



Always here for you.

CAMPAIGN *checklist*

Reboot your email marketing!

- List the #1 goal for this campaign*
- Describe measurement strategies*
- Set up/renew email marketing account*
- Analyze existing client data*
- Export, clean & tag subscriber lists*
- Import fresh subscriber data*
- Design email template*
- Create content/topic calendar*
- Build first email with clear CTA*
- Create autoresponse/landing page*
- Test, edit, test*
- Schedule & send*
- Review results...Create next email*