

Modern Email Marketing

SharedTEAMS



A wooden desk with a potted plant, papers, and a tablet. The plant is in a white basket. There are several papers, some with the word 'EMAIL' visible. A tablet is on the right side of the desk, displaying a webpage about email marketing.

What modern email marketing is not

Does email marketing make you think of unhappy consumers, deleting your carefully crafted emails before they get a chance to read the first line—or even first word? Are you hesitant to even consider trying?

Don't shoot your business's potential for email marketing down before you even start using it, and especially if you've used it before and failed.

Before we dive into what email marketing really is and why it can seriously benefit your business (when used properly), we need to understand the fundamentals of this type of marketing strategy.

What modern email marketing is not

Modern email marketing is not just about selling via email. It is not solely about providing coupons or pushing products and services.

Businesses that use email marketing with the mindset of simply selling or handing out deals to their contacts list will watch their emails crash and burn.

We hate to say this, but—

It's time for a harsh truth. Your email list doesn't care much (or at all) about your company or products you are offering.

Sorry to be the bearer of bad news, but this reality simply means that you need to adjust your email marketing techniques to get into the minds of your potential customers.

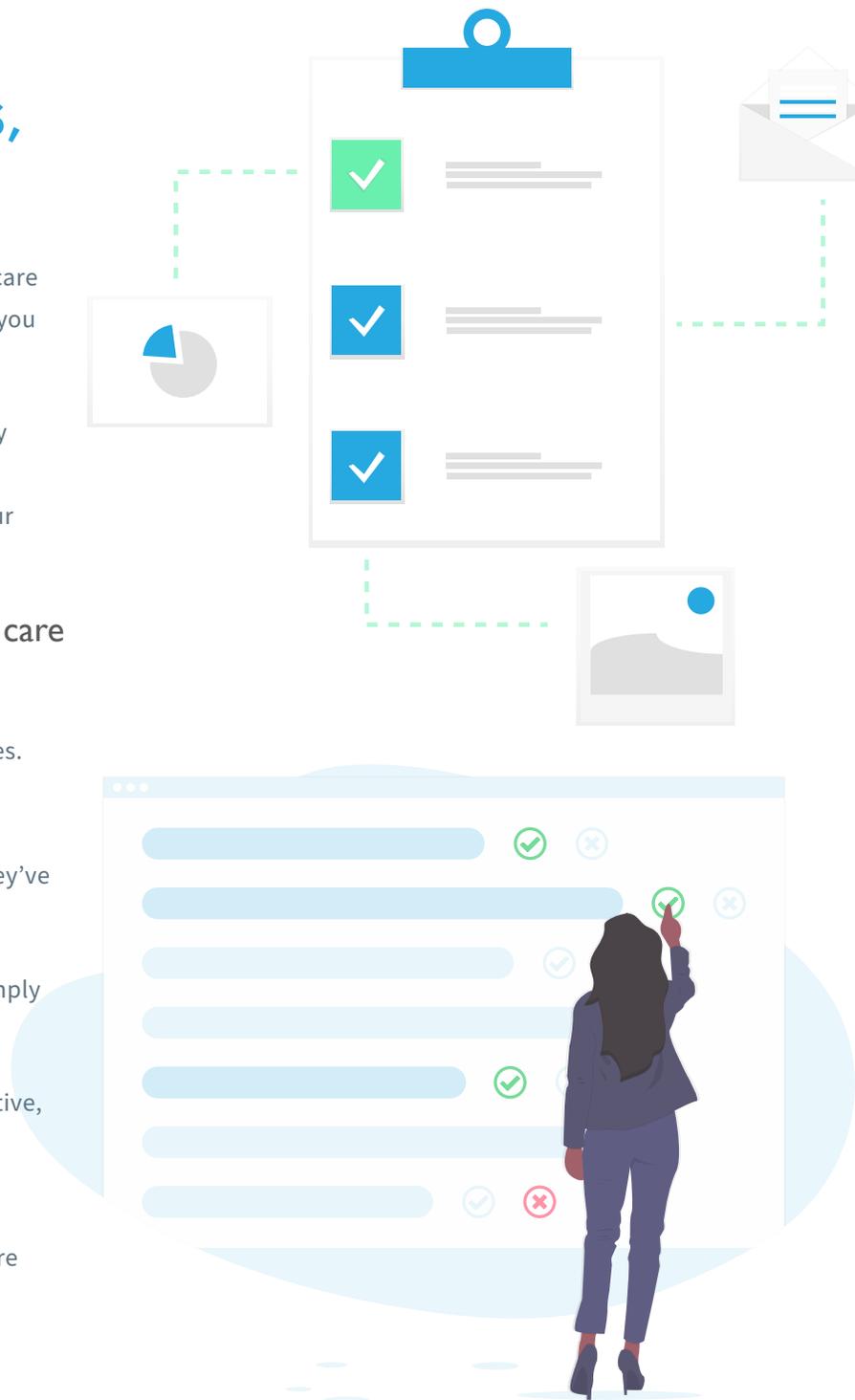
So, what do your potential customers care about?

They care about improving their lives and lifestyles. They are looking for solutions to their problems. They're looking for life hacks, quick fixes, and incredibly useful information (framed in a way they've never heard before).

When modern email marketing works, it is not simply about selling.

When email marketing works, it is effective, adaptive, personalized, and automated.

According to the Content Marketing Institute, "40 percent of B2B marketers say email newsletters are most critical to their content marketing success."



