

# 6 KEYS TO EMAIL MARKETING SUCCESS

Is your email marketing ticking off all the right boxes? Use this checklist to ensure you're set up to have your best year ever.

## EMAIL DELIVERABILITY

- Always get permission from your recipients before you send.
- Build a signup process that tells people exactly what to expect (in terms of cadence, content, etc.)
- Use a consistent, familiar, and expected from name and address.
- Focus on strong and continued subscriber engagement.

## LIST BUILDING

- Offer easy signup opportunities at every customer touchpoint.
- Provide a valuable incentive to sign up (a discount, exclusive content, etc.)
- Ask for only the information you plan to use right away.
- Aim for quality over quantity when it comes to your new subscribers.

## MARKETING DATA

- Go beyond opens and clicks and focus on the end goal of your email.
- Integrate your marketing systems to get a full profile of each subscriber.
- Implement a testing strategy to learn more about your audience.
- Continually build upon the data you've already collected.

## PERSONALIZATION

- Use the data points that matter most to personalize your communications.
- Personalize based on behavior, like purchase history or open and click activity.
- Tailor your content accordingly so it's relevant to every subscriber.
- Only personalize when it makes sense (to help you avoid creepy territory).

## CUSTOMER ENGAGEMENT

- Prioritize engaging existing customers over attracting new ones.
- Make sure your email looks great on all screen sizes.
- Mix up your content to keep your subscribers opening and clicking.
- Experiment with different mediums, like GIFs and video.

## MARKETING AUTOMATION

- Start with a welcome email or a whole series for new subscribers.
- Automate based on key dates and milestones, like birthday or signup anniversary.
- Set up different workflows based on links they click.
- Automate a win-back email for subscribers who are disengaged.