

EMAIL MARKETING STRATEGY GUIDE

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1. **Establish a Goal** (Awareness, Increase Sales, Increase Customer Loyalty)
2. **Select Email Marketing Software** (Klaviyo, Marketo, MailChimp, Emma, Drip, etc.)
3. **Acquire, Build or Upload Lists**
4. **Add Forms & Sign Up Links Digitally** (websites, social media, etc.)
5. **Develop, Identify & Create List Segments** as needed
6. **Determine What Type of Emails that You Need to Send:**
 - Welcome Email
 - Abandoned Cart Email
 - Thank You/ Post Purchase Email
 - Reengagement Emails (previous customers who have not returned over a specific time frame)
 - Emails to top percentage of Customers (thanking them and offering a discount code - if applicable)
 - Birthday Emails (thanking them and offering a discount code - if applicable)
 - Newsletter Email (updating all customers on strides that you are making within the community/ new goals and objectives)
 - New Product Alerts (large/seasonal upgrade and product reminder emails)
 - Similar/ Complimentary product emails (used to upsell products to current customers)
 - Feedback email (provide insight on purchases and encourage customers to leave reviews/comments on social sites)
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7. **Develop an Email Marketing Calendar**
8. **Start A&B Split Testing** (test-everything)
9. **Use Google Analytics to Track Email Engagement in Real Time**
10. **Frequently Check and Review Email Campaign Analytics**

BONUS GUIDE

10 WAYS TO BUILD YOUR EMAIL MARKETING LIST

Getting people to sign up for your email marketing program is a big part of establishing an effective email marketing campaign. In B2C marketing, it's imperative to collect key information from clients, customers and supporters (upfront) to ensure that you can send them personalized email marketing content. Remember, B2C marketing is all about creating personalized, interactive content & effective story telling. Here's a list of places to add links to your email marketing sign up list:

1. **Website** (add a popup link and sign up form to your website)
2. **Blog** (add a quick sign up link to your company and/or personal blog at the end of your post)
3. **Offline Events** (use computers or laptops to allow people to sign up on-site at major events)
4. **Register after completing a purchase** (create a hyperlink to the sign-up form on the order confirmation page)
5. **Presentations** (create a shortened URL code that will take them right to the sign-up form)
6. **Digital Surveys** (adding one extra question to an online survey could easily increase your list)
7. **Use Lead Magnets** (offer a free guide or infographic in exchange for registering)
8. **Promote Via Social Media** (promote your list and encourage users to register; offer a social media feature)
9. **Add CTA's to Videos** (maximize the use of text descriptions and create hyperlinks that pop-up during the video)
10. **PPC Ads:** (leverage paid advertising content to link to a microsite or landing page where visitors can easily register)