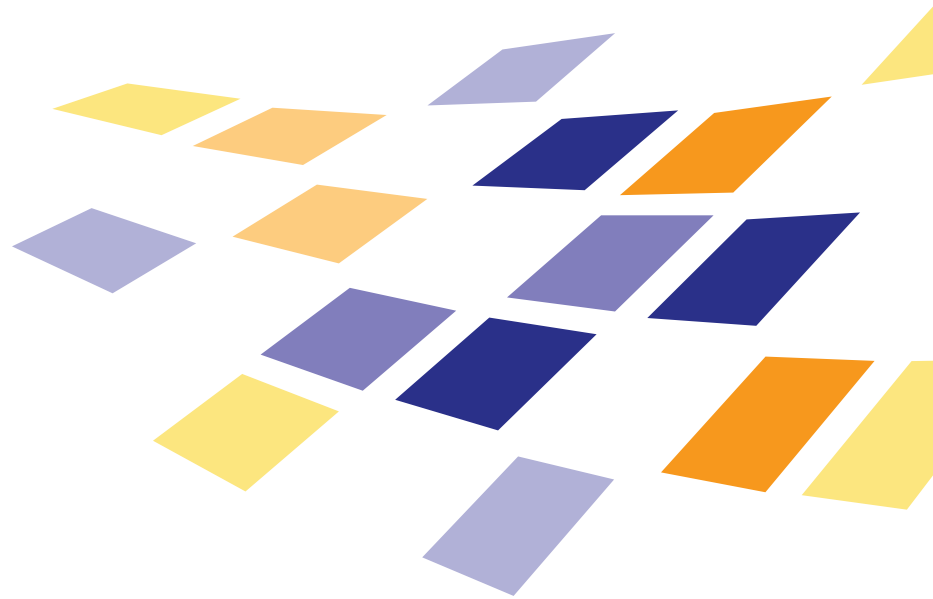


Email Marketing Makeover



Email Marketing Makeover

Are you looking to improve your email marketing program? Answering these 40 questions will help you make it the best it can be.

Goals and Objectives

1. What am I trying to accomplish?
 - Do I want to introduce new products or services?
 - Do I want to drive traffic to my website?
 - Do I want to increase online sales?
 - Do I want to increase foot traffic?
 - Do I want to remind list members that I exist?
 - Do I want to inform and educate?
2. How do I measure my success?
 - Open rates?
 - Click-throughs?
 - Foot traffic?
 - Online sales?
 - Website visits?
 - New clients?
3. How do I grade my current campaigns and why?
4. How does my email marketing program fit with the rest of my marketing mix?

Tip: When you complete an email campaign, check it against your goals and objectives.

Audience

5. What is my relationship to my list members?
6. How do they benefit from my services or products?
7. Do my list members easily fall into subgroups?
8. Can I segment them further?
9. How often do they want to hear from me?
10. What information do they value?

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Campaign Type

11. What campaign types work best for my audience?
12. How strong are the open rates and the response to the campaigns I'm currently sending?
13. Do I have use a good mix of email communication (regularly scheduled, event-driven, promotions, coupons) that matches with my goals and objectives?

Campaign Frequency

14. Do I have a schedule for my email communications?
15. Would sending more campaigns be beneficial to my organization or business?
16. Would sending less campaigns be beneficial (look at your open rates. If they are low or have gradually gotten lower, you could be sending too often)?

Tip: The best way to figure out what works best is to test. If you want to get your open rates up, try devising a new plan including using different campaign types and making new offers. Test it for the next few months. Monitor your open rates and activity as a result of your campaigns. If you don't see noticeable differences, make more changes and test those.

List Building and Management

17. Is my list permission-based (everyone on it said that they wanted to be on it)?
18. Do I have a sign-up box on my website?
19. What percentage of my customers do I have email addresses for and how can I improve this percentage?
20. How else could and should I be collecting new email addresses for my list?
21. Do I have a permission reminder at the top of my emails (which includes an unsubscribe option)?
22. Do I clean out my bounces and keep my list clean?

Email Marketing Makeover

Campaign Look and Feel

23. Have I shown my campaigns to someone with a good eye for design?
24. Am I looking at other professional campaigns I receive for ideas?
25. Are my campaigns heavy with text?
26. Am I applying the “less is more” principal to my use of text and images?
27. Am I using an image to keep my communication interesting?
28. Am I using too many images?
29. Are my images too large or too small?
30. Have I customized the colors of my campaigns to correspond with my logo or company colors?
31. Am I only using one or two different fonts in my campaign?
32. Am I previewing my campaigns without images and in a “text-only” format?

Campaign Messaging

33. Have I shown my campaigns to someone with a good eye for grammar and punctuation?
34. Is my copy clear and concise?
35. Does it contain a strong call to action?
36. Does it focus on benefits?
37. Am I keeping the most important information above the fold?
38. Am I spell-checking all my text before sending?
39. Do I send myself a sample campaign before sending?
40. Do I send someone else a sample campaign before sending?

Taking the time to evaluate your email marketing program and campaigns will help your efforts be more effective than ever.

Now that you’ve answered these questions you are well on your way to making great improvements that will make a difference for your business or organization.