **Guide the Conversation**

Great email marketers aren't just broadcasters; they are active listeners. They create avenues for two-way communication, allowing their audience to steer the conversation and feel truly heard.

Rayhan Arif frequently ends his emails with a question or a poll, turning a monologue into a dialogue. The feedback he receives is invaluable, shaping future content and strategy.

“One of the most effective ways to maintain a relationship is through interactive content. Include polls, ask open-ended questions that encourage replies, and solicit feedback about your products and services. By maintaining two-way communication, you make your audience feel valued, which strengthens the relationship over time.”



Rayhan Arif

Business Development Expert in eLearning and SaaS





This approach aligns perfectly with **Jack Arturo's** philosophy of empowering subscribers to control their email experience, ensuring they only receive content that matches their specific needs and preferences.

Alex Borto at WPMarmite has implemented a brilliant strategy: he lets users opt out of specific content categories instead of forcing a full unsubscribe. This simple yet powerful move has dramatically reduced his churn rate, retaining subscribers by respecting their preferences.

"We give our subscribers the ability to manage their own list memberships, so they can receive the kind of news that's most important to them."



“

Jack Arturo

Founder, Lead Developer, Very Good Plugins, LLC

"We allow our subscribers to click on links to indicate they no longer wish to receive emails about a particular product. Once clicked, they are automatically tagged, ensuring they are excluded from future campaigns."



“

Alex Borto

Founder, WPMarmite



Key Takeaways:

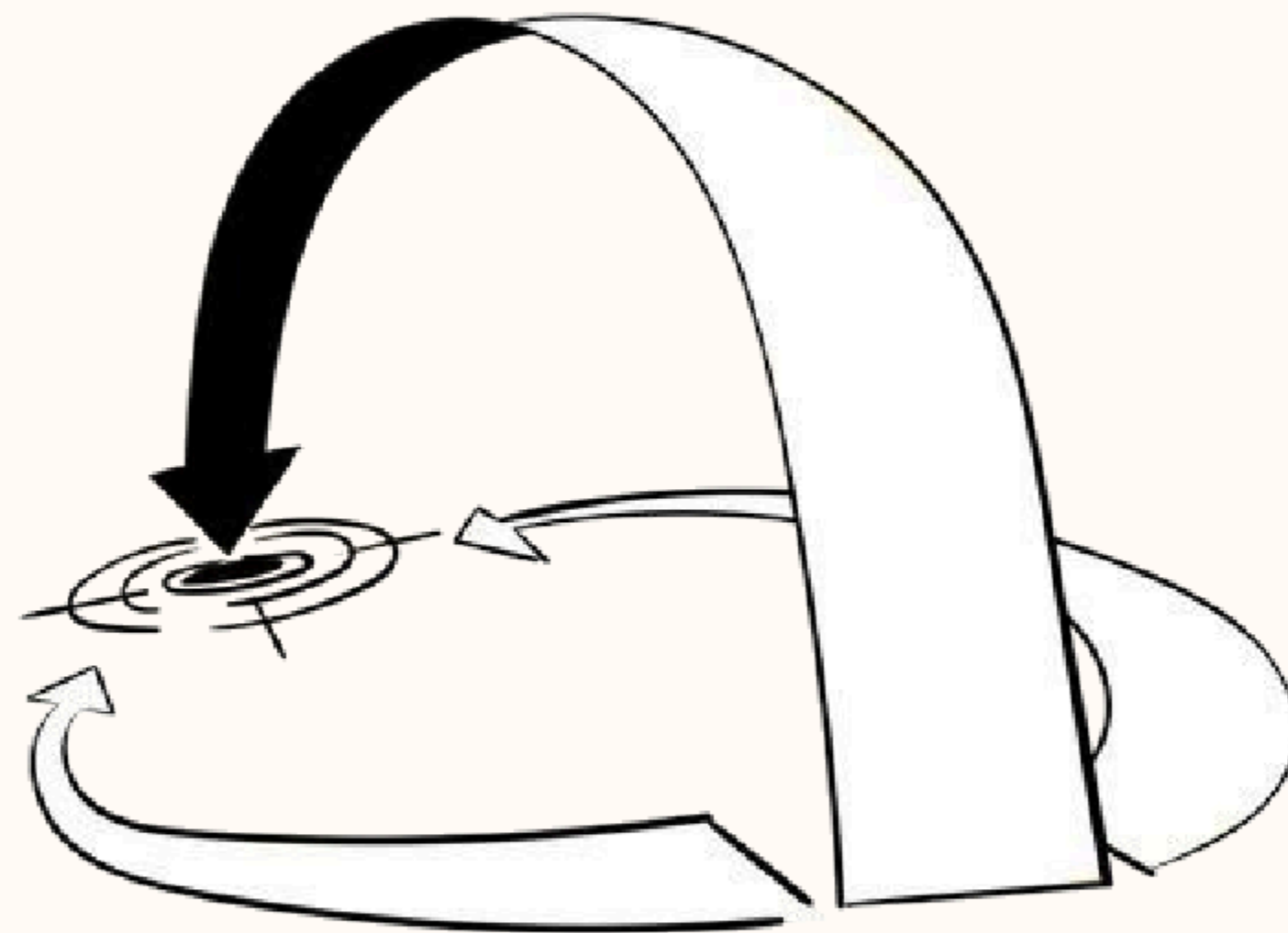
- Giving your audience control over their content preferences builds profound trust and reduces perceived "spam."
- "Opt-down" strategy (allowing content category selection) is smarter and more relationship-preserving than forcing a full "opt-out."

Turning Insights Into Action

None of these loyalty-building strategies demands huge teams, complex tools, or expensive creative agencies. What they do require is clarity of purpose. Intentional effort and a genuine desire to serve your audience before you ever consider selling to them.

The exceptional marketers and founders you just heard from aren't winning by simply hustling harder; they are winning because they've chosen to treat email as a relationship tool, a direct line to connection and trust, rather than merely a traffic lever or a broadcast channel.

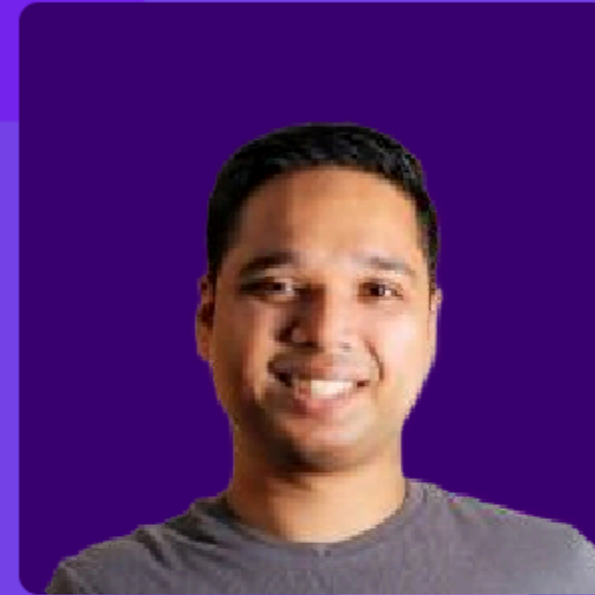
Now it's your turn.





Chapter 4

The 5-Phase Email Journey: Mapped Out From List to Loyalty





Think about your favorite journey. Maybe a road trip or exploring a new city. It has different parts, right? The excitement of starting, the moments of discovery, the lasting memories you make...

Your subscribers are also on a journey with your brand. They start as a name on a list. But with the right guidance, they can become your most loyal fans and advocates!

