

Email Marketing Strategy Planner

An email marketing strategy is easy to put together. We've prepared this easy to follow template to assist you!

Define your readers

Who are they? Why are they your audience? What do they want?

Determine your purpose

Why does your audience want to hear from you? What useful information can you provide to them?
What do you want to accomplish with your email marketing?

Outline your goals

What is your Goal? How will you achieve it? How will you measure it?

Determine your frequency

Review your calendar and consider what frequency makes sense for your audience and your content.

Determine you best send day and time

What is the best time of day, and day of the week to communicate to your audience?

DAY	TIME
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Email Marketing Strategy Planner

Email Marketing Plan/Timeline

Draft your timeline. What topics do you want to cover? What dates do you plan to send? Will you have a review date? Etc.

Email Marketing Campaign Planner

An email marketing campaign is easy to put together. We've prepared this easy to follow template to assist you!

Campaign Name

Campaign Type (newsletter, product promotion, event invite, etc)

From Name (identify your business clearly, don't repeat this in the subject line, you would be wasting valuable characters!)

From Email

Subject Line (keep it less than 50 characters)

Teaser Text (Your teaser text should compliment your From Name and Subject Line - this is also the first text your reader will see in your email, so make it compelling!)

Content (briefly, what content will you be including?)

Design Look and Feel

Call to Action (Make it clear, compelling and easy!)

Database Segment (Who are you sending this to?)

Send date and time

What is the best time of day, and day of the week to communicate to your audience?

Pre-Send Check List

Before sending your email campaign, check the following:

- Hyperlinks - do they work? Do they go to the correct web page?
- Check wild cards.
- Cross email client check (does it appear in Outlook the same what it appears in Hotmail, Gmail and Yahoo?)
- Cross browser check (does it appear in Internet Explorer, Firefox and Chrome the same way?)
- Spell check.
- Proof read.
- Proof read again! Perhaps, have another person proof read for you.
- Database - Have you set it up to send to the correct list?
- From name check.
- Subject line check.
- Call to action - have you included one and is it clear?
- Spam check (most email tools include this function).

Post Send Check List

After sending your email campaign, remember to check the following:

- Review your results.
- Who clicked on links?
- Measure your ROI (was it based on sales? Incoming phone calls? Website traffic? Etc.)
- Check bounces - review, repair and remove bounced email addresses if necessary
- Check failed or send errors - review, repair and remove.
- Compare to your last send. Has there been any significant shift in open rates? Unsubscribe rates? Click thoughts? Why do you think this is?
