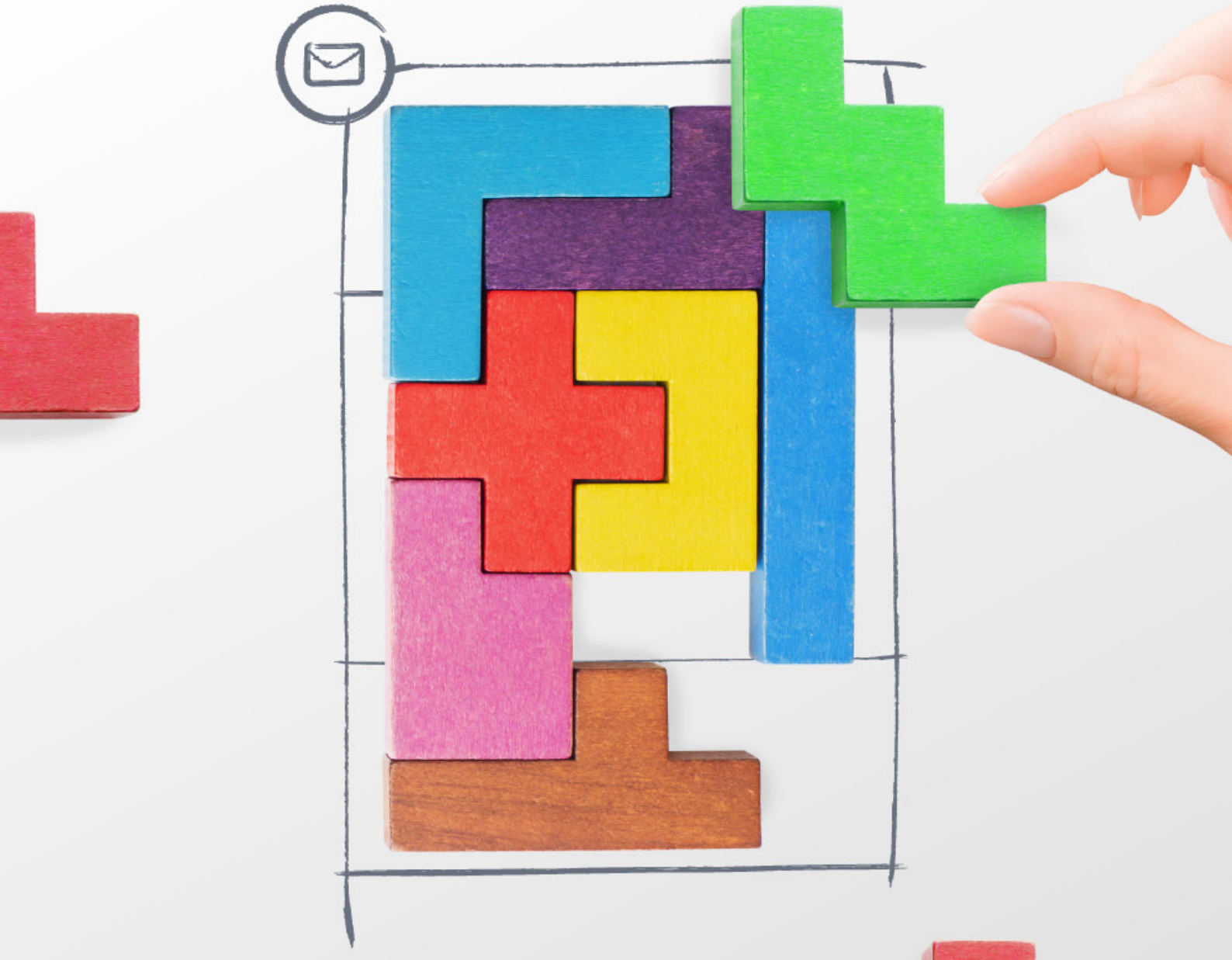
GetResponse

How to Plan and Send Your First Email Marketing Campaign



Action plan

Sending your first email marketing campaign might feel like a challenge. This short action plan will help you prepare and make an impact on your target audience and your business. It's easier than you think!

