EMAIL STRATEGY GUIDE

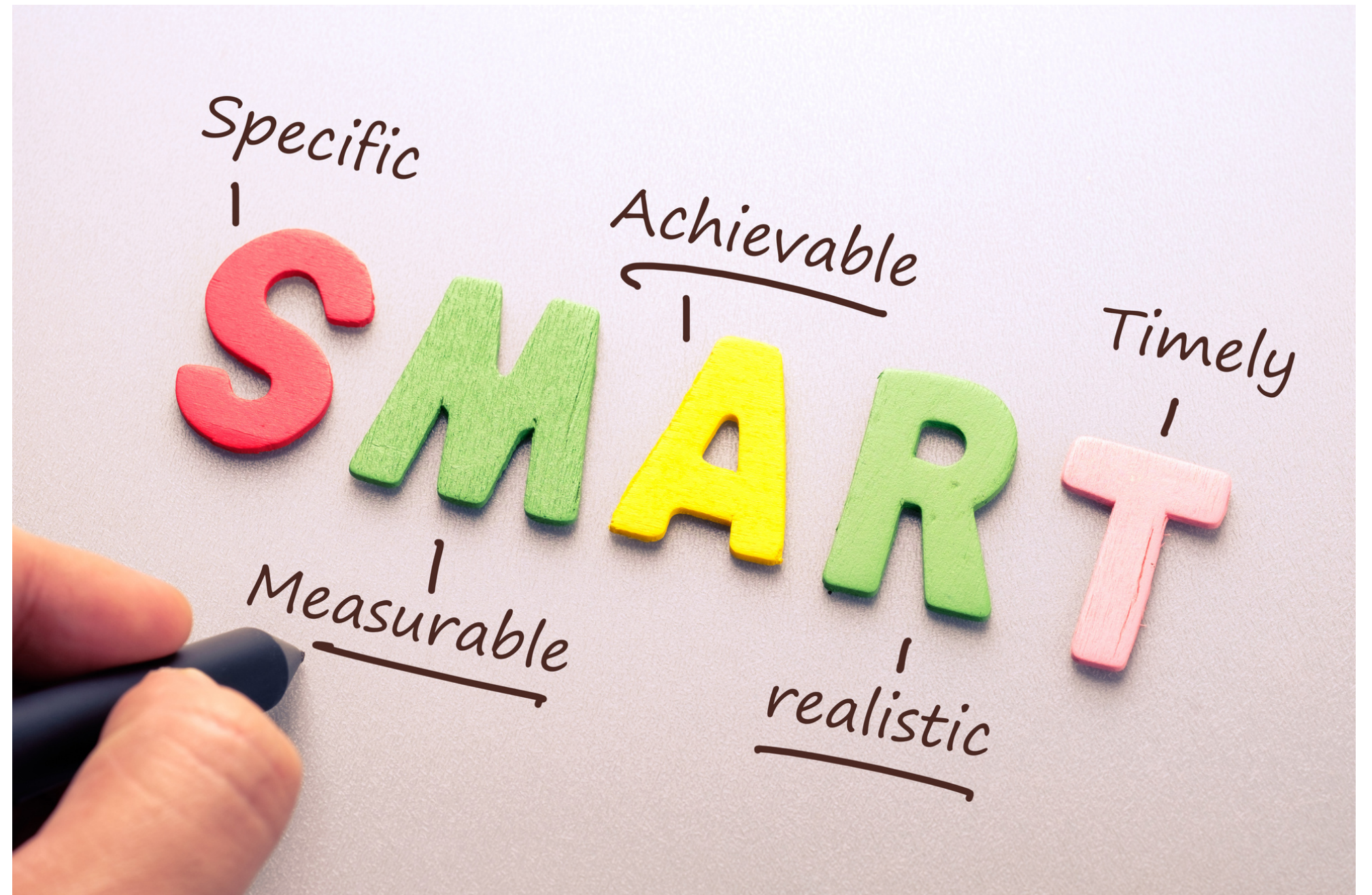# MASTERING YOUR COMPANY'S VOICE

# STEP 1: GOALS, OBJECTIVES & KPI



- **Goals** are the organization's "destination." They outline where you want to go and how you plan to get there.

- **Objectives** are your "Road Map." They are specific steps or tasks that must be completed to reach the goal.

- **KPIs**, or **Key Performance Indicators**, are measurable items that can be used to track performance.

