



Email Made Easy: The Email Marketing Guide for Busy Business Owners

Your step-by-step playbook to make email effortless,
consistent, and built for business growth.

INTRODUCTION

Welcome to Your Email Marketing Jumpstart

If you're a small business owner who's heard email marketing is important — but haven't had the time, tools, or clarity to make it work — this guide is for you.

You might be thinking:

"I don't have time for this."

"Isn't email dead?"

"I'm not a marketer."

Totally fair. Here's the good news: Email marketing is still one of the most powerful tools out there.

In fact, **it can return up to \$42 for every \$1 spent**¹ — more than any other marketing channel. And when done right, it's simple, consistent, and incredibly effective — even if you're not a tech expert or professional writer.

This guide will show you how to:

- ✓ **Get started with email marketing**
- ✓ **Build an email list with people who already know your business**
- ✓ **Leverage basic automations to save you time (and sanity)**
- ✓ **Start fast with ready-to-use email templates**
- ✓ **Track what's working and what's not**
- ✓ **Choose a platform that meets your needs**

1. Top Email Marketing ROI Statistics You Need to Know in 2025 (2025)

Build Your Email Foundation

You don't need a marketing team to get started with email marketing, but you do need a few essential building blocks.

Think of this chapter as your quick-start guide to help you look professional and get results.

1

A Business Email Address

Time needed: ~15 minutes

Using a business email like you@yourcompany.com builds trust and reduces the risk of landing in spam folders. Most email platforms require it.

 **Pro Tip:** Buy your domain (like yourbusiness.com) and set up your email through your website host or email provider.

2

A Simple Website or Landing Page

Time needed: ~1-2 hours

Give people a place to learn about your business and sign up for your emails. It builds trust and helps you turn visitors into subscribers.

 **Small Biz Shortcut:** Thryv® offers two ways to build a website (DIY or let our team of experts design it for you) and includes mobile-friendly signup forms that sync with your email list.

3

An Email Marketing Platform

Time needed: ~30 minutes to set up

Start with a platform that's:

- Easy to use
- Budget-friendly
- Built to grow with your business

Look for features like:

- Drag-and-drop email builder
- Prebuilt templates that allow you to add your logo and colors
- Built in CRM
- Automation tools
- Reporting and analytics

 **Quick Win:** Thryv offers a platform with email, automation, and contact management built in — no extra tools needed.

4

A Simple, Consistent Look

Time needed: ~30 minutes

Don't worry about having a perfect "brand." You don't need fancy visuals or a graphic designer to start. But adding a few small touches throughout your emails can go a long way:

- Add in your logo or brand mark
- Use 1–2 colors that match your website or signage
- Write the way you speak — clear, friendly, and real

 **Start simple:** You can always polish later. What matters most is showing up consistently with helpful content.

Explore More

[Email Design Best Practices for Small Business](#)

[5 Free Email Marketing Templates You Should Have on Hand](#)

👋 Start with People Who Already Know You

You don't need fancy tools or a big following to start an email list. What do you need?

Email addresses and names of people who know and trust your business.

Your best first subscribers are:

- Current customers
- Friends and family
- Social media followers
- Anyone who's interacted with your business before

The goal isn't to grow fast — it's to start with the people who already believe in what you do.

🔄 How to Ask Without Being Pushy

It's not about asking — it's about offering value. Instead of saying "Join our newsletter," try something that highlights what they'll get.

Instead of...

"Subscribe to our emails"

"Join our list"

"Sign up for updates"

"Join our newsletter"

Try this...

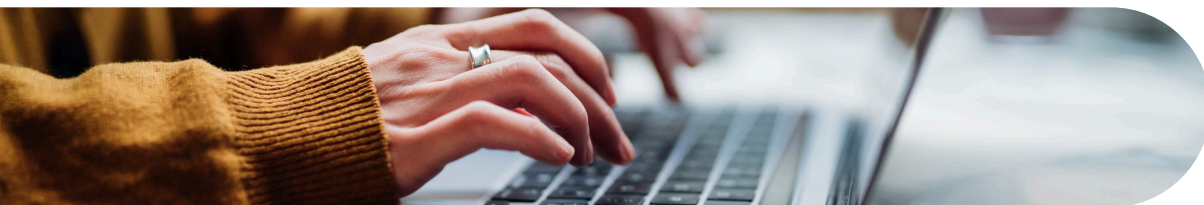
"Get exclusive offers and local tips"

"Be the first to hear about new services"

"We'll send you free, helpful resources"

"Get insider tips once a month"

💡 **Keep it friendly, clear, and focused on the benefit *to them*.**



CHAPTER 2 | Build Your First Email List



Give People a Reason to Opt In

People are more likely to share their email when there's something in it for them. These helpful freebies are called lead magnets.