Follow these six steps to run a great email marketing campaign that gets results.

1. Set smart campaign goals (in line with your email marketing strategy) 3

2. Determine the call-to-actions (CTAs) 4

3. Choose an email segment 6

4. Prepare your email templates 7

5. Create a marketing automation workflow 9

6. Test and optimize 10

1 SET SMART CAMPAIGN GOALS (IN LINE WITH YOUR EMAIL MARKETING STRATEGY)

I bet you've heard that goals are SMART when they are specific, measurable, achievable, relevant, and time-bound. For best results, set smart goals in your email marketing strategy, e.g.:

- **Get an average open rate of 23% by the end of the year**
- **Increase click-through rates by 15% in 3 months**
- **Improve conversion by 10% in 6 months**
- **Retrieve 20% of abandoned carts**
- **Sell $200 worth of products through this campaign**

Tip:
You can use our original research to benchmark your campaign results against the industry average.

2 DETERMINE THE CALL-TO-ACTIONS (CTAS)

Start with answering the most important question: what do you want your subscribers to do as a result of this campaign? The answer to this question will clarify the business objective and set directions for the campaign.

It will certainly help you create the best calls-to-action for your emails, e.g.:

- **View offer**
- **Read more**
- **Find a store**
- **Shop now**
- **Shop [product]**

Tip:
Make your call to action copy as clear as possible and use contrasting colors to make sure it stands out against the email.

Buy me!
PERFECT AUTUMN
BATH & BODY WORKS SCENTED CANDLE
BATH & BODY WORKS
pumpkin pecan waffles
SCENTED CANDLE
sweet cinnamon PUMPKIN
TODAY ONLY!
BUY ANY 3-WICK
GET ANY SINGLE WICK
FREE†
$14.50 VALUE
SHOP
Get me!
JUST ARRIVED!
FRESH BALSAM
WINTER
SWEET CINNAMON PUMPKIN
made with essential oils
EUCALYPTUS MINT
made with essential oils
BATH & BODY WORKS HOME SCENTED CANDLE

3 CHOOSE AN EMAIL SEGMENT

I hope you are collecting information about your contacts and divide your contact list into segments – groups of contacts sharing common characteristics. Segmentation allows you to target your campaigns and reach the right people with the right content.

Here are a few examples of segments based on shopping behavior:

- Deal seekers
- Frequent buyers
- Cart abandoners
- Seasonal shoppers
- Impulsive customers

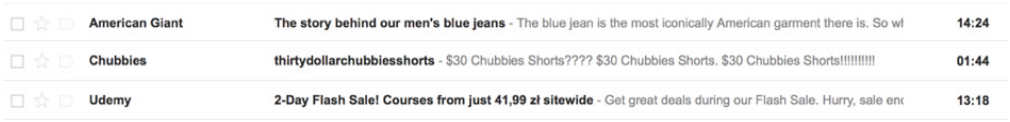
Tip:
Use your subscription form to collect actionable data like gender, city, etc.

4 PREPARE YOUR EMAIL TEMPLATES

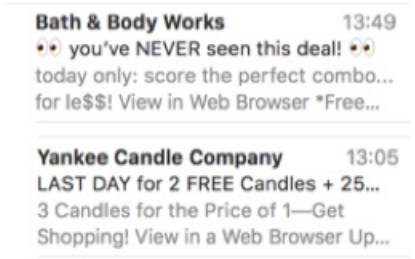
You already know your calls-to-action. Now, you need to choose the right email template, customize it to reflect your brand identity, and craft the copy to convey the message.

