

# CREATE AN EMAIL MARKETING PLAN



presented by Maxmail

# What's Inside

---

Thinking of email marketing for your business? Well you've made the right choice. The guys at Marketing Sherpa suggest that email marketing results in an ROI of 119% on average. When executed successfully, email marketing increases conversions, drives brand awareness, increases ROI and lets you speak directly to your customers. Send better email and save time doing it by creating an email marketing plan.

Drawing up an email marketing plan is quite simple really. In this ebook, we'll teach you the basic steps to getting started, understanding your audience, establishing your ultimate goal and help you begin your commitment to email marketing. This guide covers:

- Knowing your audience
- Determining the purpose of your emails
- Setting email marketing goals
- Determining email frequency
- Creating a schedule

Need help? Contact our [support](#) team or if you prefer, our [Support Docs](#) can take you through step-by-step.

Now, let's get started.

Share This ebook!



# Know Your Target Audience

---

## Who are they?

If you are a new business just starting out, find your audience and give them what they want. And by audience we mean, your subscribers, readers, viewers, your customers and potential customers. What would they want to read in your emails?

If you've been in business for a while, your audience the ones you sell to every day. Before you go looking for new subscribers, look at your existing ones. Find out who they are. Dig deep into the information you have about them, for example their demographics, their lifestyle, interests and purchase history is a good starting point.

Once you get a better idea of who your customers are and what they like and why they buy you can start to create emails that effectively target the right people. Knowing your customers will make your life much easier knowing what sales information, product news and "expert advice" to give so in return they take positive action.

Share This ebook!



## Sniff out your competition

In an effective email marketing plan, you must identify who you're competing against and learn what they're doing or not doing. Google is an excellent place to start looking. Look up keywords relating to your businesses and you can see which of your competitors are using the same keywords to drive traffic to their website.

Share This ebook!



# Determine Your Purpose

---

Now you know your audience, what will you say to them? What content will you provide? They signed up to your email list for a reason, figuring out what this is will help you deliver content they want.

Only send an email if you have something important to say. Whatever it is that you have to say must relate to your audience, they must feel that you value them as a customer, a reader, and that your business and its products is of value to them.

Get creative with keyword-rich text focussing on what you are offering them. Keep your content interesting, relevant, short and to the point. If you have more to say, add a link and direct your subscribers to your website where they can find out more information. Links drive traffic to your website.

Share This ebook!



# Setting Email Marketing Goals

---

Ask yourself these questions. Why are you here? What do you want to achieve out of your email marketing efforts? How will you measure success?

Is your ultimate goal to:

- Drive traffic to your website?
- Boost sales figures?
- Spread awareness on an event?
- Grow and retain subscribers?
- Integrate email with other marketing tactics?
- Build brand awareness or reputation?
- Effectively nurture prospects?

You may have several goals and these are most likely highly interrelated. What ever your goals may be, set them from the start then track your progress. Maxmail offer reports that contain helpful metrics to to help you understand your customers, improve your future campaigns and help you reach your goals.

Share This ebook!



# Determine Your Email Frequency

---

## How many is too many?

As mentioned earlier, know your audience before deciding how frequent to send your email campaigns. It is up to you to decide how frequent you would like to send your emails, although keep in mind that consistency is key. Sending an email at least once a month ensures your audience does not forget you. But only send if the content you provide is relevant to your audience.

Take note that more is not always better. BlueHornet reported that 35.4% of consumers unsubscribe because of high frequency. When determining your email frequency, ask yourself these questions:

- How often would I like to receive email from our brand?
- What do I think about the content we provide? Is it actually interesting and relevant?
- Are we providing value to our audience?
- If I were the audience, would I care?

Share This ebook!



## Signs you're emailing too frequently:

- The number of unsubscribers increase.
- Engagement (open rate and click rate) drops.
- Subscribers reply you complaining of too many emails from you.

Share This ebook!





# Create a Schedule

---

Sending regular email campaigns is a commitment. If you skip a couple of months without emailing your subscribers, chances are they would have forgotten about you. The next time they receive your email, they would probably delete it, or worse, mark it as spam. Plan to brainstorm ideas, write, design and send your email campaigns on a regular basis.

Knowing how frequent and which days of the week you would like to schedule your email campaigns is a helpful way of keeping on top of email marketing. Keeping a publishing schedule will help you meet deadlines and achieve your email marketing goals.