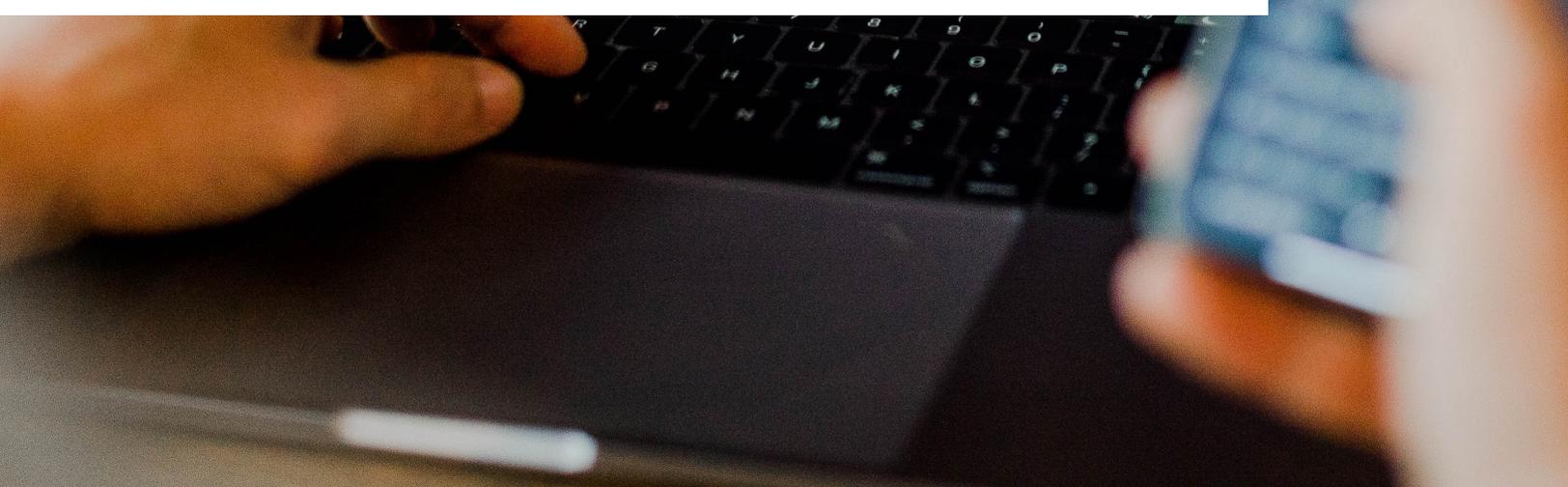


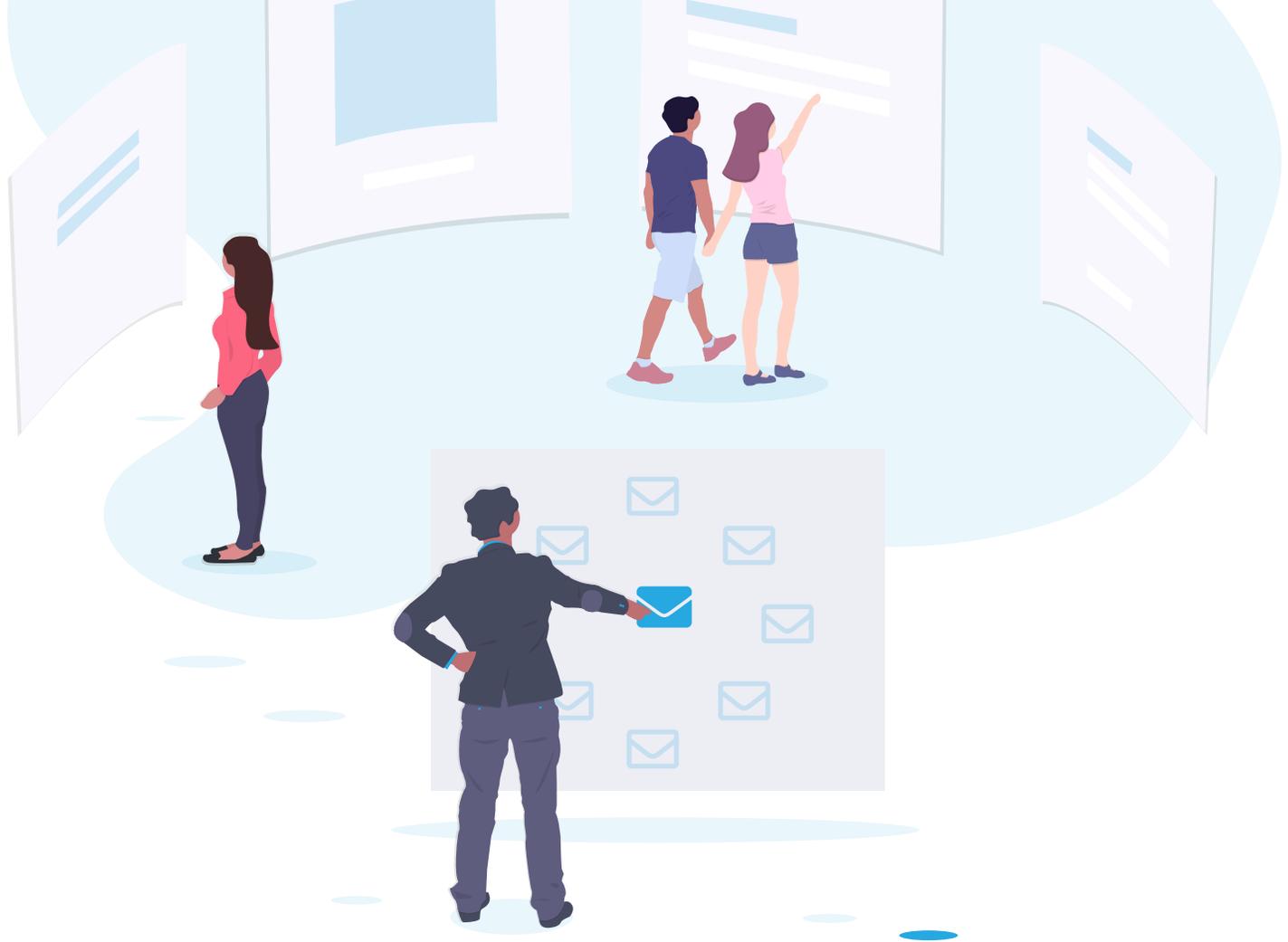
What is the purpose of email marketing?

By using email marketing, you're looking to occupy a space in the potential customer's mind.

Modern email marketing is the strategic utilization of email marketing tools and connected channels to inform and connect with prospective customers and customers.

Overall, email marketing allows you to provide value to subscribers while helping your brand to be top-of-mind. As you send them valuable content, you are building trust with them and encouraging them to purchase from you, whether that be for the first time or the second...and more!





Email marketing is a great way to:

- ▶ Inform subscribers of your business and proficiencies
- ▶ Offer industry insights
- ▶ Stay in touch with previous customers
- ▶ Bring potential customers through an automatic sales funnel
- ▶ Build relationships with potential and current customers
- ▶ Introduce new products, services, and features to customers
- ▶ Offer deals and sales

Think of email marketing as developing a relationship with your potential customers.

This relationship is two-sided, even if you never receive a reply.

How?

It may seem you are doing all the talking, but your subscribers' open rate, click rate, and conversion rate is the other side of the conversation.

Your email recipients may not be replying to what you're saying, but in this case, actions do speak louder than words. For example, an email recipient who marks your email as "spam" when it isn't relevant or unsubscribes to your newsletter is cutting off the conversation—for good.



How does email marketing fit into my marketing goals?

Strategically, email is a great place to capture leads wherever they are in your sales funnel and keep in touch with customers. Think of email as the ever-changing gateway to your marketing efforts. With subscribers ranging from prospects to customers, and supporters to advocates, you have a range of messages to send to each target audience. By keeping those contacts organized in one place where you can send messages, review purchases, and more, you will see a revolving door of opportunity and sales begin to develop from your efforts.

Email marketing allows you to skyrocket the potential of your other content.

This relationship is two-sided, even if you never receive a reply.

Email is the perfect platform to capture leads from other specific marketing efforts, such as content from your website, social media pages, events, collateral, and more. This is the most consistent opportunity to capture the attention of your prospects and customers. Many businesses and consumers prefer email over other communication platforms because of this efficiency.

