

# \$5 Dinners Saves Moms Money While Maximizing Revenues with Email Marketing

feedblitz



As Seen  
on TV, in Print  
& Social Media

Erin Chase is the owner and founder of 5DollarDinners.com, a blog where she shares recipes and more for inexpensive, budget-friendly meals. The site encourages readers to be creative in the kitchen, from the latest coupons to meal planning ideas, tips and tricks. As well as blogging consistently, Erin has three cookbooks published, two e-books to her name, and has appeared multiple times on TV's "The View."

The site's six-figure financial success derives from several different revenue streams. Erin monetizes her content via advertising networks, cookbook sales, royalties, and working with brands to promote their products.

Email marketing, powered by FeedBlitz, has been part of the \$5 Dinners success story for three years. The site's multiple mailing lists now top 40,000 subscribers, having grown from around 10,000 since switching to FeedBlitz from FeedBurner. Erin talks about why her FeedBlitz lists are so important: *"Email market-*

*ing in this age of social media is something that people don't think about or focus on enough. Yet email is where I can connect most directly with people beyond the blog, outside Facebook."*

Growing Lists,  
Driving Engagement

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*“I know that our email subscribers are incredibly loyal friends of \$5 Dinners,” she continues. “If we are going to do a campaign around a book launch, I know that I will have the best success with my email subscribers. They are engaged, consistent visitors—and they are the ones who will help me drive sales by spreading the news to their friends.”*

## Delivering the Right Message at the Right Time

Visitors come to the \$5 Dinners site with different needs, and so Erin offers them multiple ways to connect. She offers different email lists for weekly recipes, daily recipes, and express mailings for hot coupon deals.

Visitors find that helpful, since they can choose both what and when they get to hear from Erin. \$5 Dinners wins because each subscriber’s mailing is always relevant—not only reducing unsubscribe rates, but also increasing subscriber lifetime value.

Erin explains: *“FeedBlitz’s email marketing automation, filtering and RSS to email scheduling capabilities make this easy for me. All I have to do is tag my posts consistently!”*

Erin goes on to describe how each new subscriber is welcomed to the site with an autoresponder, informing them of everything there is on the \$5 Dinners site. *“When someone opts into one of the newsletters, I write ‘here’s a bit more about meal planning / coupons / cookbooks.’ So they know there’s more to us than the few pages that they saw on the website. What’s great is that I drive sales through autoresponders, even though their main goal is education.”*

By matching different mailing lists to visitor needs, building a comprehensive welcome package for new readers, and automating everything with FeedBlitz, Erin has successfully, ethically, and easily quadrupled her mailing list in just three years—and site revenues have followed.

**Bottom line:** Don’t forget email marketing as part of your overall **engagement** strategy, even while you’re working on **visibility** on sites like Facebook and Pinterest. \$5 Dinners and Erin Chase prove that investing, educating and differentiating via email is a successful strategy for building a financially successful blogging business.

## Know Your Audience

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