Great options include:

- A simple checklist (e.g., "5 things to know before your next HVAC tune-up")
- A coupon or special offer
- Early access to new services or classes
- A one-page guide or set of expert tips



Smart Move: Don't overthink it. Even something you already hand out in person can work great as a downloadable PDF.



Where to Collect Emails

You don't need a pop-up on every page — just a few smart spots where people are already interacting with your business.

Channel	What to Do
Your Website	Add a simple sign-up form (footer, pop-up, or contact page)
In-store	Ask at checkout or print a QR code that links to your form
Social Media	Post occasionally — "Want our monthly tips? Link in bio."
Receipts & Invoices	Add a line: "Want special offers? Join our email list here [link]"
Business Cards	Add a QR code that goes straight to your signup form



Explore More

[How to Collect Emails for Email Marketing](#)

Stay Connected (Without the Daily Hustle)

Email automation helps you stay in touch without doing it all manually. Think of it like a behind-the-scenes assistant keeping your business top-of-mind 24/7 — even while you sleep.

Common Emails You Can Automate

You don't need a complex setup to see results. Start with just 2–3 automations that support your everyday work.



Welcome New Customers

What it does: Greets new people on your list and sets expectations

When it sends: Immediately after someone signs up, books an appointment, or purchases

Why it works: Builds trust and makes a great first impression

Quick example: "Thanks for signing up! We'll send you helpful tips once a month — no spam, just useful stuff for [your industry]. If you ever have questions, just hit reply."



Follow Up After Service

What it does: Automatically checks in after a service, appointment, or delivered order

When it sends: 2–3 days later

Why it works: Strengthens relationships and often leads to reviews or repeat purchases

What these can do:

- Say thank you
- Provide helpful instructions or next steps
- Ask for a review or testimonial
- Offer related services

Stay Connected (Without the Daily Hustle)



Appointment Reminders

What it does: Reduces no-shows and saves you admin time

When it sends: 24-48 hours before appointments

Why it works: People are busy — a friendly reminder helps everyone.

If you run a salon, med spa clinic, agency, auto shop, or any appointment-based business, this one automation can save you hours of phone calls and reduce no-shows by up to 30%.¹



Bonus Automations (Add These Later)

Once you've nailed the basics, consider adding:

Birthday or Anniversary Emails:

Great for loyalty, personal touches, and sharing exclusive offers

 **Win-Back Campaigns:** “We miss you” emails after 60–90 days of inactivity, often with a small offer to re-engage.



Explore More

[Thryv Sales and Marketing Automation Software](#)

1. Kitomba, 2025



How Email Automation Works

Email marketing is great, but what's even better is automating your emails.

Automation allows emails to go out based on customer behaviors and saves you from manual sends.

Email automation is typically set up with a trigger-and-action flow.

Here's an example of how it works:

When: Someone books an appointment

Send: Confirmation email with prep instructions

Then: Reminder email 24 hours before

Finally: Follow-up email asking how it went

You set it up once, and it runs automatically.

✅ **Smart Move:** Use a platform like Thryv to connect your appointment calendar, contact list, and email tools — so your reminders and follow-ups go out automatically.



Don't Know What to Say? Start Here.

You don't have to start with a blank screen. These ready-to-use email templates work for nearly any small business — just copy, personalize, and hit send.

Welcome New Customers

From John Doe

To

J Jane Doe

Cc Bcc

Subject: Welcome to [Business Name]! Here's what to expect

Hi [First Name],

Thanks for signing up! We're excited to keep you in the loop.

Here's what you can expect from us:

- Helpful tips once a month
- Special offers just for subscribers
- Early access to new services and updates

If you ever have questions,
just reply — we read every message.
– [Your Name]

Send



Quick Offer or Promo

From John Doe

To

J Jane Doe

Subject: [Offer Name] — ends [Date]

Hey [First Name],

We're offering [short offer description] for subscribers only — valid through [date]. Why? Just a little thank you for being here.
[Insert a short benefit or reason why it matters]

👉 [CTA: Claim Your Offer]
– [Your Name]

Send



Thank You for Your Business

From John Doe

To  Jane Doe

Cc Bcc

Subject: Thanks for choosing [Business Name]

Hi [First Name],

Just wanted to say thank you for your recent [purchase/appointment/service]. We really appreciate your business and hope everything went above and beyond expectations.

Need anything else? Just reply — we're here to help.

– [Your Name]

P.S. If you have a minute, we'd love a quick review: [review link]

Send



✔ **Smart Move:** Save 2–3 email drafts inside your email platform so you're never starting from scratch.

We Haven't Seen You in a While

From John Doe

To  Jane Doe

Subject: We miss you at [Business Name]

Hi [First Name],

It's been a bit since your last visit — and we'd love to see you again. We've added some new [services/products] we think you'll like, and this month we're offering [small incentive] for returning customers.

