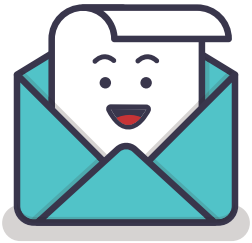

GET THE MOST OUT OF YOUR EMAIL CAMPAIGNS

Use this checklist before you hit send.

Goal

- Define what you want to accomplish with your email. Examples include brand awareness, new product ideas or sales promotions.

Measurement

- Decide how to measure your results in relation to your goal (open rates, click-thrus, phone calls, etc.).

Audience

- Target people who are most likely to respond.
- Remove anyone from the list who is unlikely to be receptive.
- Confirm you have enough email sends in ESP®.
- Purchase additional sends if you need them.

Content

- Make sure content is relevant to your audience and the time of year.
- Stay consistent with your goal.
- Send proof to yourself to check spelling, grammar and links.
- Notify your sales and customer service teams about the email and its content in case a customer calls.

Results

- Check the reporting to see how your campaign performed.
- Ask yourself, “Did I meet my goal?” If not, why?
- Determine what you can do better for next time.
- Check the number of unsubscribes. If there were a lot:
  - Reduce send frequency.
  - Review message.
  - Consider changing the audience.

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