

Effective Email Marketing Campaigns

CHECKLIST

Use the following checklist.

- A profitable email marketing campaign starts with knowing your audience, their wants, needs, and more. This allows you to create more customized messages for them. If you don't already know your audience, do this step first.
- Segment if you aren't already doing so. A few ways to do this are:
 - Topic (health, business, travel, etc.)
 - Demographics (age, gender, income, interests, etc.)
 - Geographic area
 - Website activity (which pages they've visited/didn't visit, videos they've watched, etc.)
 - Purchase history (what they have purchased, frequency of purchases, last time they purchased if they bought all the upsells with an offer, etc.)
 - Dollar amount they've spent
 - Their location in your sales funnel
- Using the information you've collected about your audience, create relevant, timely, personalized messages that speak to them.
- Use cart abandonment reminder messages to not only remind customers to check out, but also to include other relevant products. You can also use these messages to survey why they abandoned without buying.
- Along the same lines as cart abandonment, you can also schedule to send re-engagement messages after a period automatically. For example, those who haven't purchased in 3 months could receive a special offer to re-spark their interest.
- Include location-specific images and offers when possible. It will make your messages more relevant and personal.
- Test & track your messages. Does adding the subscriber's first name to your message's subject return higher results? Do emails with location-specific images get more clicks? You won't know unless you test and track.

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- Many subscribers read emails on mobile devices, which have limited display space. Keep your subject lines short, around 5 words or 20 characters.
- Incorporate dynamic content in your email system if possible. For instance, when selling clothing, utilize dynamic content to display varying images depending on whether your customers frequently wear suits or casual dresses.
- Don't make it all about selling/buying. Occasionally offer subscribers and customers a freebie. Create a short training video or blog post to help them overcome an obstacle they may be facing. Share a personal story with them to help build trust and a connection.
- Remember, your subscribers have other needs too. Share product recommendations or experience you've had with certain service providers.
- Reward loyalty. Create a reward system where once customers have spent a certain dollar amount or been active member for a set time.
- Ask buyers of your products to submit photos or stories of them using your product. Then share these stories with your audience.
- Be consistent with your email marketing. You don't have to email every day, but whatever schedule you choose, stick with it. Subscribers are more likely to purchase from those who stay at the forefront of their minds.
- Short messages often generate better results than long ones. Only use as much information as necessary to get your message across. (This doesn't apply to everyone. You know your audience. Or you will learn what they like).
- Put the most important information in your message so it is above the fold - just in case readers decide not to scroll.
- Include a clear headline or curiosity-generating story in your message that encourages people to keep reading.
- Keep your call-to-action short, clear and captivating.

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