# SMART FRAMEWORK

**Utilize the SMART Framework to formulate your goals and objectives**

- **Specific:** Develop goals and objectives that are clear and specific and not open to interpretation.

- **Measurable:** Develop specific criteria that will measure the progress and effectiveness of your goals.

- **Attainable:** Ensure your goals are challenging but also realistic.

- **Relevant:** Make sure that your goal is essential to your business's success.

- **Timely:** By committing to a time frame in which this is going to happen, you'll keep the often repeated chorus of "I'll do it tomorrow" at bay.

# WHAT ARE YOUR GOALS?

FILL IN THE BOXES... EX. I WANT TO GROW MY SUBSCRIBERS TO 1,000

Goal #1

Answer:

Goal #2

Answer:

Goal #3

Answer:

# WHAT ARE YOUR OBJECTIVES?

FILL IN THE BOXES... NOTE: OBJECTIVES SHOULD BE QUANTITATIVE (NUMBERS) & HAVING MORE THAN ONE IS BENEFICIAL
EXAMPLES: I WANT TO SEND OUT 1 NEWSLETTER A MONTH. I WANT TO EMAIL DEALS & DISCOUNTS EVERY TWO WEEKS.

## Objective #1

Answer:

## Objective #2

Answer:

## Objective #3

Answer:

# WHAT ARE YOUR KPI(S)?

FILL IN THE BOXES... NOTE: YOU CAN HAVE MORE THAN THREE. HAVING TROUBLE PICKING OUT A KPI? CHECK OUT THE NEXT SLIDE.

KPI #1

Answer:

KPI #2

Answer:

KPI #3

Answer:

# COMMONLY USED KPI(S)

- **Delivery Rate**
- **Click-through Rate**
- **Clicks by Link/URL**
- **Event Tag**
- **Bounce Rate by Bounce Type**
- **Unsubscribe Rate and Complaint Rate**
- **Web Traffic and Conversions**
- **Campaign Performance (by campaign and by email)**
- **Subscriber List Growth and Trends**
- **Most and Least Engaged Subscribers**

# STEP 2: TARGET AUDIENCE

**Target Audience or "Market is the specific group of people you want to reach...they are united by some common characteristics, like demographics and behaviors" (Newberry, 2018).**

# Target Audience #1: Persona Template

**1** AGE & LIFE STAGE

Answer:

**2** LOCATION

Answer:

**3** JOB TITLE

Answer:

**4** PAIN POINTS

Answer:

# Target Audience #2: Persona Template

**1** AGE & LIFE STAGE

Answer:

**2** LOCATION

Answer:

**3** JOB TITLE

Answer:

**4** PAIN POINTS

Answer:

# STEP 3: TIMING AND KEY DATES

**Holiday Dates:**

**Internal Events:**

**Reporting Dates:**

**When will you run analytical reports?**

# STEP 4: CRITICAL RESPONSE PLAN

Email Marketing can be very positive for a brand, but it can turn negative quickly. If you do not have a go-to response to negative or disparaging responses, then your reputation/brand can be in jeopardy. Thus, thinking through different scenarios and writing them down is key to successfully executing your Email Marketing Plan.