According to [Campaign Monitor](#), “90% of email gets delivered to the intended recipient’s inbox, whereas only 2% of your Facebook fans see your posts in their News Feed.”

Email is not only about capturing leads, but also about dispersing information. Email is a vehicle that leads subscribers wherever you want them:

- ▶ Your website to purchase a product or service
- ▶ Your blog to read up on the best ways to get the most out of that service or product
- ▶ Social media to join a community of people who also enjoy your service or product

No other platform gives you direct access to your prospects and customers like modern email marketing.

Email marketing is the easiest way to send specific messages to your audience. This is because you can easily target different audience groups based on website visit behavior and previous purchases (or almost purchases—AKA something a potential customer put into their cart but didn’t hit the buy button on yet).

When effective, email marketing slices up your customer demographics and positions within the sales funnel, who then receive targeted content to further develop their experience with you as a business.

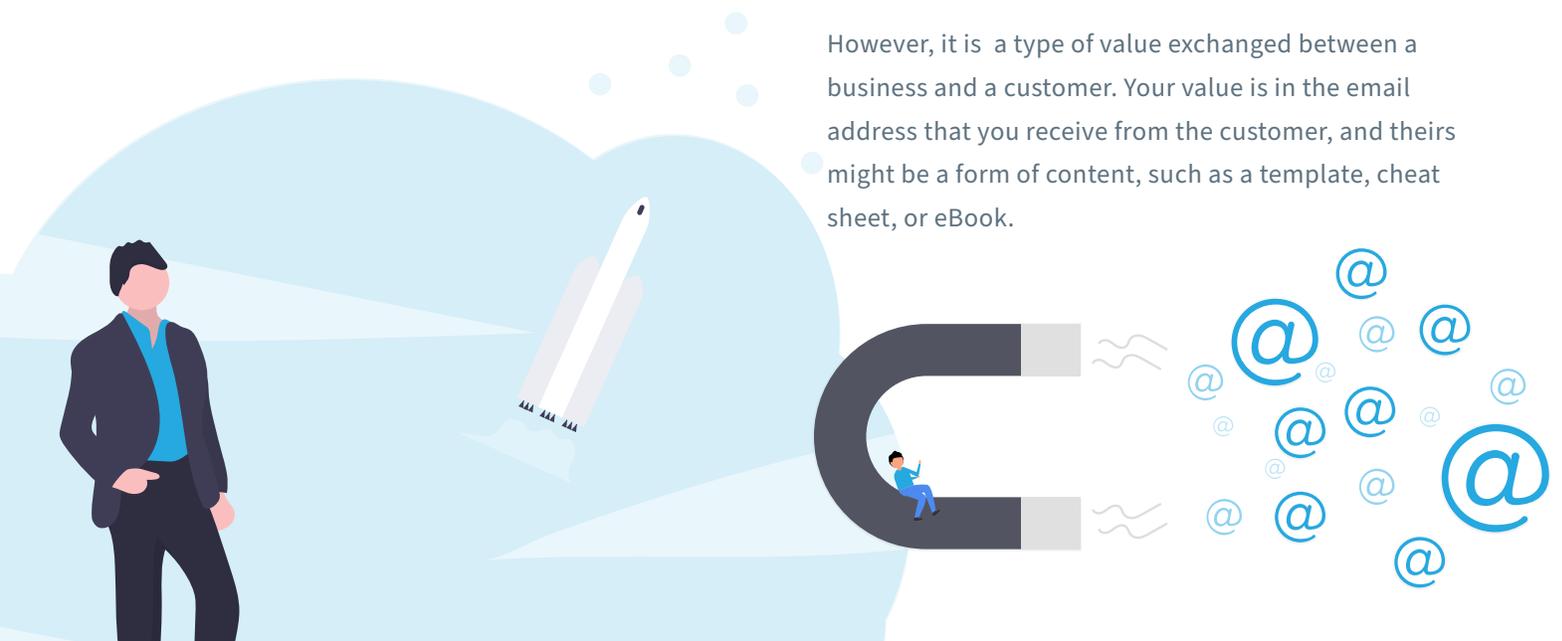
A potential customer who has signed up for an eBook likely isn’t going to want an email detailing the products they want. They’re just visiting to learn.

A long-term customer isn’t going to want an email targeted at a customer who is just there for information. They want to know they’re appreciated as a loyal customer.

Many marketers and business professionals see email as an end place.

Let’s face it: capturing an email address and name can be challenging.

However, it is a type of value exchanged between a business and a customer. Your value is in the email address that you receive from the customer, and theirs might be a form of content, such as a template, cheat sheet, or eBook.



However, email is only the beginning of a relationship with a prospect or customer.

Email is a means to an end because capturing an email is only one point of contact and isn't the point of sale. Email helps to nurture the relationship by informing the subscriber about products or services and delivering answers to questions.

Just as at the beginning of a human relationship, two people want to get to know each other. They won't develop the relationship on a deeper level until they understand who that other person is. As the relationship develops, trust is built over time.

However, the relationship must be invested in fully. A subscriber isn't going to turn into a customer (or repeat customer) if they're not completely convinced.

How can you turn a potential customer into a paying one through email? Through consistency and honesty. And in email marketing's case, a bit of elbow grease.

But what if I don't have time to take charge of my email marketing?

That's where using an automation platform comes into play.

An email marketing automation platform is a robust software that helps you build email campaigns and send them using automation technology. This software not only helps you to build beautiful emails, but it also helps with perhaps the most crucial technical element of email marketing: sorting your subscriber list.

Also known as segmenting or tagging, this allows you to send the right messages to the right subscribers.

You'll be able to track the ideal timing for scheduling campaigns as well. By batching emails ahead of time and sending them on a predetermined schedule, you'll be able to take into consideration the insights of artificial intelligence. This means that an automation platform allows you to optimize the reception of your email based upon important trends and open rates.

Email works while you work on other things.

Like social media scheduling software, an email marketing automation platform is a time-saving, organizational necessity when it comes to modern email marketing. It is no longer practical to coordinate email campaigns using your company email address and service. Outlook and Gmail are designed for general email functions and don't give you the same actionable insights as an automation platform.





What if I've never used an email marketing automation platform before?

Many email marketing automation platforms are intuitive. Plus, many of them offer webinars, tutorials, and blog posts to help you learn how that specific platform works. The best part? Many platforms include drag-and-drop email builders and templates, so no coding knowledge and experience are necessary when diving into modern email marketing.

Also, the universality of email marketing platforms has given way to more robust customer service solutions. It can be as simple as sending a message on the website to a live representative who can walk you through different techniques and elements of the platform.

A photograph of a wooden desk. In the upper left, there is a potted plant with long, thin green leaves. To its right is a silver laptop with a black keyboard. In the lower half of the image, a person's hands are visible; one hand holds a white document while the other uses a black Sharpie marker to write on it. The document contains several numbered bullet points. The background is a light-colored wooden surface.

