

EMAIL MARKETING SUCCESS



CHECKLIST

What is Email Marketing and Why Your Business Needs It

- Send customized messages to readers
 - Inform
 - Advertise
 - Solicit action
- Essential components of email marketing
 - Message automation
 - Send emails in response to particular action
 - HTML responsive layout
 - Allows you to create responsive templates for different devices
 - Advance list maintenance
 - Add and remove subscribers quickly
 - CAN-SPAM compliance built-in
 - Checks compliance with the CAN-SPAM Act of 2003
 - An easy integration
 - Ability to integrate other services into campaign
 - A dedicated IP address
 - Solely dedicated to your business
 - Help for deliverability
 - Ensures your emails are delivered to the right place
- Why your business should implement email marketing
 - Generates a massive ROI
 - Generates long-term results
 - Customers want emails from businesses
 - Outperforms social media marketing
 - Email is universal
 - It's a resilient technology
 - Email marketing is federated

Getting Started with Email Marketing

- Establishing your goals and objectives
 - Must have clear goals
 - Must understand your objectives

- Building your email lists
 - Existing customers
 - Build a new list from scratch
 - Do this with social media
- Choose the kind of campaign you want to send
 - Newsletters
 - Events and invitations
 - Promotions
 - Press releases
 - Announcements
 - Holiday greetings
 - Welcome note
 - Thank you email
 - Notifications and reminder emails
 - Certification and confirmation emails
- Creating your first email marketing campaign
 - Structure for easy reading
 - Customize your content
 - Utilize segmented lists
 - Convert readers to new leads

Building Your Mailing List

- Creating Lead Magnets
 - Free report or guide
 - Most common lead magnet
 - Help audience learn something new
 - Help audience accomplish a specific goal
 - Resource list
 - Free trial
 - Downloadable software
 - Discounts or free shipping
 - Physical products
- Messaging and Copy
 - Message you use to get subscribers
 - Create compelling and relevant offers
 - Use strong language

- Have clear call-to-actions

Writing Emails that Will Inspire Your Audience to Take Action

- Must understand your audience
 - Gather demographic information
 - Create a fictional character or avatar
 - Write as if you're sending a personal message
- Parts of an Email
 - Subject line
 - Preheader
 - "From" name
 - Message body
 - Call-to-action
 - Signature
 - Postscript
 - Footer
- Keep your emails balanced
 - Send two value-added emails for every one promotional email
- Writing great subject lines
 - Must be compelling
 - Switch up the subject line
- Best practices to follow with your email
 - Don't rely on images
 - Avoid grammar and spelling errors
 - Include multiple hyperlinks
 - Avoid design-heavy emails
 - Only use one call-to-action per email
 - Have a clear unsubscribe link

Measuring Results and Optimizing your Strategy

- Important key performance indicators to watch
 - Deliver and bounce rates
 - Open rates
 - Click rates
 - Click-to-open rate
 - Conversion rate
 - Unsubscribe rate
 - Email list growth rate
 - Return on investment
- Defining your goals
 - Know what you want to measure based on your goals
- Continue to optimize your email campaigns
 - A never-ending process
 - Try different subject lines
 - Send out at different times
 - Place different call-to-actions