👉 [CTA: Book Your Visit] Hope to see you soon!

– [Your Name]

Send



Your First Month? Don't Obsess Over Numbers.

Before we dive into metrics, here's the truth: Your first 30 days should be about consistency, not perfection. Show up regularly and offer value. The numbers will improve naturally as you get more comfortable and build confidence. That said, knowing which metrics to watch can help you spot what's working — and what needs tweaking.

4 Email Metrics That Actually Matter

Think of email marketing like a conversation. Are people opening, engaging, and sticking around?

Metric	What it Means	What to Aim For	Traffic Light
Open Rate	% who opened your email	20-30%	● 25%+ ● 15-25% ● Under 15%
Click-Through Rate	% who clicked a link inside	2-5%	● 4%+ ● 2-4% ● Under 2%
Unsubscribe Rate	% who opted out	Under 1%	● Under 0.5% ● 0.5-1% ● Over 1%
Action Rate	% who took the next step (buy, book, call)	Varies by goal	Track your own baseline

 **Pro Tip:** Focus on improving one metric at a time. Don't chase perfection — chase progress.

What the Numbers Actually Tell You

Low Open Rates?

Likely culprit: Your subject lines aren't sparking enough interest

Quick fixes:

- Be more specific: "Your AC tune-up is due" vs. "Important update"
- Add their name or business name when relevant
- Avoid spammy words like "FREE!!!" or "URGENT"

People Open but Don't Click?

Likely culprit: Your message or CTA isn't clear

Quick fixes:

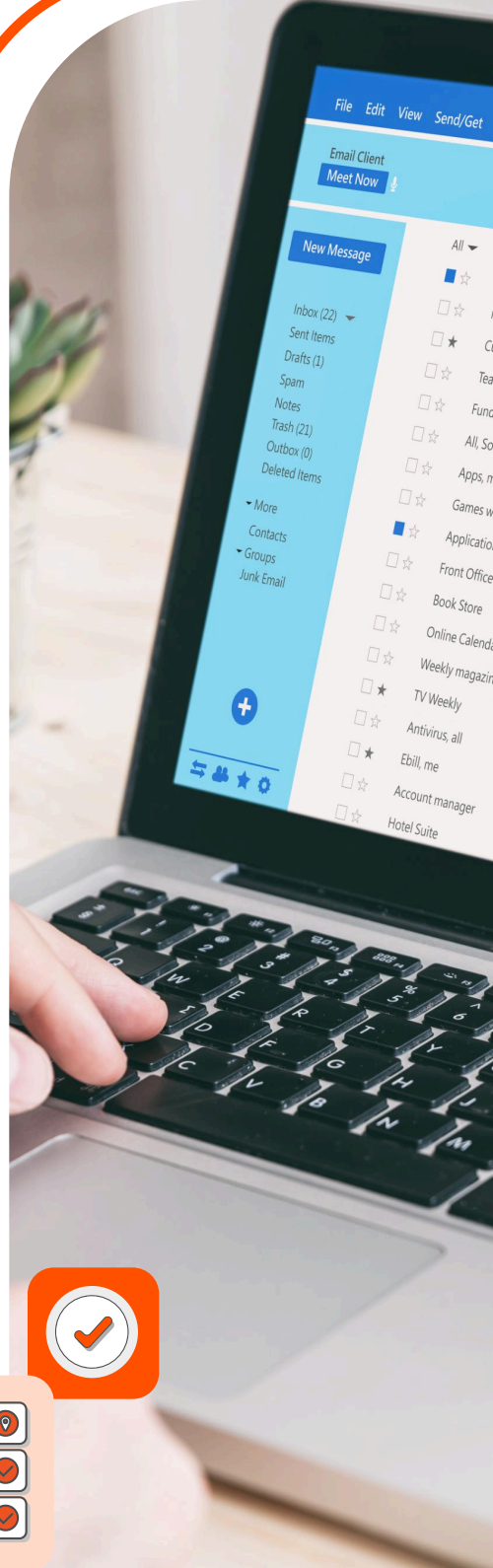
- Use a single, clear call-to-action
- Make the benefit obvious
- Use buttons that stand out

High Unsubscribe Rates?

Likely culprit: You're sending too often — or saying the wrong thing

Quick fixes:

- Send less often (try every other week instead of weekly)
- Make sure your content matches what they signed up for
- Ask yourself: "Would I want to receive this email?"



Simple Testing (When You're Ready)

Once you're comfortable with regular sending, you can test small changes to see what works better.

Start with the easiest thing to test: subject lines.