The secret? It's not just about sending emails. It's about understanding each step of their journey and making sure every message helps them move forward, feeling more connected and valued.

Top WordPress experts and influencers helped us map out the key stages of this subscriber journey. For each stage, you'll discover how to engage effectively and build connections that truly last.

Phase 1: The Welcome Gateway

Curious Visitor > Interested Explorer

The beginning of a journey starts the moment someone decides to give you their email address. It's like shaking hands for the first time.

This is the phase when your audience is curious. Maybe a little cautious too, and wondering: "Did I make a good choice? What's in it for me?"

Your goal here in this phase is to make a fantastic first impression, set clear expectations, and immediately offer something valuable. This is where you start building trust by being your authentic self and delivering on your promise.



Sekander Badsha prioritizes being real from the start. He avoids "salesy" language, making his emails sound like a genuine person talking. This reassures new subscribers that they're hearing from a real person who's there to help, not just pushing a product.



“

Sekander Badsha

Business Development Expert in eLearning, eCommerce, SaaS and WordPress Hosting

"I don't make my communication perfect. There could be silly grammar issues and not a poetic message structure. I try to keep it as human as possible to make it sound natural. This is how they know they are hearing from a real human on the problems they are struggling with. I am not trying to sell anything or push them to use my product. This is more like a philosophy rather than a strategy to make people click the links I share."



Brian Jackson uses personalization as the foundation for consistent, valuable communication. By staying relatable and embracing his authentic voice, he turned sending newsletters from a chore into a joy, the key to his remarkable three-year streak of unbroken, impactful communication!

"Personalization, being relatable, not being too serious, staying consistent, and keeping things simple are important things to keep in mind when growing a newsletter. Another advantage of personalizing my newsletter is that it actually motivates me to keep going and stay consistent. I find it relaxing and a great mix-up from my usual day-to-day activities of support tickets, documentation, troubleshooting, etc. I haven't missed sending out an issue in the past three years."

**Brian Jackson**

Co-founder, forgedmedia LLC

Mainul Kabir Aion utilizes his welcome email series to set expectations and immediately deliver value. His approach transforms welcome emails into behavioral listening posts, the first step in building engagement intelligence!

"A welcome email series is how you introduce yourself to the audience, set expectations, get them used to what you are intending to do with your email marketing tactics, and start delivering value right away. It helps you understand how they engage with your emails using link clicks, product views, etc. This way, you can start sending even more targeted content."

**Mainul Kabir Aion**

CMO, Roxnor



Your Journey Guide for the Welcome Gateway

- **Send a Warm Welcome:** This first email is crucial. Thank them, reconfirm what they signed up for, and deliver any promised lead magnet.
- **Be Authentically You:** Let your personality shine through. Write the way you talk, so they feel connected with a real person.
- **Set Clear Expectations:** Tell them what kind of emails they'll receive, how often, and what they can expect.
- **Deliver instant value:** Provide a quick win, a valuable tip, or a resource in the very first email.



FluentCRM Tip

Use FluentCRM's Automations to set up an instant Welcome Series. Design an email sequence that introduces your brand, delivers promised content, and starts building that authentic relationship from day one.





Phase 2: The Value Exchange Highway

Consistency & Value > Trust

At this stage, your subscribers are cruising along the Value Exchange Highway. They are not just curious anymore. Their mindset has shifted from "What's in it for me?" to "How can this help me?"

Your role here is to consistently provide undeniable value, making your emails an indispensable part of their week or month. This stage is all about building deeper trust and showing up reliably with solutions.

Katie Keith masterfully navigates this. Her emails focus on customer success after a product purchase. At this point, she likes to send tips, real-life examples, and relevant suggestions, aiming to make them feel consistently supported.

"We typically send an email every 2 months. They cover a range of topics including product education (e.g. how to use some of the lesser known features in the plugin), real-life case studies of other websites using the plugin, recommendations of other Barn2 plugins which are popular with customers of that plugin (e.g. we recommend our 'WooCommerce Product Filters' plugin to customers who are using our 'WooCommerce Product Table' to list products, discounts from other WordPress companies that we have partnered with, discounts in our company merch store, and so on. These work together to regularly remind customers about us and make them feel like they're part of a special Barn2 club."



“

Katie Keith

Founder & CEO, Barn2 Plugins



Alex Borto at WPMarmite doesn't just embrace consistency; he elevates it to an ethical standard. By sending only content that genuinely helps with WordPress projects at clearly promised intervals, he creates unwavering predictability and respect for his subscribers' mental space.

"Building long-term relationships with our audience involves a mix of transparency, consistency, and engagement. It's important to be clear about what subscribers can expect and to consistently deliver high-quality content. Additionally, encouraging a two-way conversation by asking for feedback and responding to subscribers' questions helps cultivate trust and a sense of belonging. We are very careful not to abuse their trust by sending only emails that truly help them with their WordPress projects."



“

Alex Borto

Founder, WPMarmite

Dily Sotireli balances email cadence with intentionality. Her disciplined weekly or bi-weekly schedule is designed not just for regularity, but to prevent fatigue. Every single email is crafted with a clear purpose, whether it's to educate, inform, or offer something truly exclusive. This creates sustainable engagement rhythms that keep her audience consistently tuned in.



“

Dily Sotireli

Growth Marketing & Customer Advocacy, Presidium



Your Journey Guide for the Welcome Gateway

- **Quality Over Noise:** Send fewer emails if it means they are more impactful. Every email should have a clear purpose to educate, inform, or offer.
- **Consistency is Key:** Establish a regular sending schedule (e.g., weekly or bi-weekly) so subscribers know when to expect your valuable content.
- **Solve Real Problems:** What challenges can you help them overcome? Provide actionable tips, tutorials, and resources.



FluentCRM Navigation Tip

Leverage FluentCRM's Email Campaigns and Scheduled Emails to maintain a consistent flow of high-quality content. Plan your content calendar within FluentCRM to ensure your audience always finds undeniable value in their inbox.

- Campaign Status: Scheduled
- Scheduled on: 2025-08-30 00:00:00 (4 days from now)
- Estimated Contacts: 103

Subject: FluentCRM 2.9.2 - Abandoned Cart + More!

Preview Text: FluentCRM 2.9.2 brings you the features that you've been waiting for. See what's inside!

Email Body

What's New in FluentCRM 2.9.2?

- Abandoned Cart
- FluentSMTP Email Logs Fetching
- Built-in Automation Templates
- And more!

This release might seem small, but it's been a big effort to bring it to life. We believe it's worth the wait and a major step toward in making FluentCRM your all-in-one CRM tool! You can read the full changelog by clicking the button below:

Send a test email

Cancel Schedule



Phase 3: The Connection Crossroads

Personalization & Segmentation > Deep Interactions

At this stage, your subscribers are ready for more personalized interactions. Their mindset moved from *"What can I learn?"* to *"Do they truly understand my needs?"*

This is the right stage to deepen the relationship you've created. This is when you spark two-way conversations, know your audience intimately, and allow them to choose their path, making them feel truly seen and heard.

To achieve this, **Atikur Rahman Khan** deploys precision tagging to deliver industry-specific value. His robust system ensures eCommerce business owners receive tailored tips, while other users get relevant feature updates. This approach proves that personalized relevance isn't just good practice, it's the key to forging and maintaining lasting audience relationships.

"Building strong relationships with our audience means sending consistent, personalized content that truly helps them. We segment our subscribers using tags and lists which allow us to deliver content customized to their specific interests. For instance, eCommerce business owners receive industry-specific tips, while other users get updates on new features. By sharing content that addresses their needs and answers their questions, we've built trust and maintained long-term connections with our audience."