What types of email automation are there?

There are many kinds of email automation available. They include:

- ▶ Email blasts
- ▶ Sequence emails (also called drip campaigns)
- ▶ Triggered emails
- ▶ Nurture campaign

Email blasts are based on your content calendar and marketing goals.

Many email marketing campaigns start with simpler email blasts. Email blasts can be created in advance, scheduled to send at a specific time, and then sent to a specific audience or tagged members of an audience. Email blasts are typically sent once.

Maybe you have a weekly, monthly, or quarterly newsletter.

Maybe you send emails to promote one-day sales and introduce new products, services, features, or updates.

Any email that isn't sent on a recurring or triggered basis is considered an email blast. Email blasts are sent to specific segments of your audience based on various factors, such as where they are in the sales process, specific deals for customers that have made repeat purchases, and more.

Drip campaigns are time-based.

Drip campaigns combine a number of email blasts that take the form of what is known as “breadcrumbs.”

Breadcrumbs are a marketing term for the pieces of content that lead to other relevant pieces of content that motivate the potential customer to search for more. With a drip campaign, you are effectively “dropping breadcrumbs” for your subscribers and potential customers to follow along the process. But these subscribers and leads need to be receiving content that they want to see.

Let's face it: sending the same email over and over with the same call-to-action doesn't work. Remember, today's savvy customer can see right through those types of emails, which will go straight to the trash folder.

What you'll want to do instead is provide touchpoints. This means emails that might generally cover a similar topic or progressively lead through a series of emails to a larger CTA.

However, this process is imperfect because sequence campaigns are created by the marketer, not by the subscriber. But with the right strategy and a good technical understanding of what your analytics demonstrate about your audience, you'll be headed in the right direction.





Trigger-based emails are based on the subscriber's behavior.

These are similar to sequence campaigns. However, instead of the marketer creating the timeline and logical sequence, the subscriber plays a role in what emails they see and, to some effect, when they will see them.

Examples of trigger-based emails include:

- ▶ Welcome email
- ▶ Onboarding emails
- ▶ Birthday emails
- ▶ Cart abandonment emails
- ▶ Purchase and shipment emails

All of these emails are based on a subscriber's action. For example, when they sign up for an email list or purchase a product or business, this "triggers" an email, or multiple emails.

Trigger-based emails can also play a role in drip campaigns. There are several ways a drip campaign can work: the sequence of emails can be timed in a certain way, or triggers can be added to individual emails within a drip campaign.

These are also designed as workflows—or a repeated pattern of activity. However, trigger-based emails are much more complicated than a straight sequence. They rely on a dose of psychological prediction and a subscriber's previous actions. The combination of a trigger-based email and sequence campaign is called a nurture campaign.

Essentially, you are "nurturing" a possible lead toward an action. The lead takes a single action on your website, and you continue to draw that lead toward a potential sale or further action by providing enticing information and other attention-grabbing content through a series of emails.

Nurture campaigns are based on the subscriber's behavior.

As a combination of trigger-based emails and sequence emails, nurture campaigns typically serve the purpose of nurturing new leads. This process and workflow can re-engage inactive subscribers, develop customer relationships, build excitement for a new product or service rollout, and more.

Once you gain a new subscriber or offer a new product or service, you will need to nurture leads to help them move closer to becoming a paying customer. A nurture campaign helps take the prospect through your sales funnel by using previous behavior (gained via website and email marketing platform data) to create a campaign that will serve their needs while simultaneously informing them about your business.

I understand what automation campaigns are. Can you give me an example?

Email blast: Subscriber Alex receives your monthly newsletter that features your newest product with a coupon code.

Sequence campaign:

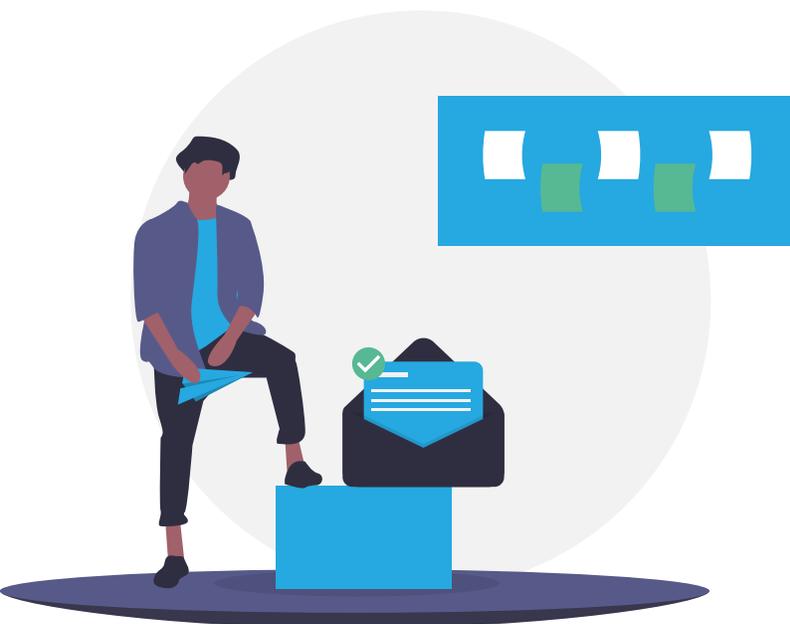
1. Alex receives a countdown email for your last product release in an email
2. Three days later, in email 2, Alex sees a preorder CTA with a discount.
3. Two days later, in email 3, Alex has 24 hours left to preorder with the discount.
4. Two days later, in email 4, the product is released with full details. The discount is no longer available, but Alex still has time to order the product before your business runs out of stock.

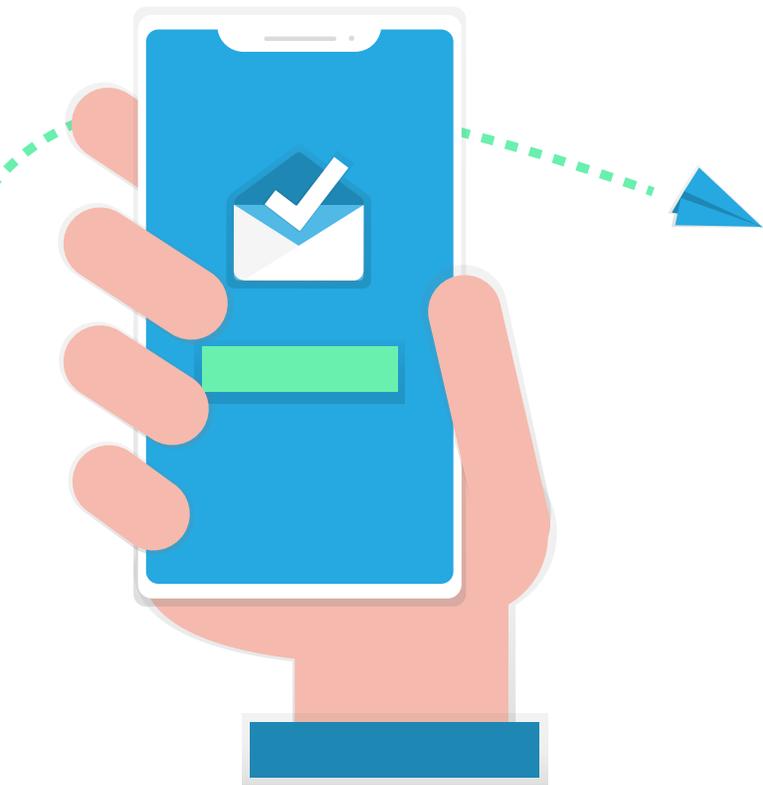
Triggered email:

