

# Marketing 101

## Tips to a Successful Email



### CHECKLIST

- I have a measurable goal (new sales, CustomerConnect+ signups) for my email
- The target audience for this email is clearly defined
- This email is written at an 8th grade reading level
- I've personalized this email to each recipient
- The recipient's Call to Action is clear and visible
- I have sent a test email to my desktop and mobile devices



### FILL THIS OUT EVERY TIME

**1** What am I sending? (Ex: Cross-sell/upsell email)

---

---

---

**2** What do I hope to achieve? (Ex: 5% increase in sales of service X)

---

---

---

3

How will I measure success? (Ex: 5% increase in Setups with source “Email Campaign 1”)

---

---

---

4

Who is my target audience? (Ex: Existing customers without service Y)

---

---

---

5

What are the different sections of my email? (Ex: Image header, introduction, picture, etc.)

---

---

---

6

How is my target audience being addressed? (Ex: First name, first name/last name)

---

---

---

7

What is my Call to Action (CTA)? (Ex: “Call Now and Save” button)

---

---

---