“

Atikur Rahman Khan

CMO, WeDevs



Dily Sotireli masterfully navigates the connection crossroads by activating behavioral segmentation, creating a mirror that reflects the diverse realities of her users. By aligning content with specific professional contexts, whether catering to small business owners or enterprise-level clients, she engineers hyper-relevant experiences—fostering a stronger connection.

"We segment our lists based on user behavior, ensuring that the content they receive is relevant to their specific needs, whether they're small business owners or enterprise-level clients. Transparency and personalized communication foster long-lasting relationships and good rapport."



“

Dily Sotireli

Growth Marketing & Customer
Advocacy, Pressidium

Jack Arturo puts subscribers firmly in the driver's seat with his innovative approach to self-segmentation. By providing a clear preference center, he empowers his audience to dictate their preferred contact frequency and content types. This transforms generic broadcasts into personally curated information streams, building trust by honoring individual choices.

"Many customers enjoy reading our monthly newsletter with the latest updates, but some prefer to only hear about major updates or security fixes. For this reason, we keep our lists segmented by the type of subscriber (customer, lead, affiliate) and also how often they want to be contacted (monthly newsletter, sales and promotions, important updates only). We give our subscribers the ability to manage their own list memberships, so they can receive the kind of news that's most important to them."



“

Jack Arturo

Founder, Very Good Plugins, LLC



Your Journey Guide for the Connection Crossroads

- **Segment by Behavior/Interest:** Group subscribers based on what they do and what they care about for hyper-relevant messaging.
- **Offer Preference Controls:** Give your audience the power to choose their content types and frequency. Respect their inbox.
- **Initiate Two-Way Dialogues:** Ask questions, run polls, and encourage replies. Make it easy for them to talk back.



FluentCRM Navigation Tip

FluentCRM's advanced segmentation with tags and lists is your compass here. Combine this with Automations to create dynamic content based on user behavior and easily manage subscriber preferences, making every interaction personal.

Specify Matching Conditions

Activities / Last Email Clicked	before	2025-06-01	
Segment / Tags	includes all of	First Time Customers	
Woo / Used Coupons	includes all of	Please enter a keyword	

+ Add Add Condition to check

includes
Does not include (in any)
includes all of
Includes none of (match all)

Specify which contact properties need to match for this condition to run. It will run yes blocks or no blocks



Phase 4: The Valued Member

Me & the brand > Community

Having navigated the previous stages, your subscribers arrive at the Community Hub. Their mindset has shifted from "Me and the brand" to "Us, the community!"

This is where you foster a sense of belonging, encouraging interaction not just with you, but among your subscribers. You're building a supportive ecosystem where people feel truly connected.

Akshat Choudhary actively involves his community by incorporating their feedback into product development. Announcing user-inspired features in his newsletter not only shows respect but makes customers feel like co-creators, making the community truly collaborative!

"We take all feedback on board. For example, we constantly innovate and add features to our products every week. But our customers told us they didn't even know these features were available. So we added a section to the newsletter, where they can see the new features released in the month. Overall, email marketing and consideration do not need to be in conflict with each other, as so often is the case. That's our secret sauce for email marketing."



Akshat Choudhary

Founder, BlogVault & Malcare



Ehsan Riyadh fosters a powerful sense of co-creation by transparently sharing his plugin's roadmap. This isn't just about just informing, it's an invitation to actively participate in building products together, deepening their investment and strengthening their connection to the brand's evolving vision.

"Building long-term relationships with audiences through email for our WordPress products is all about trust, delivering value, and fostering community. Our approach includes sending regular weekly or bi-weekly emails to keep our audience engaged. We build trust by updating subscribers on changes and developments and share our plugin's roadmap to involve subscribers in our vision."



“

Ehsan Riyadh

Founder, Arraytics

Rayhan Arif builds a thriving hub by adding interactive elements to his emails, like polls and questions that prompt replies. This focus on two-way communication makes his audience feel valued and deeply connected, strengthening the community over time.



“

Rayhan Arif

Business Development Expert

"One of the most effective ways to maintain a relationship is through interactive content. Include polls, ask open-ended questions that encourage replies, and solicit feedback about your products and services. By maintaining two-way communication, you make your audience feel valued, which strengthens the relationship over time."



Istiak Rayhan designs his emails as conversation starters. His strategic inclusion of clear calls to actions—from inviting resource sharing to encouraging participation in discussions spark interactions. This consistent two-way engagement gradually transforms casual readers into deeply invested community advocates, solidifying their connection to the brand.

"I always include clear calls to action to encourage subscribers to reply to my emails or participate in discussions. By maintaining a two-way communication channel, I make my audience feel valued, which strengthens the relationship over time and turns them into loyal fans."



“

Istiak Rayhan

Co-founder, Ultimate Blocks

Your Journey Guide for the Community Hub

- **Create Peer Connection Spaces:** Guide your subscribers to dedicated community platforms where they can connect with each other.
- **Highlight Member Contributions:** Feature testimonials, success stories, or insightful questions from your community in your emails.
- **Share Behind-the-Scenes:** Offer glimpses into your process, product roadmaps, or team culture to build shared purpose.
- **Host Exclusive Events:** Organize webinars, Q&As, or challenges exclusively for your email community.



FluentCRM Navigation Tip

Use FluentCRM's advanced segmentation to identify your most engaged community members and invite them to exclusive groups. Integrate with your community platform to send targeted updates and ensure seamless interaction.



Phase 5: The Loyalty Loop

Loyalty > Love and Respect

At The Loyalty Loop, your subscribers are not just customers; they are advocates, champions, and an integral part of your brand's success. Their mindset is one of deep trust and active support.

Your role at this stage is to reinforce that loyalty, recognize their commitment, and make it easy for them to share their positive experience. This stage is fueled by profound respect for their inbox and time.

Akshat Choudhary does this by creating "skimmable" newsletters that can be consumed in about 5 minutes. This dedication to valuing their time prevents information overload and shows genuine consideration.

"Our newsletters are designed to be skimmable; ideally consumed within 5 minutes. This goes back to being respectful of people's time. No one wants to leave their email inbox. Plus, everyone is subscribed to many newsletters and marketing emails. Therefore, we make sure not to increase information overload while still providing value."



Akshat Choudhary

Founder, BlogVault & Malcare



Like Akshat, **Mainul Kabir Aion** reinforces loyalty by focusing on quality over quantity. Instead of overwhelming subscribers with emails, he prefers delivering useful content to foster trust and long-term engagement.

"I am not a fan of overwhelming subscribers with daily emails, rather I prefer sticking to quality over quantity, delivering useful content that actually helps them and not clutters their inbox."



“

Mainul Kabir Aion

CMO, Roxnor

Mustaasam Saleem skillfully fuels customer retention through a blend of exclusive rewards and consistent engagement. By combining a reliable sending schedule with a varied mix of content types and genuine subscriber appreciation, he creates multiple, reinforcing touchpoints. This holistic approach ensures loyalty is continually nurtured and engagement remains fresh and eagerly anticipated.

"Building long-term relationships with my audience is really important to me. I try to be responsive to their emails and questions. I also like to reward my loyal subscribers with exclusive content and discounts. Another thing that's worked well for me is consistency. I try to send emails on a regular schedule so that my subscribers know what to expect. I also mix things up by sending a variety of content, from newsletters to blog posts to special offers."



“

Mustaasam Saleem

Founder, HostWP.io



Ehsan Riyadh strategically cultivates loyalty by sending exclusive discounts and appreciation emails, actively rewarding his most committed subscribers, and transforming them into brand champions.