1. When reading email 3 in the above sequence campaign, Alex decides to purchase your product with the discount.
2. Clicking that CTA triggered your email marketing automation platform not to email Alex the fourth email. Instead, Alex receives an email thanking him for his purchase.

Nurture campaign:

1. Website visitor Alex subscribes to your emails.
2. After receiving the triggered Welcome email, Alex continues to receive your onboarding series, which is a sequence campaign.
3. In one email, Alex clicks on your CTA to purchase a product, but Alex abandons the cart on your website, so Alex receives a cart abandonment email.
4. Alex opens this email and decides to revisit your website and purchase your product, triggering the onboarding sequence to stop and another sequence to begin. Then, a Thank You email for purchasing your product is sent.





Okay, so how does an email workflow work then?

When developing a sequence or nurture campaign, it is useful to use an email workflow.

According to [Campaign Monitor](#), “an email workflow is a series of automated emails that trigger-based on subscriber behavior or data. These are often referred to when marketers assemble a series of automated emails that work together to accomplish a goal, such as onboarding new customers or nurturing new leads.”

While drip campaigns don’t use triggers or campaign data like nurture campaigns do, creating a workflow helps marketers to understand the email order the subscriber will receive by developing an organized visual representation. A visual layout of a sequence campaign with triggers will help you organize the flow of emails your subscribers will receive based on campaign behavior (through email opens, link clicks, and other actions).

So what type of email marketing automation platform should I use?

Some email marketing automation platforms specialize in one or many automation types, while others offer a way to do just about all of them. Needing a specific type of email automation may narrow down your platform options.

Plus, each platform will have its pricing and plans, so that should be part of your decision-making process.

Some popular platforms include:

- ▶ Mailchimp
- ▶ Constant Contact
- ▶ Drip
- ▶ Emma
- ▶ Campaign Monitor
- ▶ MailerLite
- ▶ AWeber
- ▶ ConvertKit
- ▶ Hubspot
- ▶ Ontraport
- ▶ ActiveCampaign
- ▶ SendinBlue
- ▶ SendX
- ▶ Benchmark
- ▶ GetReponse
- ▶ Sendlane
- ▶ iContact

Choose a platform based on your needs and budget. If you’re overwhelmed by the process, begin with a free trial of Mailchimp and reevaluate your options in a few months or a year to determine if you require a different platform.

What if I don't like the platform I choose and need to change it?

If you ever need to change your email marketing automation platform, you don't have to lose your contacts. However, you might lose your analytics. Be sure to export your contacts, templates (in HTML format), media files, landing pages, and analytics, if possible.

It's important to mention that templates may not import into the new platform. If you purchased a template, you might be able to download it for your new service. If you built it in the first platform, you might be able to recreate it in the new platform.

Before ending service with one platform, it's best to start service in the new platform to see what successfully imports there. In the meantime, save your files outside of both platforms in cloud storage or your device's storage.

Let's talk modern marketing best practices, strategies, and tactics.

Segment your audience lists

According to [Campaign Monitor](#), "marketers who use segmented campaigns note as much as a 760% increase in revenue."

This can be as simple as tagging your list for customers and non-customers. After all, your previous customers are more likely to purchase from you because they have already experienced your product or service.

According to [Mailchimp](#), segmented email campaigns have 14.32% more opens and 100.95% more clicks than non-segmented campaigns.

Other segmentation options include:

- ▶ Location
- ▶ Frequency preferences
- ▶ Content preferences
- ▶ Lead magnet (to categorize those who downloaded your eBook, for example)
- ▶ Purchase history
- ▶ Amount of purchases (to recognize those who spend the most)
- ▶ Purchase cycle (to categorize seasonal versus frequent buyers)
- ▶ Brick-and-mortar visitors versus online visitors
- ▶ Buyer persona
- ▶ Event or webinar attendance
- ▶ Gender
- ▶ Age
- ▶ Job title



Resend to non-openers (sometimes)

You can resend to non-openers, too.

One of the best ways to increase open rates for most companies is to resend campaigns to non-openers. **But you'll want to be careful.**

You can also resend to those who opened but didn't click or those who clicked but didn't purchase (or download, request a consultation, or other action). The trick here is to alter the subject line in some way so the recipient doesn't see a duplicate in their inbox.