# CRITICAL RESPONSE QUESTIONS

- **List a couple of negative scenarios that may arise.**
  - **Answer:**

- **How will you react to a negative response?**
  - **Answer:**

# CRITICAL RESPONSE QUESTIONS

- **What's a go to message(s) that you can use to answer negative responses?**
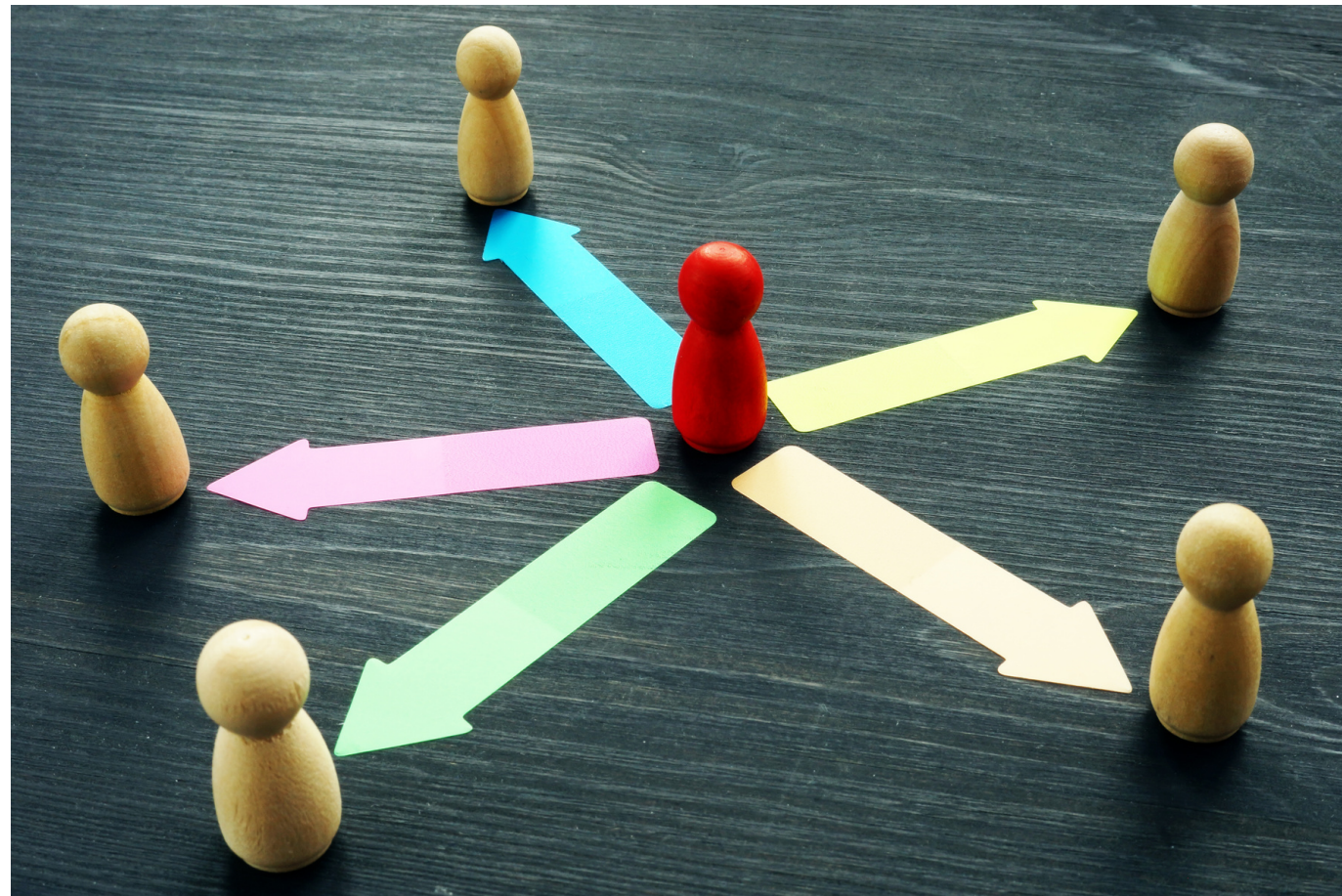  - **Answer:**

- **What if they use inappropriate words? Do you ignore the email?**
  - **Answer:**

# STEP 5: EMAIL ROLES AND RESPONSIBILITIES



**Marketing Director:**

**Email Marketing Manager:**

**Supporting Social Media Team Members:**

# STEP 6: RULES & COMPLIANCES



Read through these two acts before sending out mass emails:

- **CAN-SPAM (USA)**:
  - https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business
- **GDPR ACT (Europe)**:
  - https://gdpr.eu/email-encryption/

# STEP 7: METHODS OF EXECUTION



- **Two methods that are recommended are newsletters and drip campaigns.**
- **If you are just beginning, newsletters will be easiest way to get started.**
- **If you are ready for additional complexity, adding drip campaigns into the mix will allow you reach a wider audience.**

# STEP 8:
# CONTENT PLAN & EMAIL DESIGN



Ever heard "Content is King?" Well, it's true. However, a content plan without a strategy is like walking into a networking event and having no idea whom you need to talk to. So, you throw your elevator pitch around the room without a goal, target audience, or plan. This is why we started with a strategy, but now, we hop into the fun part!

# CONTENT PLANNING



Remember what you wrote down in the Target Audience section? Your content will focus on those target audiences, mainly their "Pain Points".

**Options for email content:**

- **Events**
- **Holidays**
- **Articles (Feedly.com has articles)**
- **Re-shares**
- **Inspirational/Motivational Posts**
- **Quotes**
- **Brand Awareness (Thought Leadership)**
- **Conversion (Problem Solving, Products, etc.)**

# Thank you!

For additional help, contact me!

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MASTERING YOUR COMPANY'S VOICE