"We provide valuable content like 'Plugin Tips' and 'how-to guides' and send loyalty emails with special discounts as appreciation."



“

Ehsan Riyadh

Founder, Arraytic

At this stage you also want to track and measure what's working and what's not. **Idongesit 'Didi' Inuk** highlights the iterative nature of building loyalty, emphasizing experimentation, tracking, and listening to feedback to refine strategies.



“

Idongesit 'Didi' Inuk

Marketing Manager, WPMayor



Your Journey Guide for the Loyalty Loop

- **Respect their Inbox and Time:** Design clean, concise emails that are easy to skim and consume quickly. Only send what they expect and provide value.
- **Reward Loyalty:** Offer exclusive content, early access, special discounts, or "insider" information to your loyal subscribers.
- **Encourage Advocacy:** Make it easy for them to refer friends, share your content, or leave reviews. Ask them directly if they'd be willing to spread the word.
- **Acknowledge and Appreciate:** Send thank-you notes, celebrate milestones (e.g., "You've been with us for a year!"), Or simply express gratitude for their ongoing support.



FluentCRM Navigation Tip

Use FluentCRM's advanced automation and segmentation to identify your most loyal customers (e.g., based on purchase history or engagement score). Create dedicated campaigns to reward them, ask for referrals, and nurture them into powerful advocates for your brand.

Your Compass to Navigating Customer Journey

Building relationships through email is a journey. It's about consistently guiding your subscribers through each stage, from curious visitor at the Welcome Gateway to a passionate advocate in the Loyalty Loop.

The WordPress founders and influencers helped us understand how to navigate the customer journey and strategically lead the audience into becoming the ultimate champions and true brand advocates.

In the next chapter, we will see some of their best campaign and how you can take your learnings into real-life scenarios.



Chapter 5

54% Open Rate,
\$30,000 Revenue:
Lessons from
the Pros





Most people's inbox is like a crowded hall. Every email is screaming for attention, but only a few cut through the noise.

Which of them does?

Those that prove value when it matters most.

Who gets heard?

Those who capitalize on every opportunity to create a bond with the recipients. Those who aren't just blasting out emails in hopes that a few might get opened. But those whose messages are driven by authenticity, value, conversation, community, and profound respect.

That's what this chapter is about— learning to speak in a way your audience actually wants to listen, by looking at real campaigns that created real connections and real results.

TL;DR: What Works for Experts



Timing and urgency can double your open rates.



Teaching before selling earns trust and sales.



Behavior-driven automation keeps emails relevant.



Segmentation and testing unlock massive ROI.



Timing and Urgency: Hitting When It Matters Most

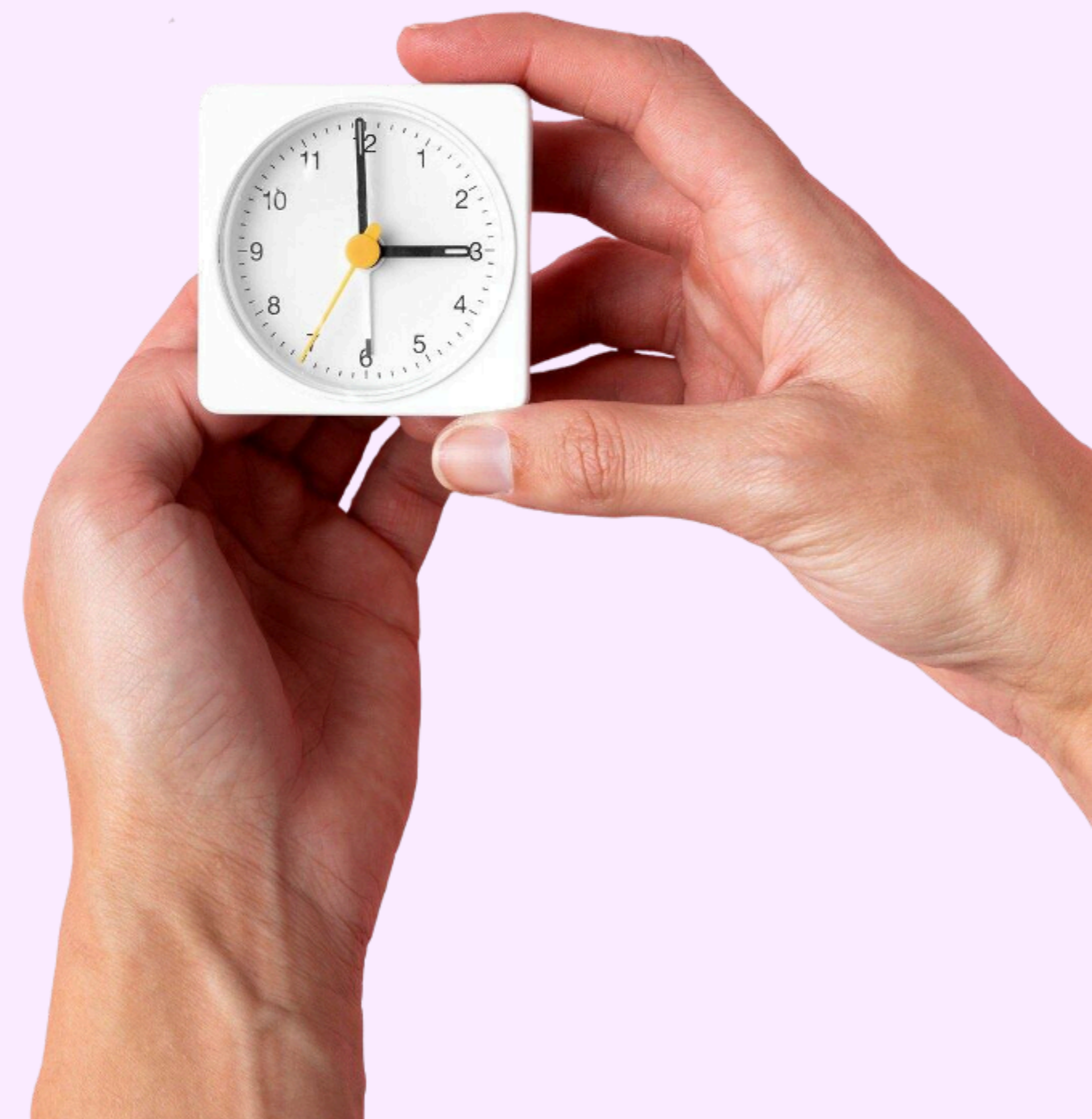
Smart marketers know that the timing of an email matters just as much as what you send. Campaigns that connect and convert are designed around a user's real behavior and timely opportunities. Specialists also rely on creating a sense of urgency to encourage immediate actions.

"3 days after purchase, we send an email offering 50% discount on 2 of our other plugins, which work nicely with the plugin they have purchased. This has a 54% open rate and a 33% click rate, and we track lots of sales from it. I think the reason it's so successful is because (a) we capture people early, while they're still actively building the website that they bought the original plugin for; and (b) the recommended plugins are different depending on what plugin they already bought, which makes it highly relevant to them."



Katie Keith

Founder & CEO, Barn2 Plugins



**Satinder Singh**

Co-founder, Cool Plugins

“Our Black Friday campaigns at Cool Plugins have been the most successful. We’ve managed to bring back old customers who hadn’t renewed their subscriptions by offering them special discounts during these sales. These campaigns also helped us cross-sell other products to existing customers, as they love discounts and often purchase more during sales.”