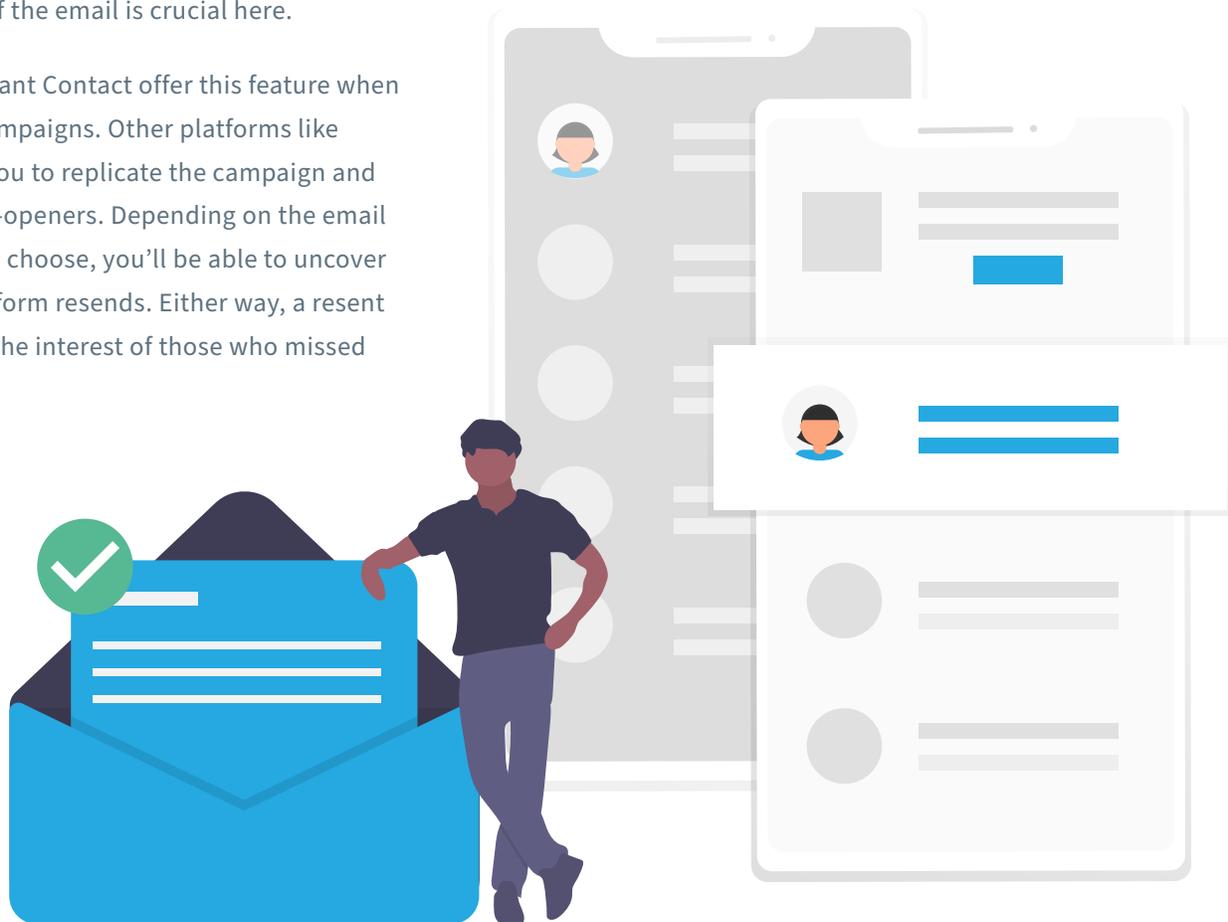
If you're resending to openers, then be sure to change something about the email content or images, too, such as the call to action or add urgency to the content (For example, There are only 24 hours left!). However, it's important to note that resends can spur increased spam rates, so it's best to make this decision based on your specific audience. Changing up the message and visual appearance of the email is crucial here.

Platforms like Constant Contact offer this feature when scheduling email campaigns. Other platforms like Mailchimp require you to replicate the campaign and send it again to non-openers. Depending on the email service provider you choose, you'll be able to uncover the ideal way to perform resends. Either way, a resent campaign can spur the interest of those who missed your email or offer.

Don't be spammy: make changes and limit your resends.

Only resend the most important ones that offer the most value to customers, such as a free download or limited time discount. When used sparingly, your subscribers are unlikely to notice the duplicates in their inboxes. They may even be grateful for the reminder.

There is an exception to this rule: Some email lists have been consistent for years. The subscribers on these lists are accustomed to your send frequency and may not appreciate a resend. If you worry a resend will be seen as a betrayal from your longtime subscribers, then either test it or leave this opportunity for someone else. A carefully placed email will carry more weight than a randomly sent email.



Ask the right questions, gain more opportunities.

When creating or updating an email marketing program, it's best to redesign and improve the process. Part of this process is to ask your potential subscribers more questions. This can be done when they opt-in to your emails, which is easiest, or through a survey within an email.

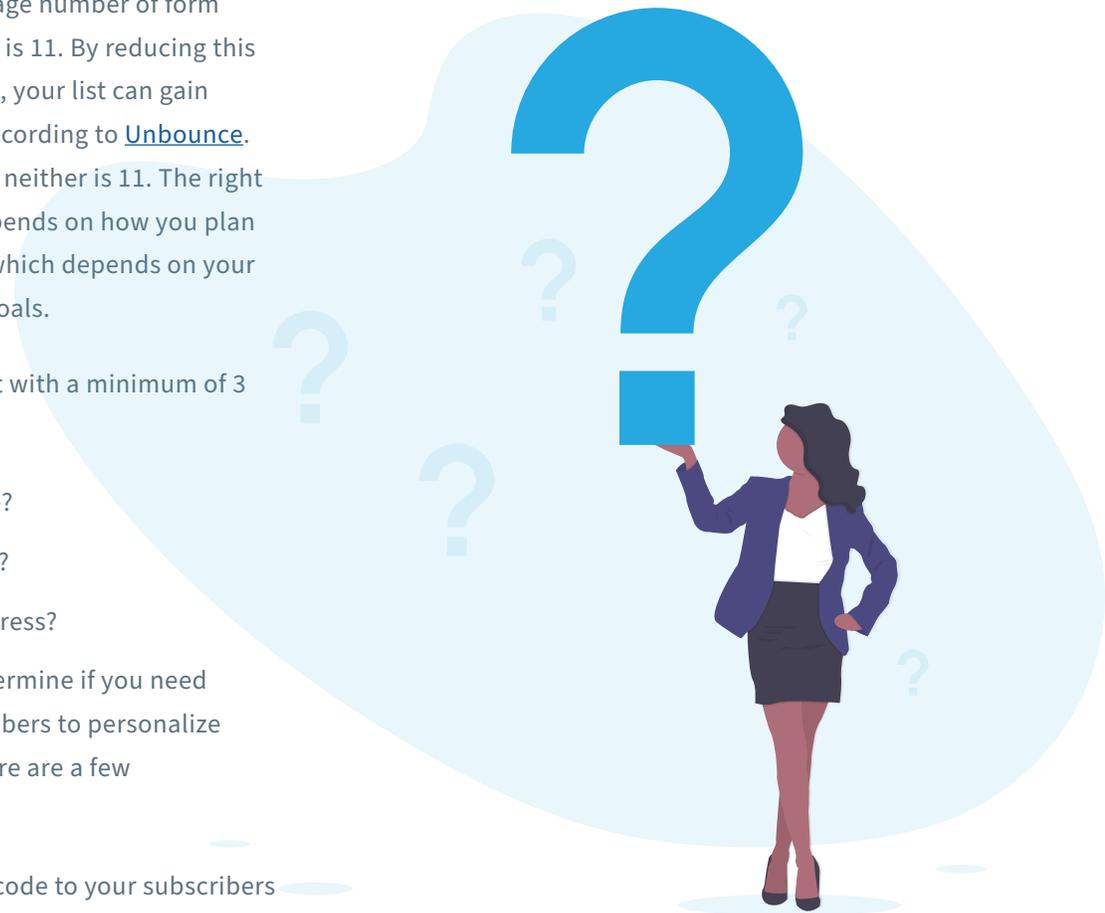
According to [PageWiz](#), the average number of form fields within email opt-in forms is 11. By reducing this lengthy form from 11 fields to 4, your list can gain 120% more new subscribers, according to [Unbounce](#). Is 4 the magic number? No. But neither is 11. The right number of questions to ask depends on how you plan to use the details you receive, which depends on your email marketing strategy and goals.

