



Email Marketing with Brevo.com

Transform your aging-in-place business with strategic email marketing. Build lasting relationships that convert prospects into loyal clients.



by **Aging in Place Directory**

Why Email Marketing Works for Service Businesses



Builds Trust Over Time

Nurture leads with consistent, valuable content. Show expertise before they're ready to buy.



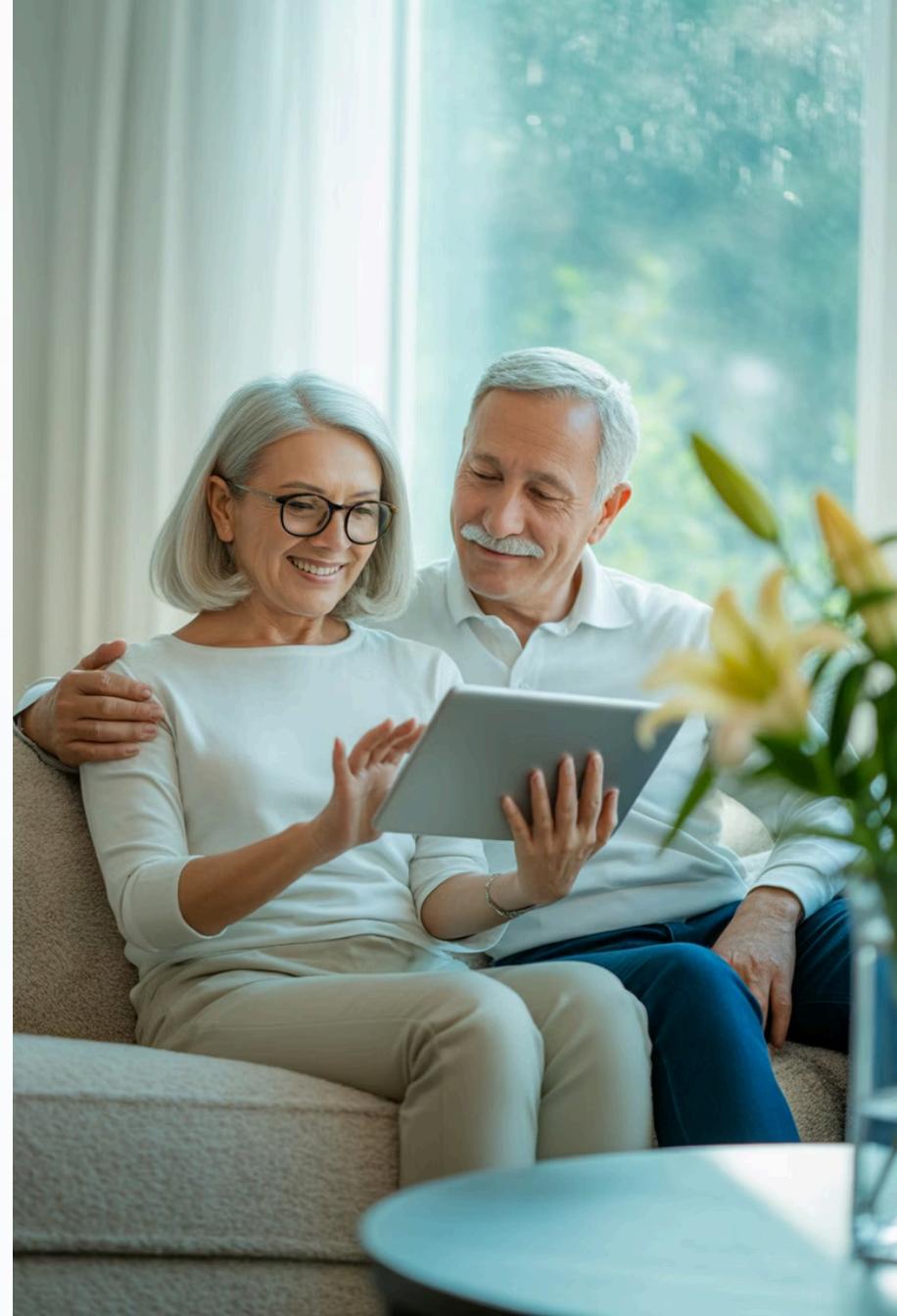
Cost-Effective Outreach

Reach hundreds of prospects for pennies. Higher ROI than traditional advertising methods.



Converts Browsers to Buyers

Guide prospects through decision-making process. Turn website visitors into paying clients.



Getting Started with Brevo

Create Your Account

Visit brevo.com and sign up free. Verify email and complete onboarding questions.

Set Up Sender Information

Add business name and professional email. Import contacts from CSV files.

Build Your First Template

Use drag-and-drop builder. Include logo and clear call-to-action button.