**Mustaasam Saleem**

Founder, HostWP.io

“One of my most successful campaigns was when I ran a limited-time offer at the end of a quarter. I created a sense of urgency by emphasizing the scarcity of the deal. It was a huge hit!”

Results in Action:

54%+ open rates on
timely upsells

Major revenue spikes during Black
Friday campaigns

High-converting limited-
time offers



Education-First: Teaching Before Pitching

The best campaigns don't just sell, they educate. By building trust and solving real problems before asking for the sale, you position your brand as a helpful guide, not just a seller. This approach builds loyalty and makes your offers feel like a natural next step.



“Our most successful email campaign was for Dokan Pro Addons, such as the Mobile App and Delivery Driver App. Instead of diving straight into selling, we started by explaining why these add-ons are essential. We shared success stories from real marketplaces that benefited from using them. Then, we encouraged subscribers to try out demos before making a purchase. Our approach was simple: inform them first, let them experience the product, and then make the offer. This strategy led to high engagement and a significant increase in sales.”



“

Atikur Rahman Khan

CMO, WeDevs

**Alex Borto**

Founder, WPMarmite

“Our most effective campaigns are those that discuss new WordPress versions. We always record a video to showcase what's new. Our subscribers are very curious about these updates as they want to know how WordPress will evolve and what new features and customizations will be available. These campaigns consistently achieve high engagement rates, with many subscribers expressing how valuable they find the insights.”

Results in Action:

High engagement from “need-to-know” product updates

Increased sales through demos and storytelling

Improved brand trust with transparent teaching

**Ehsan Riyadh**

Founder, Arraytics

“Our most effective recent email campaign was the Eventin Version 4 release, which drove strong sales by resonating with our subscribers and generating significant interest in the new release due to the following reasons:

1. Addressing the pain points and emphasizing what sets Eventin Version 4 apart from competitors—whether it's features, ease of use.
2. Created compelling infographics or visuals that breaks down how our plugin improves to manage their WordPress Events.
3. We added customer reviews and case studies as social proof.”



Behavioral Automation: Right Message, Right Moment

Instead of one-size-fits-all blasts, top campaigns adapt and respond based on what users do. By setting up automated sequences that trigger in real-time, experts deliver the right message exactly when the subscriber is ready to engage.

“Most of our emails are event-driven. When someone signs up for a free download, we send a two-week drip series with information on the capabilities of the free plugin and the difference between Free and Pro. We also include links to try out the Pro plugin in our live demo sandbox. When someone purchases from us— we don't send a ton of information at once. We send a basic welcome sequence, and then wait for them to activate their license key on their website. When this happens, we trigger another email sequence with tips and tricks on getting started. Depending on the CRM they're using with WP Fusion, we might send resources specific to that CRM.”



“

Jack Arturo

Founder, Lead Developer, Very Good Plugins, LLC



Sekander Badsha

Business Development Expert in eLearning, eCommerce, SaaS and WordPress Hosting

"I used email campaigns to get traffic to the website blog. The emails used to be about the new feature additions to the plugin I was working with. When they saw a useful feature was added to the plugin, they would come to the blog and comment to join the discussion. The emails would go out every week and a new plugin update associated with it. So they stayed hooked. I have utilized FOMO a couple of times to offer some flash discounts or get a free copy of a plugin. But the numbers weren't that high compared to the newsletters for the new updates."

Results in Action:

Better onboarding with staged, relevant content

Higher engagement from blog-driven traffic and comments

Personalized sequences triggered by real user actions



Testing and Segmentation: Being Precise and Efficient

Experts don't guess, they test and learn. By using data to refine your approach over time, you get to personalize every message to a specific audience segment. This ensures you're sending exactly what people want to see—unlocking massive ROI!

“I love experimenting with subject lines, content, CTAs, and preview texts to see what drives the most engagement. One of my best campaigns, for an e-learning provider, had a **67%** open rate and **43%** click rate. It generated over **£30,000** in a single day from products priced at **£7**! The secret? Segmentation and timing!”



“

Mainul Kabir Aion

CMO, Roxnor

**Istiak Rayhan**

Co-founder, Ultimate Blocks

“Personalization is key. Addressing subscribers by name, segmenting them based on their interests, and tailoring emails to their needs make the experience feel more relevant. I also find that sharing personal stories or behind-the-scenes insights creates a deeper connection. People appreciate authenticity, and sharing my journey or the challenges I’ve faced helps build trust.”

Results in Action:

Open rates over 65% with
better segmentation

£30,000+ in single-day revenue
from well-timed offers

Fewer unsubscribes by sending
only what people want



Make Every Campaign a Success!

Your subscribers aren't just some email addresses. They are a living, breathing community waiting to be engaged.

Your subscribers don't want more emails; they want better emails.

Ready to move beyond blasting and start connecting?

In the next chapter, we'll explore the top tools (and techniques) recommended by experts to keep the conversation going.





Chapter 6

Automate, Convert, Repeat: Tools Pros Trust!





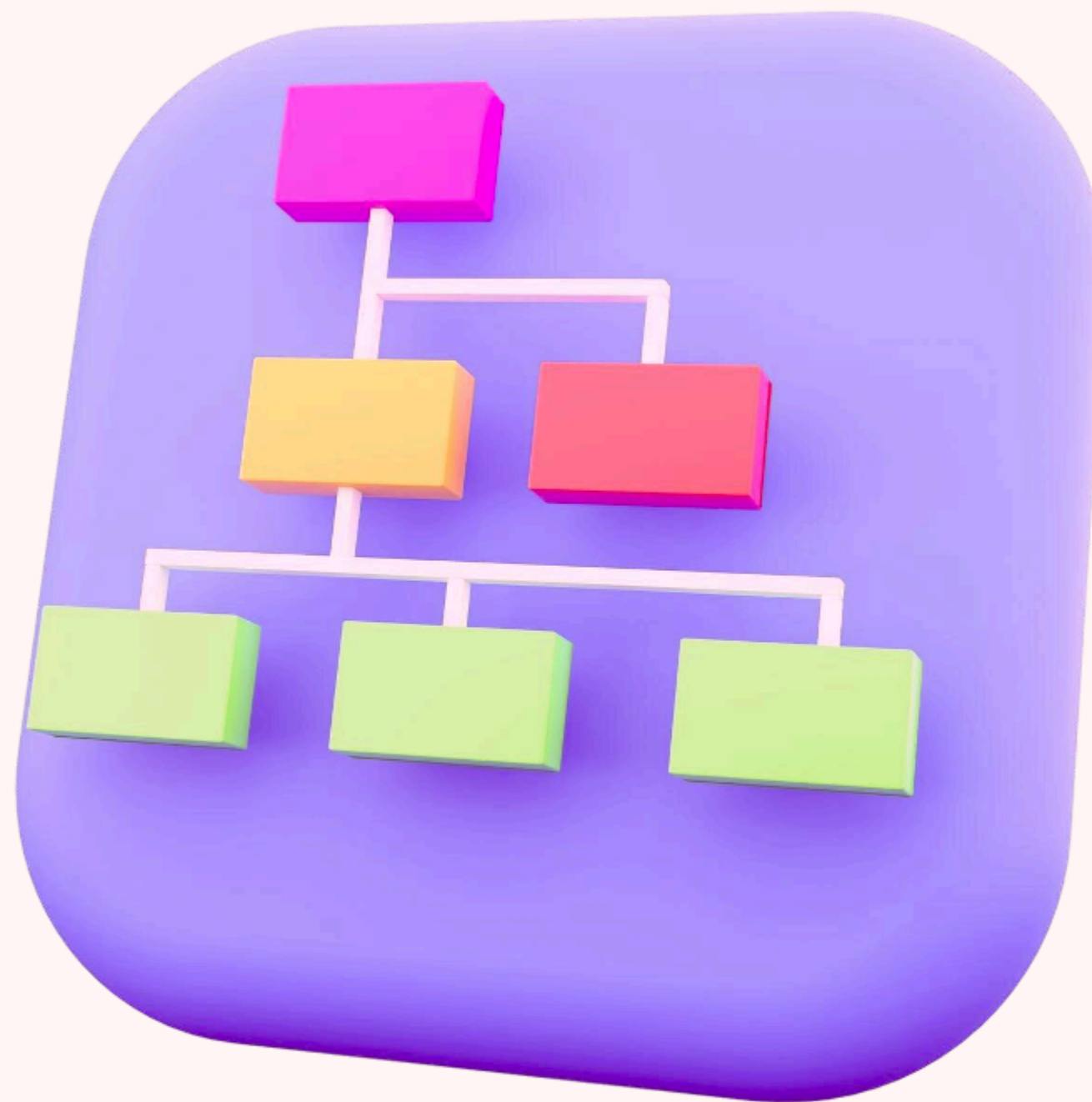
Email marketing isn't just about throwing offers left and right or writing email copies. It's also about delivering the right message at the right time and maintaining that consistency throughout every interaction.

