



## Email Marketing Success Checklist

Email is one of the most powerful marketing tools you can have. This checklist will help ensure you have all your bases covered for a successful email marketing campaign.

### Step 1: Set Up Your Mailing List

Get the mechanics of your list set up first. Make sure to grab the HTML code you will need for your promotions.

- Set up a new list in your mailing list program.** There are many programs you can use like <http://aweber.com> or your shopping cart might include your mailing lists.
- Set up a consistent “From” name and email address.** One of the keys to email marketing success is consistency. Make the from field appear the same each time.
- Add a welcome message that all subscribers receive.** A welcome message lets your readers know that they have successfully signed up. It is also an opportunity to give them the download link for any free gift and/or to make a special offer to your new subscriber.

### Step 2: Create a Valuable Free Gift

Offering a valuable free gift makes it easier for your reader to say yes to signing up for your newsletter. Make it something very relevant to the products you will be selling and the information you will be providing and make sure it's something your target market really wants.

#### ***Some ideas for you:***

- Report / White Paper
- Audio recording
- Useful software
- Tool: spreadsheet, pattern, blueprint.
- Video
- Teleseminar/Webinar

### Step 3: Create a Promotional Opt-In Page

An opt-in page is a single page on your website whose sole purpose is to promote your mailing list/freebie. There are no distractions or any other content or products on the page. Use this as a landing page when you distribute articles, advertise, etc.

#### *Here are some basic components of your opt-in page*

- Insert attention-getting headline with a big promise
- Include the benefits of your mailing list / freebie you are offering
- Tell your visitor how to subscribe
- Insert the sign up code from your mailing list program
- Include final parting thoughts on why your visitor will benefit from signing up
- Add testimonials and feedback from clients, subscribers, etc.
- Include a spam policy message (Example: “*Your privacy is protected and your email address will only be used by COMPANY NAME to communicate with you about INSERT YOUR SUBJECT related subjects. You can cancel your subscription at anytime.*”)

### Step 4: Add Opt-in Boxes to Website Theme/Template

In addition to making an opt-in page, you want the option to grab your freebie and sign up for your mailing list to be apparent throughout your website. Make your offer compelling, even though you have limited space.

- Add an opt-in box to every page of your website
- Test different positions
- Include headline, benefit for subscribing, opt-in box and spam policy message

### Step 4: Test Other Opt-in Methods on Your Site

There are plenty of other tools that you can add to your site that may increase your opt-in rate. Some of the ones you might try are:

- Pop-ups:** Pop-ups have come a long way since the early days and come in a variety of formats. Your mailing list program may include coding for pop-ups or you might try <http://www.adimpact.com/> for a variety of looks you can test out.
- Page peels:** These are little “folds” in the corner of your page that open when your visitor hovers over them. Try <http://www.peelawayads.com> to create yours.
- Footer ads:** These are footers that stay at the bottom of the screen, no matter where your visitor goes on your site. Try <http://ultimatefooterad.com/> to create yours.

## Step 5: Sending Messages

When it comes to emailing your list, you have a couple of options. You can send “autoresponder” messages or you can send “broadcast” messages. OR you can send a combination of both.

- Autoresponder Messages:** Autoresponder messages are emails that are sent in a particular sequence to someone when they subscribe to your list. For example, Subscriber A signs up for your list and they get the first email right away, then another email 3 days later and another message 3 days after that. If subscriber B comes along 4 days after Subscriber A, they still get the first message right away, another 3 days after and another 3 days after that.

The advantage to autoresponder messages is that your email marketing is somewhat automated. It's suitable for promoting evergreen content and ongoing product promotions.

- Broadcast Messages:** Broadcast messages are emails you send to everyone on your list. Everyone gets the same message on the same day. Broadcasts are good for time-sensitive offers, current news and other timely subjects.

### Types of Messages to Send:

- Information and content
- Quick tips
- Quotations
- Product promotions
- Links to content