Simplify your email marketing

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Your email

Create account

[CREATE ACCOUNT](#)

Brevo Email Marketing Tutorial for Beginners 2025 - Step by Step

This 20 minute video is by Metics Media



 YouTube



Brevo Email Marketing Tutorial for Beginners 2025 – Step by Step

Looking to master Brevo (formerly Sendinblue) for email marketing? This Brevo Tutorial will take you from setup to sending your first email campaign. Perfect for...

If the instructions in this video seem complicated, consider hiring someone to set this up for you. Personally, I think the most complicated feature is uploading a CSV file of customers. This would only be needed if you have a huge list of customers that you want to put on Brevo.

If you have 100 or less customers, I would recommend to add them manually. It may take a little time, but it would be worth it.

All the instructions you need to set up your Brevo account are explained and detailed in this video.

Domain Email: Your Professional Identity

Why Domain Emails Matter

A domain email like esther@aginginplacedirectory.com looks more professional than free accounts. Clients trust businesses with branded emails.

No Website Required

Purchase a domain even without a website. Services like GoDaddy offer affordable domain registration starting at \$12/year.

Easy Setup Process

GoDaddy provides simple email setup tools. Connect your domain email to Brevo for seamless marketing campaigns.

Professional domain emails enhance your brand credibility. They're essential for service businesses looking to build trust with aging-in-place clients.

Organizing Your Contact Lists

Segmentation Strategy

Group contacts by needs and preferences. Send targeted messages to specific audience segments.

Welcome Email: First Impressions Matter

Subject Line Example

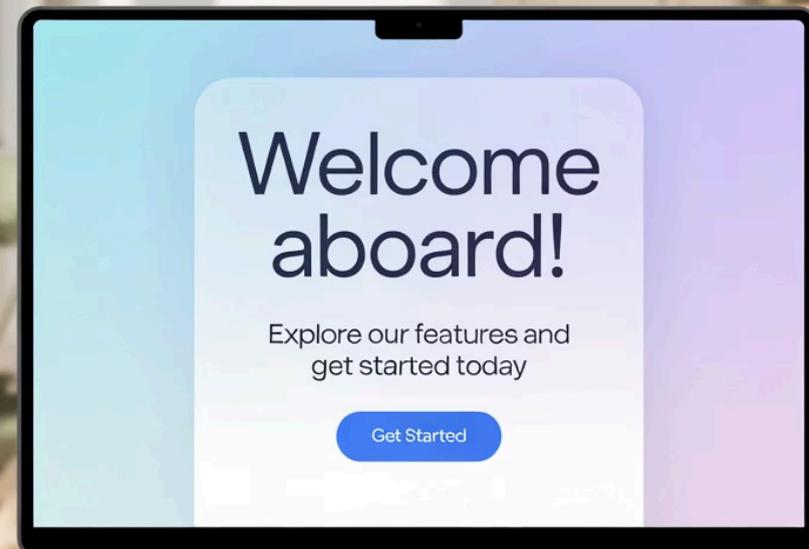
"Thanks for signing up! Here's your free Fall Prevention Checklist"

Key Elements

Warm greeting, resource delivery, clear next steps. Set expectations for future emails.

Personal Touch

Include your name and photo. Build human connection from the start.



Prompt For a Welcome Email

Prompt to Help You Write a Welcome Email for Your Followers

Copy and paste this into ChatGPT or any AI writing tool. Then fill in the blanks or tweak it to match your brand's tone:

PROMPT:

I need you to help me write a warm, professional, and engaging **welcome email** for new subscribers to my email list. I run a [describe your business, service, or mission in one sentence — e.g., “small business that helps families modify homes for aging in place”].

My audience is mostly [describe your audience — e.g., “adult children caring for elderly parents” or “seniors looking for ways to stay independent at home”].

Here's what I want this welcome email to do:

- Greet the reader warmly and thank them for signing up
- Briefly explain what kind of content they can expect from me and how often
- Share one valuable free resource, article, or quick tip to make a great first impression
- End with a personal touch (like a short story, fun fact, or why I do what I do)
- Include a friendly signature and invite them to reply if they have questions

Use a tone that's [choose: warm, friendly, professional, compassionate, energetic — or mix of these], and write it at a 6th–8th grade reading level so it's easy to understand.

Please format it so it's easy to scan (use short paragraphs, bullet points if helpful, and a clear call to action if needed).

Types of Campaigns You Can Build with Brevo

Newsletter Campaigns

Regular updates to your entire subscriber list. Share industry insights, company news, and valuable tips.

- Weekly or monthly content
- Broad audience reach
- Brand awareness building

Promotional Campaigns

Target specific segments with special offers. Drive immediate action with limited-time deals.

- Seasonal promotions
- Service discounts
- Event announcements

Automated Sequences

Trigger-based emails that send automatically. Welcome series, follow-ups, and nurture campaigns.

- Welcome sequences
- Appointment reminders
- Re-engagement campaigns

Creating Your First Newsletter Campaign

Choose Campaign Type

Select "Create Campaign" from Brevo dashboard. Choose "Email" as your campaign type. Select "Regular" and give your Campaign a name.