Using the right tools, having the right workflows, engaging consistently—it's a lot of work. So this chapter will discuss exactly what tools experts trust to keep their email game running faster, better, and at scale.

Smart Automation: Tool for Building Relationships at Scale

Email automation tools let you set up your email campaigns once and keep them running. They ensure your audience receives timely, relevant messages and experiences consistent engagement, all without requiring constant manual effort.

By automating key communication flows, you can significantly scale your marketing while enhancing personalized interactions and overall efficiency.





Experts #1 Recommendation: FluentCRM

Preferred By: Jack Arturo, Satinder Singh, Ehsan Riyadh, Mainul Kabir Aion, Alex Borto



WordPress-native



Automated Integrations



Workflow Automations



Cart Abandonment



Affordable Pricing

Out of 11 experts who were happy to share their favorite tool, FluentCRM stands out as the #1 recommended email marketing tool. 5 of the top experts praise FluentCRM because it's a powerful WordPress-native solution deeply integrated with popular WordPress plugins.

They trust FluentCRM to serve as an essential all-in-one platform for running their business efficiently. Its ability to automate complex email workflows like follow-ups, onboarding sequences, and purchase-based automations directly from WordPress are some of the reasons experts love FluentCRM. Some also consider the price an excellent value for what you get.

“All of this (WP Fusion’s email marketing) is made possible by FluentCRM, which we use to run all our email campaigns and automations. We couldn't be happier with FluentCRM and we couldn't run our business without it 🧡”



“

Jack Arturo

Founder, Lead Developer, Very Good Plugins, LLC



“At Cool Plugins, we use **FluentCRM**, which is fully integrated with WooCommerce, to automate emails based on product purchases, categories, and variations. We’ve also integrated Fluent Support, allowing us to create automations based on customer support interactions, giving us better control and personalized communication. FluentCRM integration with WooCommerce also makes it easier to manage abandoned cart emails and automate other tasks based on customer behavior on our site.”



“
Satinder Singh
Co-founder, Cool Plugins

“At Arraytics, we use **FluentCRM** to streamline email marketing. FluentCRM allows us to automate various tasks, such as:

- 1. We can schedule follow-ups and onboarding sequences.
- 2. We can segment subscriber groups by behavior or demographics.
- 3. We use analytics to track open rates, clicks, and key metrics.
- 4. We use contact management to organize and manage our subscribers efficiently.



“
Ehsan Riyadh
Founder, Arraytics

“

Mainul Kabir Aion
CMO, Roxnor

“I always like tools that lets me segment customers and gives me a better bird's-eye view of everything. As I mostly work with WordPress products, my go-to solution has been FluentCRM for some years now. It integrates nice with WordPress as well as WooCommerce.”



Welcome! Mark,

We're thrilled that you've chosen **FluentCRM**. And we want to help make your journey with our tool as smooth as possible!

Email Campaign>

Not sure how the emails will be sent? Check them out here: Sending Emails and Email Deliverability. That's it! Configuring FluentCRM Global settings is the first step to get started, and you've just done it!

What Next:

- Growing your audience.
- Segmenting Your audience
- Setting Up Email Campaigns
- Setting Up Automations

Need little help? [Tutorial](#) | [Documentation](#) | [Fluent Support](#)

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Campaign Performance

✉ Sent Emails	22000
📄 Click Rate (2000)	9.09%
📈 Open Rate (2000)	31,82%
🔗 Click To Open Rate	28.57%
💰 Revenue (usd)	1,798.00

Email Stats





#2 MailerLite

Preferred By: Mustaasam Saleem, Mainul Kabir Aion

- ✓ Ease of Use
- ✓ Automation Features
- ✓ A/B Testing

Mainul Kabir Aion and Mustaasam Saleem has leveraged MailerLite for streamlining their email marketing efforts. This user-friendly platform helps manage various campaigns, simplifying the process of sending newsletters and promotional content to his subscriber base effectively.

Out of 11 experts who were happy to share their favorite tool, FluentCRM stands out as the #1 recommended email marketing tool. 5 of the top experts praise FluentCRM because it's a powerful WordPress-native solution deeply integrated with popular WordPress plugins.

“For any other products that is not WordPress, I prefer MailerLite and HubSpot. They are easy to use and has features that lets me connect with my audience in a better way.”



“

Mainul Kabir Aion

CMO, Roxnor

mailer lite



#3 HubSpot

Preferred By: Dily Sotireli, Mainul Kabir Aion

- ✓ Personalization
- ✓ Automated Campaigns
- ✓ Analytics

HubSpot is a comprehensive marketing automation platform for Dily Sotireli. It enables personalized campaigns by tailoring follow-ups based on specific user actions. This ensures no leads are overlooked and communication remains highly relevant throughout the customer journey. On the other hand, Mainul likes Hubspot because of its ease of use.

"We utilize marketing automation tools like HubSpot to personalize and automate our campaigns. This allows us to tailor follow-ups based on user actions, ensuring no leads are left behind. Analytics tools help us refine our approach, A/B test subject lines, and adjust content for better engagement."



“

Dily Sotireli

Growth Marketing & Customer Advocacy, Presidium





Other Recommended tools



ActiveCampaign

Alex Borto relies on ActiveCampaign for email automation and segmentation. This tool allows for efficient campaign scheduling and precise audience targeting, ensuring messages reach the right people at the right time, thereby maximizing engagement. However, he's also considering FluentCRM to lower the cost.

"We rely on tools such as ActiveCampaign for email automation, which allows us to schedule and segment our campaigns efficiently. However, we're considering switching to FluentCRM to lower our costs. These large corporations are aware that we are constrained and must accept price increases."



Alex Borto

Founder, WPMarmite



Mailchimp

Katie Keith uses Mailchimp for managing her general email lists. Its updated drag-and-drop builder and automated journeys provide improved functionality for setting up continuous communication flows, enhancing the efficiency of her broader email marketing initiatives.