Of course, you will want to start with a minimum of 3 questions:

1. What is your first name?
2. What is your last name?
3. What is your email address?

From these basics, you can determine if you need anything else from your subscribers to personalize their subscriber experience. Here are a few suggestions:

Do you want to send a coupon code to your subscribers on their birthday? Then ask them for their birthdate, with or without birth year (depending on your audience, some may lie about this anyway, but it may be required if you, say, sell alcohol). Knowing a subscriber's birthdate is great for product-based businesses because you can wish them a happy birthday with a free gift or coupon code. They'll feel remembered, hence further developing the customer relationship. It's also a good way to "check in" with the customer if it's been a while since they received an email from you.



Don't know what interests your subscribers? Then ask!

Do you want to cater your messages to your subscribers? Find out what topics they are interested in when they subscribe. For example, if you are a clothing company, you could ask them if they are interested in men's, women's, and/or children's fashion. Then create three different audience segments so you can target each audience member with the right products and content. In this case, it could be aggravating for the customer if they wear women's clothing but are receiving emails about men's clothing. This makes it far likelier they will opt-out from viewing your content.

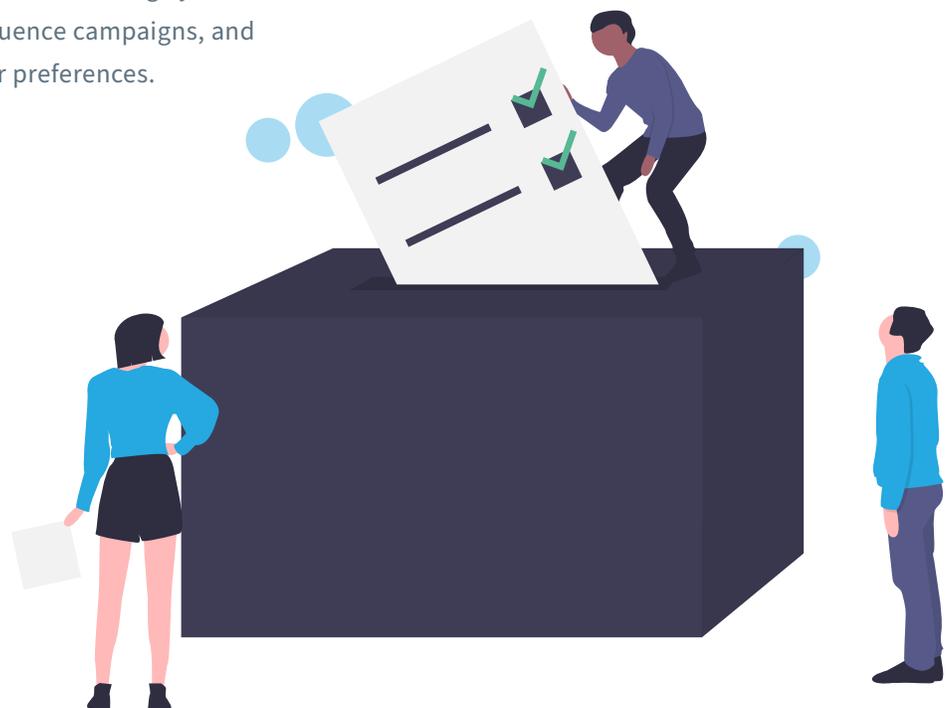
Do you want to ensure you don't lose subscribers based on sending frequency? Ask how often they'd like to receive your emails. When subscribers move to unsubscribe, offer an option to receive fewer emails instead of unsubscribing. This will help you lose fewer subscribers while also informing you of your subscribers' optimal send frequency. Some subscribers might appreciate some of your content, but don't want to see it that much. For example, if your content is educational and lengthy, they might like to read it, but not frequently. Over time, you can change your send frequency (for blasts, sequence campaigns, and otherwise) based on subscriber preferences.

Segment by location, too.

Do you have a nationwide audience or a local audience? Or both? Segment your audience by location. You can do this in one of two ways:

1. Ask your subscribers what locations they want to receive updates about. (Use this in the instance that your company has multiple locations.)
2. Tag or segment subscribers based on their open locations, which is an available data point in many email marketing automation platforms.

For the most interested subscribers, send them emails based on their open and click rates. Reward those who are most loyal to you! If customers make repeat purchases, consider opening a sort of "VIP" program where they earn points toward future discounts and other rewards.



Keep your list fresh by unsubscribing inactive subscribers

Many email marketing automation platforms make you pay for every email you send in some way, which is why keeping your list fresh is so important. You don't want to be sending emails that go nowhere.

For example, if you're currently using the Mailchimp Forever Free plan but are encroaching the 2,000-subscriber mark and want to squeeze a few more free months out of the deal, unsubscribe inactive users to save room for new subscribers.

But wait! Don't mass unsubscribe those inactive subscribers just yet.

Send a re-engagement campaign to ask them if they are still interested in being on your list.

You can approach this in a couple of different ways, depending on your brand messaging style:

1. Ask them if they're still interested in receiving your content, that free demo you offered, or something else.
2. Remind them of the benefits of being a subscriber or how many users signed up for your service or purchased your product since they first subscribed. This is often called "social proof."
3. Share success stories—those who have used your product and service and have seen great results in some way. Numbers work well here.

Depending on your industry and sending frequency, the length of inactivity will vary. It's best to wait at least two months of inactivity (no opens) to send a re-engagement campaign, but some businesses wait 6 months to a year. Then, after about a week after sending the re-engagement campaign, unsubscribe those who are still inactive on your list.

Don't worry. They can still subscribe on your website if they become interested in your company again.

Give away something for free in exchange for a new subscriber's opt-in to your email list. It might be a little anxiety-provoking to offer something for free just for an email address.

However, this is the modern equivalent of "try before you buy" without the complicated return policy. Plus, this is a trigger-based opportunity to offer something of true value to your cold prospects to start warming them up (before your email campaigns commence).

Here are some potential freebies:

- ▶ Templates
- ▶ Videos or webinars
- ▶ Recipe or topical eBooks
- ▶ How-to guides
- ▶ In-depth case studies
- ▶ Product demo

Whatever you're offering for free, make sure it will be valuable to your desired subscriber and that they are unlikely to get it for free anywhere else. Otherwise, they won't be willing to exchange their email address.

Another potential offer that functions similarly to a freebie is having a consumer buy a product or service-related product, and then offering a full refund within a certain amount of time (say, one month).

However, don't make everything a freebie or create too much gated content (content gated by the need to provide an email address to access it) on your website or you'll turn away more prospects than you'll gather. A blend of both will help your subscribers want to access more.



A good rule of thumb is to not gate information about your business that will help any website browser learn about your company and basic information about your products or services. This type of information should be easily accessed.

If you aren't sure what to give away for free and still stay in business take this advice from Salma Jafri via [HuffPost](#), "Give away the why, what and who," but "charge for the how."

A/B testing is critical to your success.

A/B testing, sometimes called split testing, helps email marketers test what works in an email audience by testing a portion of it before sending a campaign to the entire list.