Design Your Content

Use drag-and-drop editor to create layout. Add headlines, text blocks, and images.

Select Your Audience

Choose contact lists or segments. Target specific groups for better engagement rates.

Schedule and Send

Preview across devices first. Set send time or schedule for optimal delivery.

Best Practices for Email Success



Keep it Personal

Short, compassionate messages work best. Show genuine care for clients.



Segment Your Lists

Send relevant content to specific groups. Personalization increases engagement rates.



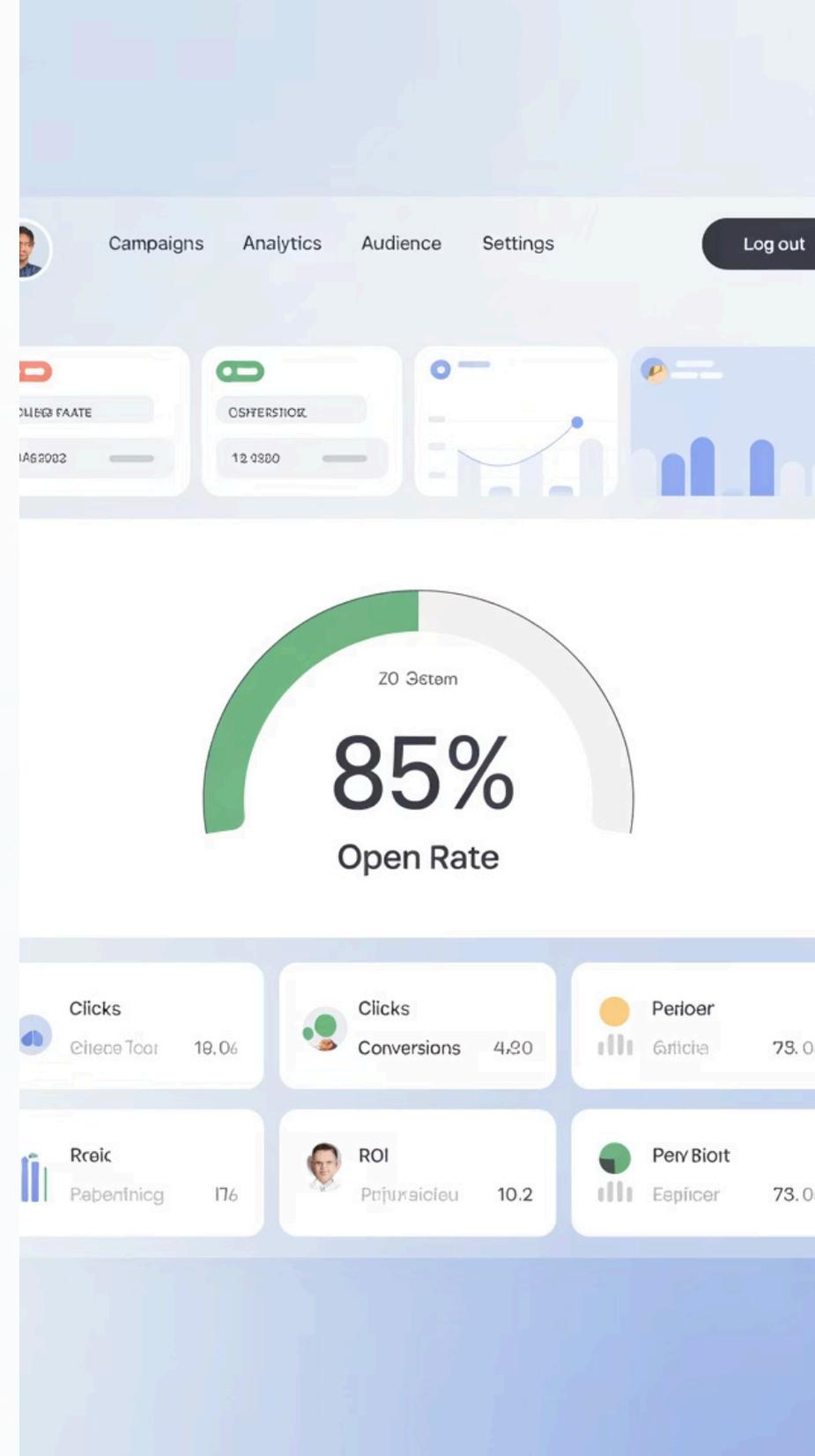
Timing Matters

Send emails every 3-5 days initially. Consistent contact builds trust.



Always Include CTA

Every email needs clear next step. Guide readers toward your services.





Your Next Steps

1

Start Today

Create your free Brevo account

2

Build Foundation

Set up templates and contact lists

3

Launch Sequence

Send your first welcome series

Download our bonus "15 Email Prompts for Aging-in-Place Professionals" to jumpstart your email marketing success!

<https://aginginplacedirectory.com/wp-content/uploads/2025/05/email-prompts.doc>