

## Email marketing strategy checklist

Build an effective email marketing strategy in just a few simple steps.

### Before you start:

- ☐ Write out your goals and decide which types of emails will help you achieve them.
- ☐ Decide how often to send emails — just enough to keep your subscribers engaged, but not so often that you overwhelm them.
- ☐ Sign up for an email service provider that provides the most value for your budget.
- ☐ Explore opt-in methods, like a web form on your home or checkout page, to collect email addresses.
- ☐ Draft your first email and send it to yourself, checking for grammar, clarity, and formatting.
- ☐ Use subscriber lists to segment people by interests and demographics, so you can send them relevant messages.
- ☐ Send your first email.

### After your first email:

- ☐ Find the analytics page in your email service provider's dashboard, and check out your first email's performance.
- ☐ Create a calendar for the next two weeks of emails (type, message, and send date/time).

### Regularly:

- ☐ Check your key analytics metrics and identify one small element you can adjust in your next email for better performance (like subject lines, images, and link placements).
- ☐ Clean up your email lists and delete invalid or unsubscribed contacts.
- ☐ Plan important campaigns in advance, and automate them as needed.