"We use Mailchimp for our general email list, and I've recently been learning how to use their new drag-and-drop builder and automated journeys, which are better than their old classic builder and classic automations. We use Easy Digital Downloads to sell our plugins, which doesn't work with Mailchimp's abandoned carts feature. As a result, we also use Recapture to send abandoned cart emails and post-purchase discounts. "



Katie Keith

Founder & CEO, Barn2 Plugins



Drip

Idongesit 'Didi' Inuk likes Drip to keep their email campaigns running smoothly. She generally drafts and revises her emails in Google docs to stay focused and avoid slip-ups.

"For managing our email campaigns, we use Drip to keep everything running smoothly. I also make sure to draft and revise my emails in Google Docs. It helps me stay focused and avoids the stress of accidentally sending out a draft campaign to subscribers."



Idongesit 'Didi' Inuk

Marketing Manager, WPMayor



Substack

Brian Jackson keeps email marketing simple with Substack. What he likes most is how the platform is easy to operate and focus on exactly what matters most.

"The older I get, the more I like to keep things simple. Substack has been a lifesaver for me after Revue shut down. I don't need a bunch of fancy bells and whistles. The most important thing is getting my point across and hitting that 'send' button."



Brian Jackson

Co-founder, forgemedia LLC



WeMail

Atikur leverages WeMail's automated email sequences to send emails to targeted audience using lists and tags. He also relies on A/B testing to boost open rates.

"We use weMail for user segmentation with lists and tags, automating campaigns, and tracking results. Key techniques include setting up automated email sequences for different segments, A/B testing subject lines to boost open rates, and scheduling emails based on user activity to maximize engagement."



Atikur Rahman Khan
CMO, WeDevs



vBout

Mustaasam Saleem currently uses vBout, a versatile tool praised for its ability to automate tasks efficiently. It also offers comprehensive features for tracking metrics and segmenting audiences, providing a holistic approach to managing and optimizing email marketing strategies.

"To streamline my email marketing efforts, I've used MailChimp, MailerLite, and using vBout nowadays. It's a great tool for automating tasks, tracking metrics, and segmenting my audience. I also like to A/B test different subject lines and content to see what works best."



Mustaasam Saleem
Founder, [HostWP.io](https://hostwp.io)



Chapter 7

Your Playbook to Email Success (Expert-Approved)





The inbox is a direct line to connection and trust. Most emails are ignored, but a select few cut through the noise by executing timeless principles with clear intent. This chapter provides a battle-tested framework for planning, writing, sending, and optimizing emails that actually work. You can use it as your Standard Operating Procedure to transform your email subscribers into loyal fans and drive tangible results.

The 5 Pillars of Email Success

1

Foundation

Start with clear goals and a segmented audience

2

Onboarding

Make a powerful first impression with a value-packed welcome

3

Engagement

Give more than you take with personalized, human-centered content

4

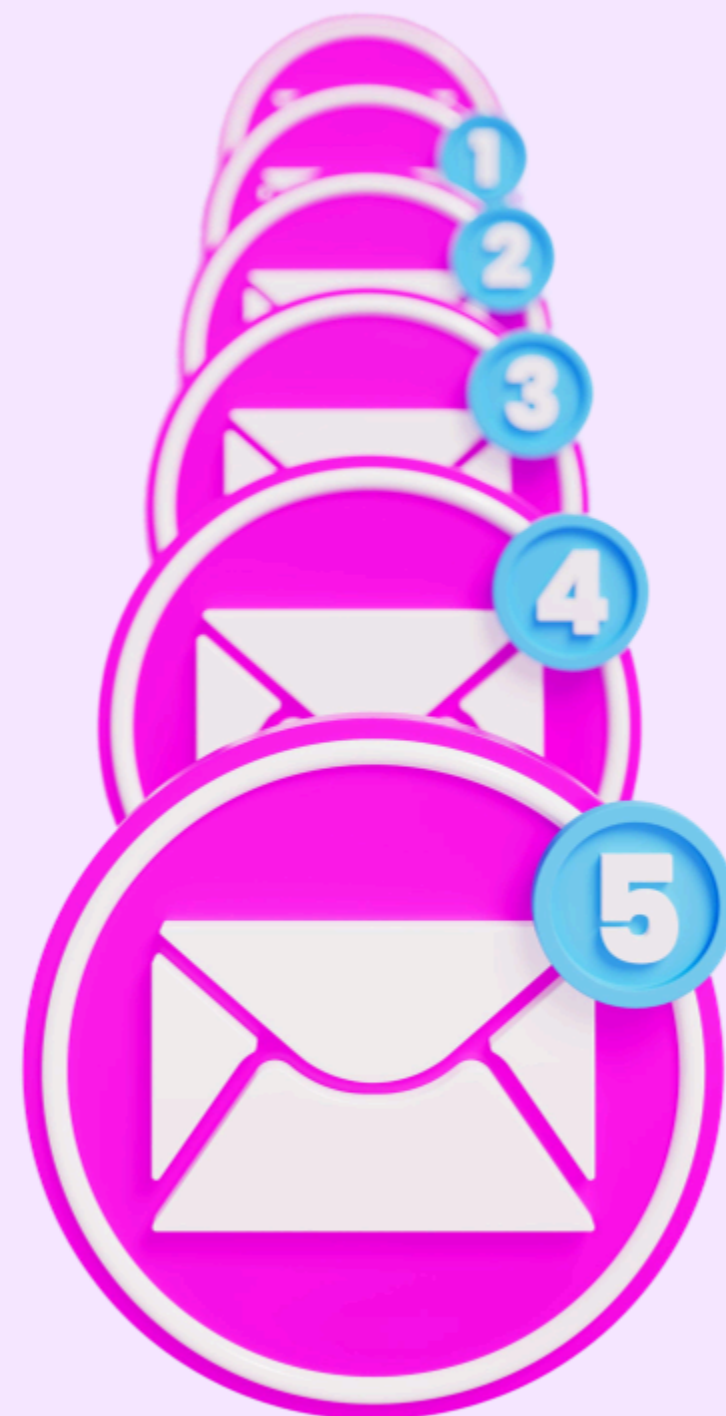
Execution

Drive action with timely, well-crafted campaigns

5

Optimization

Relentlessly test, analyze, and refine your email strategy





Foundation and Strategy

1. Define Clear Goals

- a Choose clear, measurable objectives for every email send (e.g., increase engagement, drive sales, provide support)
- b Create your audience persona's (who your emails cater to) and align the email's goal with the subscriber's current journey phase (e.g., awareness, consideration, loyalty)

Dily Sotireli: "Each email serves a purpose: to inform, educate, or offer something exclusive."

2. Prioritize Compliance & Trust:

- a Always include a clear unsubscribe link and your physical address to stay compliant with CAN-SPAM and GDPR Act
- b Align every email's content and frequency with what subscribers explicitly opted in for and expect

3. Audience Segmentation

- a Leverage integration data (e.g., from WooCommerce, LearnDash) to create powerful, behavior-based segments
- b Group your audience by behavior (e.g., purchase history), interests, or demographics
- c Use tags and lists within your email platform to deliver highly tailored content to each segment

Sekander Badsha: "Not everything can be solved with a tool. Create separate lists manually if needed. Evaluate what you're communicating, when, and to whom."

Atikur Rahman Khan: "We segment our subscribers using tags and lists which allow us to deliver content customized to their specific interests."



FluentCRM Pro-Tip

FluentCRM's robust tagging and segmentation capabilities allow you to create segments based on purchase data from WooCommerce, course progress from LearnDash, or even link clicks, ensuring every email is hyper-relevant!