How it works:

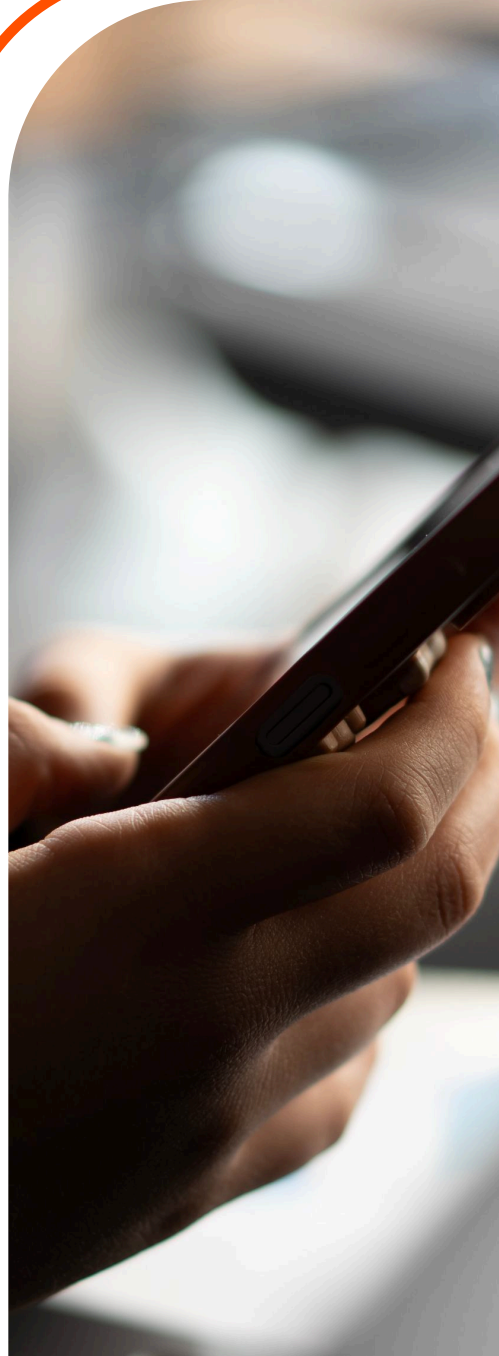
1. Write two different subject lines for the same email
2. Send version A to half your list, version B to the other half
3. See which gets more opens
4. Use the winner approach for future emails

Example test:

- **Version A:** "Monthly newsletter"
- **Version B:** "3 quick tips to save on your next service call"

Most email platforms can do this automatically (it's often called A/B testing or split testing) — you just pick what to test and let the software handle the rest.

📌 **Important:** Test one thing at a time. If you change the subject, timing, and content, you won't know what worked.



The One Decision That Actually Matters

There are dozens of email marketing tools out there, from simple drag-and-drop builders to complete business management systems. You may be wondering, which one is best for my business?



If you just need simple email sends go for an email-only software

Best for: Businesses that already have separate systems for scheduling, customer records, and payments — and you're happy keeping them separate.

Good options: Mailchimp, Constant Contact, or Brevo work fine for basic email campaigns.

What you get: Email templates, basic automation, and list management.

What you don't get: Integration with other tools (calendar, payments, CRM).



If you want everything connected go for a connected platform

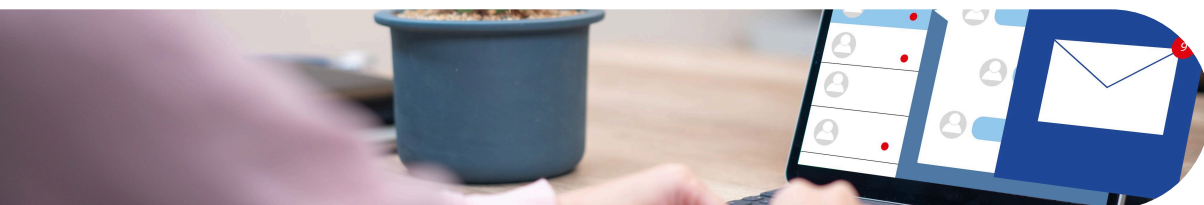
Best for: Business owners that are tired of juggling multiple logins, switching between apps, or manually copying information from one system to another.

Good options: Thryv an industry leading marketing and sales platform that helps you with email marketing and so much more.

What you get: Multiple tools in one system. From email marketing, advanced automation, scheduling, customer management, review requests, and payments all talking to each other.

What integration could look like:

- Customer books appointment → Automatic confirmation email
- Service completed → Automatic review request
- Birthday in your calendar → Automatic birthday discount email
- New customer signs up → Welcome email + added to your CRM
- No switching apps, no forgetting steps, no manual work



Want to take your email marketing to the next level?

If you want to make the most of your email marketing, Thryv can help!

It's the industry leading marketing and sales platform built for small business growth.

By bringing together email marketing, automation, bookings, CRM, reviews, payments, and more — you'll maximize your efforts, save time, and grow faster.

Schedule a demo

to see how it works for your business.