Come up with a compelling subject line and a preheader that will encourage your contacts to open the email. Here are a few examples of nicely composed messages:

Gmail:



Mail:



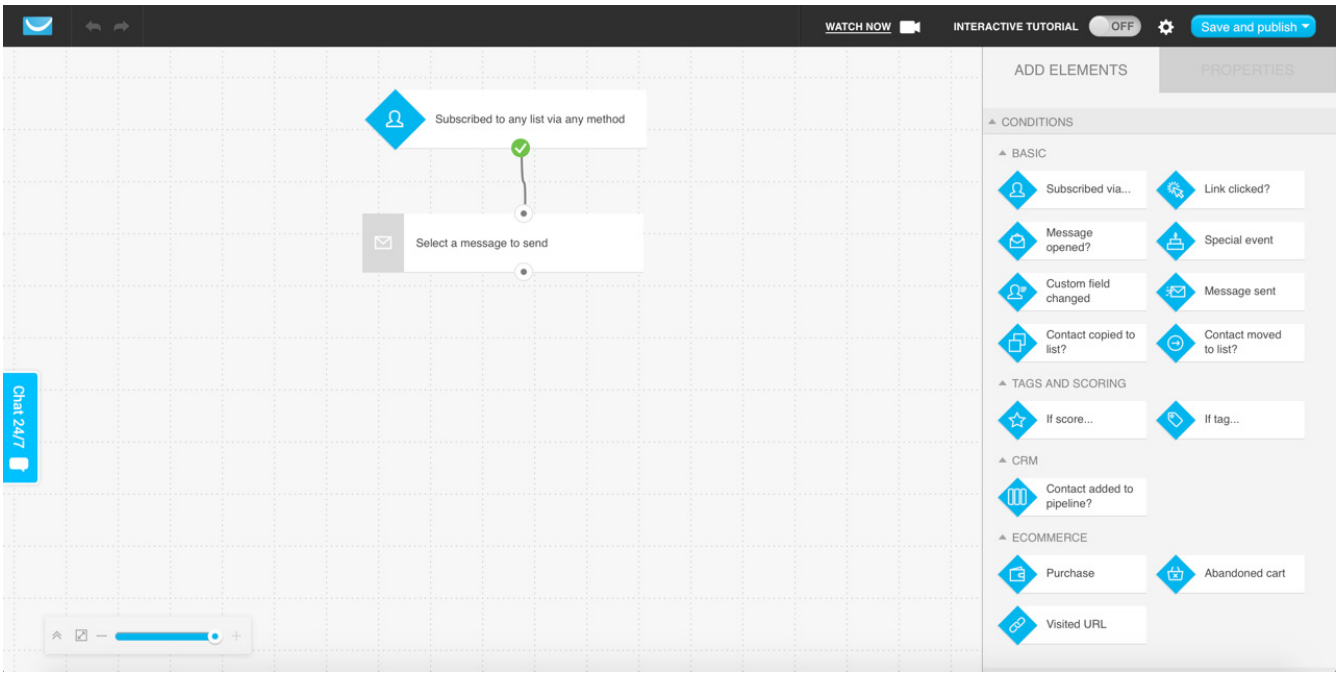
Tip:
Your subscribers see the sender, subject line, and preheader before they open the email. Plan them out carefully, because they can massively impact your open rates.

Here's an example of an email with a clear call to action:

5 CREATE A MARKETING AUTOMATION WORKFLOW

If your campaign consists of several emails, arrange them to create a logical communication flow. Use conditions, actions, and filters to plan a perfect workflow that will trigger your emails automatically.

Tip:
Start with a simple workflow e.g., welcome email to anyone who subscribes to your list. You can add new elements as you go.



6 TEST AND OPTIMIZE

Track critical data to see if you reach your goals. Track conversion and revenue to measure your email marketing ROI. Each successful campaign or a money-making workflow is a business case for more budget.

Tip:
Your list size and click-through rates are the right metrics to start with. The bigger your contact list and the higher the click-through rate, the higher the revenue.

As you can see, email marketing is based on very simple principles. Good luck with planning your first email marketing campaign!