Subscriber Onboarding

4. Create a High-Value Welcome Series

- a Set clear expectations immediately regarding content, frequency, and what value they will receive
- b Instantly deliver the promised lead magnet or resource to build immediate credibility
- c Start building trust from day one by offering valuable resources and sharing your brand's story

Idongesit 'Didi' Inuk: "Offer personalized value from the get-go. When you welcome new email subscribers, think about what they find most useful at their stage in the journey. Make it relevant and helpful right from the start."

5. Nurture Post-Purchase

- a Send timely, helpful onboarding content that guides new customers on how to best use their purchase
- b Reinforce their purchase decision by highlighting a key benefit or sharing a success story from another customer
- c Recommend complementary products or services that enhance their initial purchase, based on smart segmentation

Katie Keith: "We send several emails in the week after purchase, aimed at helping customers to be successful with the product and reduce refunds. After that, the focus shifts to building loyalty so that they continue getting value."



FluentCRM Pro-Tip

Use FluentCRM's built-in automations to send automated post-purchase follow-ups, abandoned cart reminders and more.



Content and Engagement

6. Focus on Value First

- a Prioritize education and insights that solve problems over direct sales pitches
- b Position your brand as a helpful guide and trusted resource, not just a vendor

Jack Arturo: “Our objective in marketing is to provide timely and relevant resources to ensure our users get the information they need at the right time.”

Sekander Badsha: “Less is more. Try to write as less as possible, use images, gif and links to video and blog post. Keep it short and simple. Use simpler words in every possible case.”

7. Build Human Connection Through Authenticity

- a Write in a conversational, authentic tone that reflects your brand's personality
- b Share personal stories, behind-the-scenes insights, and honest case studies to build a genuine connection
- c Write from a specific person (e.g., "Shahjahan from FluentCRM"), not a generic department ("Marketing Team")

Spencer Haws: "I share honest examples of case studies that go well...and some that don't go so well. When people are able to connect with you as a real person, with a real family, experiencing the same ups and downs of life as you seek to grow a business, they want to stick around for longer."

Sekander Badsha: "I must curate the content because no one can match my understanding, explanation, or perspective. People would not feel the value if I outsourced everything and let others write or present different information."



8. Personalize Every Email

- a Go beyond using names; use dynamic content based on a subscriber's purchase history or interests
- b Enable subscribers to self-select their content preferences via a preference center or clickable links

Jack Arturo: "We give our subscribers the ability to manage their own list memberships, so they can receive the kind of news that's most important to them."

Mustaasam Saleem: "One of my favorite strategies is personalization. I try to tailor my emails to each subscriber based on their interests and behavior."



What is Behavioral Segmentation and How to Use it in Your Email Marketing Strategy(+Examples)

9. Craft with Clarity and Intent

- a Respect the reader's time by keeping your message concise and easy to skim. Use images, short paragraphs, and clear formatting
- b Draft your emails in a separate document (like Google Docs) to focus on the message and prevent accidental sends

Idongesit 'Didi' Inuk: "I also make sure to draft and revise my emails in Google Docs. It helps me stay focused and avoids the stress of accidentally sending out a draft campaign to subscribers."

10. Add Interactive Elements & Feedback Loops

- a Actively invite replies and feedback with polls, surveys, and open-ended questions
- b Use the feedback you receive to inform your future content, product development, and strategy

Rayhan Arif: "Include polls, ask open-ended questions that encourage replies, and solicit feedback about your products and services. By maintaining two-way communication, you make your audience feel valued."



11. Foster Community & Consistent Value

- a Highlight user success stories and invite subscribers to be featured
- b Share product roadmaps to involve your audience in your brand's vision

Ehsan Riyadh: "We share our plugin's roadmap to involve subscribers in our vision."

12. Ensure Responsiveness

- a Ensure all emails use responsive, single-column layouts for easy reading
- b Use large, easy-to-tap buttons and a readable font size (16px is a good standard)
- c Keep subject lines concise (under 50 characters) to avoid being truncated

Dily Sotireli: "We prioritize responsive design to ensure our emails are mobile-friendly, as a significant portion of our audience reads on the go."

Campaign Execution

13. Maintain Consistency

- a Stick to a regular sending schedule (e.g., weekly, bi-weekly) so your audience knows when to expect your emails
- b Maintain a consistent visual identity and tone of voice across all your communications

Dily Sotireli: "Consistency is key. We ensure our emails maintain a steady cadence—weekly or bi-weekly—without overwhelming our audience."

14. Create High-Converting Campaigns

- a Structure your pitch around solving a specific pain point. Avoid listing just "features"
- b Use a clear, singular, and compelling Call to Action (CTA) that tells the reader exactly what to do next
- b Incorporate social proof such as testimonials, case studies, or reviews to build trust and reduce friction

Ehsan Riyadh: "Our most effective recent email campaign drove strong sales by resonating with our subscribers' pain points, emphasizing what sets Eventin 4 apart, creating compelling visuals, customer reviews, and case studies as social proof."



15. Use Urgency & Scarcity Authentically

- a Integrate clear countdowns or deadlines for offers to create a sense of urgency
- b Ensure scarcity is genuine and emphasizes a real, limited opportunity, not a gimmick

Optimization and Maintenance

16. Constantly Test & Analyze

- a Continuously A/B test critical elements such as subject lines, CTAs, from-names, and body variations
- b Don't just track opens and clicks, measure goal completions that tie back to your business objectives

Mainul Kabir Aion: “A/B testing is key. I love experimenting with subject lines, content, CTAs, and preview texts to see what drives the most engagement.”

17. Keep Your List Clean

- a Regularly identify and remove inactive subscribers (e.g., no opens in 90 days) to maintain list health and improve deliverability
- b Run a re-engagement or “win-back” campaign before removing subscribers permanently to give them one last chance to connect

18. Use Reliable Email Infrastructure

- a Invest in reputable email marketing software and delivery services.
- b Regularly check your sender reputation and deliverability scores using tools like MailTester.

Sekander Badsha: “Don’t use cheap infrastructure, email delivery service, or software. Email is a personal communication, and you should treat it like that. Spend money, evaluate your work, and how you use the system. The expense would help you justify your communication.”



19. Optimization and Maintenance

Map Core Customer Journeys

Set up behavior-based triggers for entire customer journeys, including the welcome series, post-purchase onboarding, and abandoned cart recovery sequences.

Employ Self-Segmentation

Use automated link triggers that apply tags or add users to new lists based on their clicks. This allows subscribers to choose their own content path (e.g., "Click here to receive weekly tips vs. monthly roundups")

Automate List Hygiene

Create a re-engagement workflow that automatically triggers for subscribers who haven't opened an email in 90 days. This can send a "Are we still a good fit?" campaign and tag them for potential removal, keeping your list healthy.

Connect Email to Your Ecosystem

Use automation to do more than send emails. Trigger actions in other plugins, update contact properties, or notify a team member based on how a user interacts with an email.

Mainul Kabir Aion "Automation is a lifesaver. You can set up workflows that trigger personalized emails based on the subscriber's journey, whether it's a drip series for new sign-ups or a reminder for abandoned carts. "



Power Your Blueprint with FluentCRM

You have the expert strategies. Now, bring them to life with an expert's favorite email marketing tool. FluentCRM is designed to execute every principle in this guide without ever leaving your WordPress dashboard.

- ✓ Discover your audience beyond names
- ✓ Integrate all your favorite plugins
- ✓ Segment contacts by precise data points
- ✓ Run hyper-targeted email campaigns
- ✓ Set up smart email sequences
- ✓ Trigger product recommendations, cart recovery, & more
- ✓ Get powerful WordPress automations
- ✓ Save hundreds \$ (if not thousands!)

[Start Automating](#)