## An example of a publishing schedule:

**1<sup>st</sup> Day** – Brainstorm content topics, images and resources for the emails you'll send out that month. Example content includes upcoming events, recaps and photos from past events, popular blog posts and the latest news.

**2<sup>nd</sup> Day** – Pick a topic. Write brief notes on what you'd like to cover. Draft some image ideas to create for the email. Determine the main message in the email.

**3<sup>rd</sup> Day** – Log in to Maxmail and create your campaign. Follow our guide on **Creating Great Emails** to get you underway.

Share This ebook!



**4<sup>th</sup> Day** – Revise and edit your content and design. Test your campaign before you send. Send copies to yourself and to a coworker or friend. There is no going back once you send your email to your list of subscribers, so make sure it's perfect. Grammar and style is just as important as content and will reflect badly on your business when not done correctly.

**5<sup>th</sup> Day** – Send your campaign or schedule to send later at an optimal day and time. Ideally during holidays and events you'd want to have your email scheduled and ready to send.

Share This ebook!

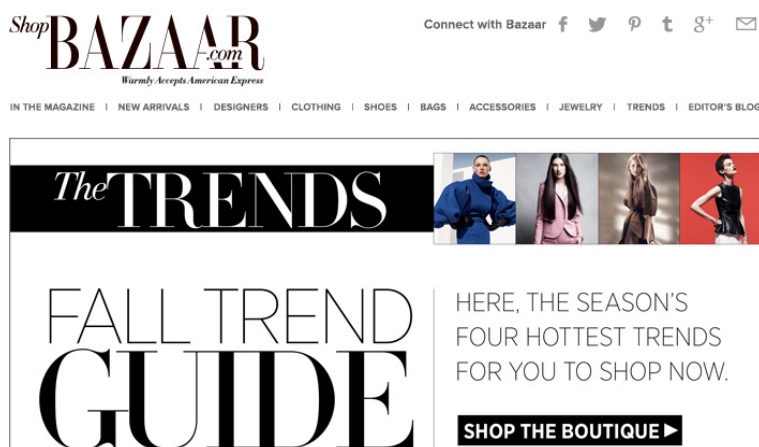


# Spread The Message With Social Media

---

Attract a larger audience and new clients by leveraging social media to extend the reach of your email campaigns. The more people your email reaches, the better your open, click-through and conversion rates will be. And better results means better ROI. So integrate, don't isolate.

Make it easy for your subscribers to share with their friends by including social sharing links in every single email campaign you send out. Make social icons visible. If you have long scrolling emails, the subscriber may not scroll to the bottom to be reminded to share on social media platforms. See below, Harpers Bazaar put their social icons at the top of their email.



Share This ebook!



## Make your fans subscribers too

Add an easy to fill out signup form on your website and Facebook page. Consider the order of your tabs. Only the first four are shown to users. They may not go looking for your newsletter sign up tab. Clothing retailer Area 51 get this right, see below. Their sign up form is simple too.

A screenshot of the newsletter sign-up form on the Area 51 Store Facebook page. The form is titled 'Area 51 Store Newsletter' and includes a 'Like' button. It features four input fields: 'Email Address \*', 'First Name', 'Last Name', and 'City'. A note '\* indicates required' is positioned to the right of the first field. A blue 'Subscribe to list' button is located at the bottom of the form.

When posting updates on your social media platforms about your new email campaign, include an incentive for readers to subscribe to your emails. Make it an offer they

Share This ebook!




can't refuse. Offer them your latest products and special discounts exclusively to email subscribers.

## Don't forget forwards

Increase the reach of your email campaigns simply by asking subscribers to forward to their friends. This is eWOM in action, except recommending a product or service, the subscriber is recommending your content, your brand. Ask for it like fashion retailer Glassons do.

Problems viewing this email? [Click here](#)  
Don't miss out on Glassons latest new arrivals

 Like us on Facebook  Share with your BFF

---

# GLASSONS

---


NEW IN CLOTHING SHOES & ACCESSORIES OFFERS SALE SHOP BY LOOK BLOG

**FREE DELIVERY ON ALL ONLINE ORDERS**

—

**MUST-HAVE  
RELAXED  
DENIM**

—



Share This ebook!

