

CREATING AN EMAIL

STAY IN CONTACT

CAMPAIGN

INCREASE YOUR SALES

CHECKLIST

WRITTEN BY



THE ESSENTIAL ELEMENTS OF CREATING A BASIC EMAIL MARKETING CAMPAIGN

If you are planning on adding email to your marketing strategy, here are the basic steps to creating an email marketing campaign!

Collecting Emails

This is the first thing you should be doing. Gathering the email for any new lead, customer, or any contact that interacts with your business is how you start building an email list.

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Segment Your Contacts

Having your contacts in different segments isn't NECESSARY, but it's a huge help down the road when you want to start sending more targeted emails to specific audiences.

For instance, having different lists of contacts separated by, "Sold, Quoted, Lost, etc" will allow you to send different emails to different people based on the relationship they have with you.

Choosing a Goal

Your email should have a particular goal. It could be to sell a product or service, alert your contacts of a special, or maybe just sending some educational information. Once you know what you want to achieve with this email, you can pick your audience.





Choosing an Audience

Sometimes you will want to send out emails to your entire database. Other times you may decide to send them out to a specific section. Your goal should determine who you are sending this to.



Deciding What To Send

Once you know your goal and who you want to speak to, you can create your email. This email should have content that will grab the attention of anyone who receives it and provides them with information or a solution they could use.

If your emails have no relevant content and don't give the reader any sense of fulfillment, they probably won't open emails of yours in the future.



Provide a Clear Call To Action

Give the reader an easy avenue to do what it is you want them to do! If the goal is to drive visits to your website, or maybe phone calls to your office, don't put the link or phone number at the bottom. Give them a clear button towards the top to take action. Then give them the option again at the bottom.



Analyze the Data

After you have sent the email, wait a few days and go back to see how it performed. Most email platforms provide data about open rates, clicks, and other stats that will allow you to measure how well your email performed.

Changing up the format of the email, time of day, day of the week, subject line, etc. can all play big factors into your email performance. Tailoring your system for sending it at the best time to the right people is essential to getting the most out of your email campaigns.

