THE ULTIMATE EMAIL MARKETING CHECKLIST

10 ELEMENTS YOU'LL NEED FOR A SUCCESSFUL CAMPAIGN

Digital marketing trends come and go, but email marketing continues to be one of the most effective and budget friendly avenues for connecting with your customers and promoting your brand. That being said, simply having a subscriber list doesn't mean your email efforts will be successful.

Here are 10 elements your email marketing campaign will need to drive sales, build brand awareness and foster customer loyalty.

FIRST, THE SETUP

✅ A GOAL

It would be nearly impossible to create an effective email marketing campaign without establishing a clearly defined objective first and foremost. Are you looking to sell a product or service, drive traffic to your website, or simply connect with your subscribers?

✅ AUDIENCE SEGMENTATION

Not every email is meant for every subscriber, such as services in one geographic area or sales for repeat customers only. Segmenting your audiences ensures the right messages are received by the right group(s) of subscribers.

✅ A SCHEDULE

Timing is everything when you're competing against an already cluttered inbox. Some email marketing platforms provide optimized send times based on your industry, but you may need to do some experimenting on your own to determine which schedule yields the highest open rates for your specific audience.

NEXT, THE CONTENT

☑ A SUBJECT LINE

Your business could be giving away a million dollars, but how would your subscribers know that if they weren't enticed to open your email in the first place? Subject lines that are 9 words or less are the most successful, and including an emoji and/or your recipient's first name have proven to improve open rates.

☑ BODY COPY

The body of your email explains why you are reaching out, whether that be to promote a sale, share a company update and so on. The message and tone of your copy may vary from email to email, but the voice should always be consistent with your brand.

☑ GRAPHICS

Some emails are better suited for graphics-heavy messaging rather than copy-heavy messaging. A large portion of your subscribers will be checking their inbox from a mobile device, so test your email to make sure your graphics still look crisp and clear on a smaller screen.

☑ CALL TO ACTION BUTTON

Your call to action (CTA) encourages your subscribers to take a desired next step by clicking on a button embedded in your email. The strongest CTA buttons are those that are bold, clear and direct - think "Read the Full Article" instead of "Click Here".

AND FINALLY, THE AFTERMATH

☑ ANALYTICS ANALYSIS

The analytics provided to you by your email marketing platform of choice can offer a wealth of insights into the health of your campaign, such as open rates, click through rates, unsubscribe rates and sales. Check your analytics regularly throughout your campaign so you can use the information provided to make adjustments moving forward.

☑ EMAIL RESPONSES

Write a compelling enough email, and your subscribers might respond to learn more about your products, services or company as a whole. This means you will need to stay vigilant while checking your inbox to ensure no responses go unaddressed.

☑ THE NEXT STEP

Consistency is key when it comes to holding and keeping your audience's attention, and taking a long break from your subscribers' inboxes could cause them to lose interest. Take note of the lessons you learned during your previous email marketing campaign, and implement them in a way that makes your next one even better.

Now that we've covered how to create a successful email marketing campaign of your own, only one question remains: are you ready to get started?

Conversions are only a click away - contact us to get started!

877-361-8016
www.creativeclickmedia.com