Essentially, A/B testing takes 5 steps:

1. Review current analytics.
2. Hypothesize about ways to improve open, click, and conversion rates.
3. Choose one element to test and test it.
4. Wait between a few hours and a week for the results. Then use the best test to send to the rest of your audience.
5. Repeat the process with the next campaign.

A/B testing can be completed by switching up certain elements within your emails. For example, you might shift the copy in a different direction. Provide different resources within the email. You could even switch up colors within the email. This is a way to essentially gauge “this or that,” effectively pinpointing the types of emails that certain subscribers are more likely to engage with. Think about this in the context of resending emails. You don’t want to aggressively send the same email (as mentioned before), but make small shifts throughout the email to draw attention to different elements or see which could make a difference (for example, some A/B testing even consists of simply changing button colors and other design elements).

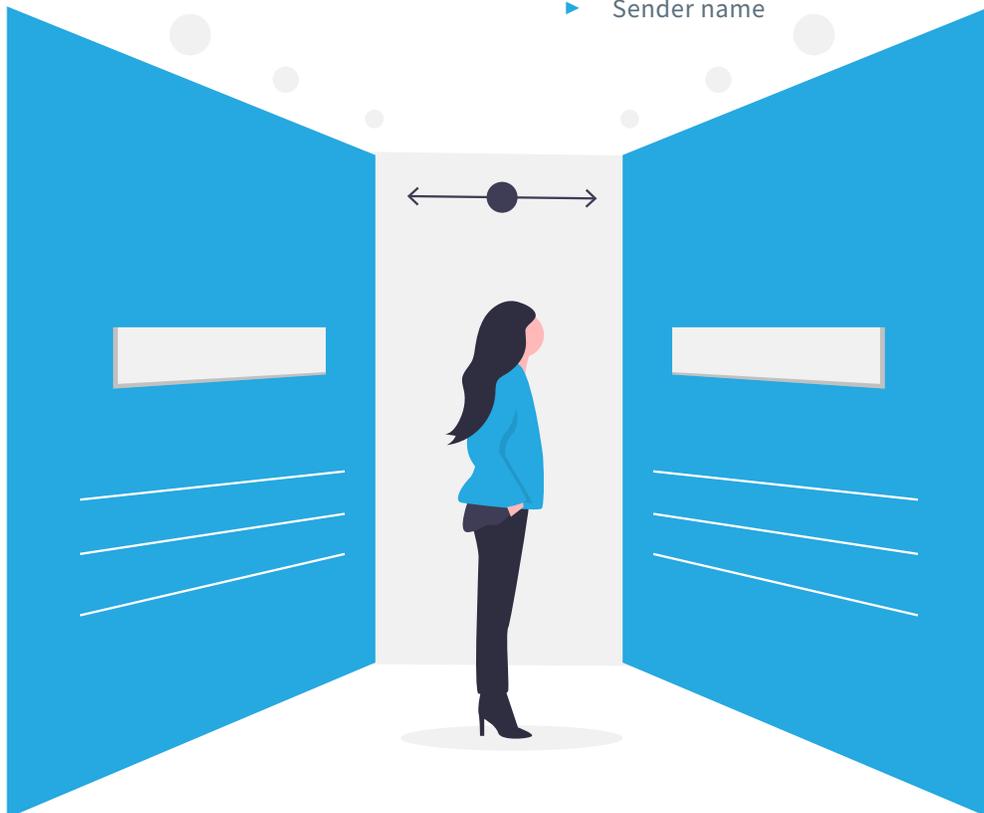
Use the 10/10/80 rule.

Many marketers follow this process using the 10/10/80 rule. They send 10% of their subscribers test A, 10% test B, choose between the two tests based on which performed better and send the final 80% of subscribers the winning email. This allows a segment of your audience to tell you which element is likely to perform best for the entire list.

When starting A/B testing, it’s best to optimize your content elements before testing other variables like send times.

Here are a few other elements you can test:

- ▶ Subject line
- ▶ Content length
- ▶ Messaging style
- ▶ Call to action
- ▶ Design
- ▶ Personalization
- ▶ Sender name



Whew! That was a lot. So what have we learned?

Modern email marketing covers the many types of email marketing plans and automation that works for your business. In general, we suggest using a combination of email blasts, trigger-based emails, drip campaigns, and nurture campaigns.

But every business is different and has different subscribers and marketing goals. Yet the possibilities are endless.

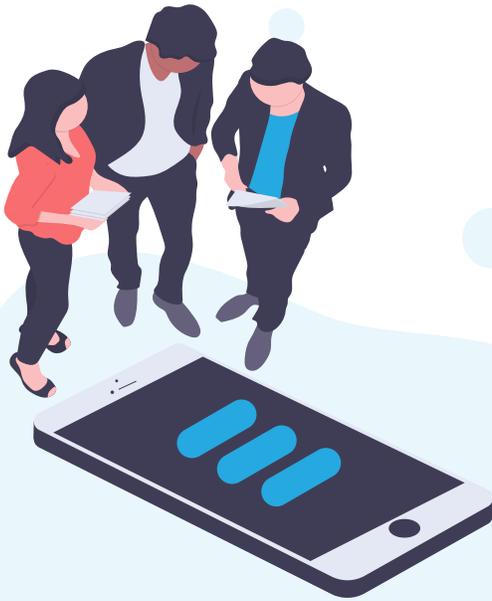
Modern email marketing means testing what your subscribers like and improving how you serve them through the value you provide.

Testing within the scope of email marketing means that you're helping to ensure that you're not missing out on potentially interested subscribers, as well as shifting the focus beyond complicated workflows. Also, you'll move your mindset from comparing to other similar businesses to uncovering what works best for you and your business.

Email marketing can be a lot of hard work, but it is a powerful tool in expanding your customer base. The tools are available to help you streamline the process and access the important analytics that will help to guide your messaging and goals in the right direction.

It's also a great place to reinforce your brand and the awesome opportunities and products you offer. You'll grow your subscriber list organically, send messages to specific and receptive portions of your audience, and continue to draw in loyal customers by not being forceful with paid advertising or repetitive salesy emails.

Are you ready to try out email marketing? Better question: are you ready to expand your subscriber list and convert customers and gain repeat customers on a whole new level?



Don't forget: Change one element at a time, so if you send the tests at 9 a.m. on a Tuesday, you might want to wait to send the winner at 9 a.m. next Tuesday or at least 9 a.m. on Wednesday. Remember, this is an experiment, and too many variables can make your results confusing—you won't be able to pinpoint which changes had an effect.

Depending on your email automation platform and audience list size, you may have an easy way to A/B test or you may have to complete it manually. Also, you may not need to test 20% of your subscribers to prove your hypothesis if you have a large list. If you have a smaller list, you may need to test with a larger segment of your list.

However you go about A/B testing, be consistent in your testing procedure and send tests to a random segment of your list every time.

