

Email Marketing Strategy

General Goals

Start out by listing your email marketing goals. These should relate back to your overall marketing strategy.

For example, if one of your overall marketing goals is to increase brand awareness, your general goal here could be to increase the number of subscribers on your email list.

Example:

- Increase my email open rate.
- Improve my click through rate.
- Grow my subscriber list.
- Use an email service provider to measure metrics.

My general goals are:

SMART Goals

Now you need to make your goals SMART; Specific, Measureable, Actionable, Realistic, and Timely. Realistic will be the hard part when you're starting out.

Look at the averages for your industry to understand what most businesses are experiencing now. Look at what your statistics are now and see where you sit compared to other businesses and how you can improve.

Example

- Have an open rate of 25% by 30 June, 2020.
- Have 1,000 active subscribers by 30 June, 2020.
- Achieve a click-through rate of 20% by January 31, 2020.
- Increase the percentage of emails that are forwarded to 10%.
- Subscribe to an email service provider by December 1, 2019.

My SMART goals are:

Start something new

Here you need to make a list of new things you will do to fulfil your goals. To start with, find out what comparable businesses are doing now. Look at what your competitors are doing now. Next, link that to how it will achieve your SMART goal.

Each initiative can help achieve more than one goal but make sure you're clear on this.

Example

- Add sign-up forms to my website to make it easy to capture new subscribers and add them to my email list.
- Each week send news and announcements to active subscribers with company and industry news to increase my open rate.
- Create a downloadable PDF lead magnet that will attract new subscribers and increase the number of subscribers.
- Create better subject lines to encourage more people to open my emails to increase open rates.

My new initiatives are:

Measure

You can't manage what you're not measuring. Email service providers are the easiest way to measure the key email marketing metrics we need to know.

Unless you're measuring, you won't know if you're moving towards your SMART goals or not.

Don't wait until the timeframe you've set in your goal. You need to measure at least weekly so you can adjust your tactics if necessary.

Examples

- Each week I send an update to my subscribers but the open rate is decreasing. It was 4% when I started in June. It's now 3%.
- The lead magnet I implemented has seen the number of active subscribers grow from 556 to 602.
- Since adding a CTA to each email sent out, my click-through rate has increase to 4.5%.

My results are:
