

Digital Marketing Recipes



A step by step guide to creating an effective email marketing program...

A successful business relies on positive engagement with potential and existing customers. A variety of marketing methods allow you to reach your customer base, and nurture them through the various stages of the conversion funnel.

Objectives

An email marketing program aims to communicate with large groups of potential or existing clients, build customer relationships and generate potential leads for your business.



Digital Marketing Ingredients



Content Planning	Template design & build	Campaign set up	Define & deliver campaigns	Campaign management	Analytics & tracking
<p>Objective</p> <p>Align your EDM program with broader business objectives and marketing goals.</p>	<p>Objective</p> <p>Create custom & responsive email templates to support your EDM program.</p>	<p>Objective</p> <p>Create a personalised account to define and deliver campaigns, using custom templates and your own recipient list.</p>	<p>Objective</p> <p>Define your campaigns, choosing your template, uploading content and images, define your recipient list and send.</p>	<p>Objective</p> <p>Ensure your delivery schedule matches the content planning calendar. Schedule campaigns and manage your recipient list.</p>	<p>Objective</p> <p>Gain insight from effective tracking & measurement of each campaign. With the ability to review opens, clicks and bounce rates.</p>
<p>Measure of success</p> <ul style="list-style-type: none"> Content calendar established. Content objective defined Adequate resources allocated 	<p>Measure of success</p> <ul style="list-style-type: none"> Creative responsive (mobile) design. Templates built to latest HTML standards. Templates which match marketing objectives 	<p>Measure of success</p> <ul style="list-style-type: none"> Lists loaded and segmented. Templates set up with editable content features. 	<p>Measure of success</p> <ul style="list-style-type: none"> Ensure your template is responsive, visually appealing and functional Succinct and engaging content and images 	<p>Measure of success</p> <ul style="list-style-type: none"> Consistent delivery of high value content Scheduling and sending out at appropriate times to ensure higher click rates 	<p>Measure of success</p> <ul style="list-style-type: none"> Campaign metrics established
<p>Deliverables</p> <ul style="list-style-type: none"> Content calendar Action plan 	<p>Deliverables</p> <ul style="list-style-type: none"> Artwork concepts & designs. Templates built with editable content fields 	<p>Deliverables</p> <ul style="list-style-type: none"> Campaign management account set up. Lists loaded Website sign up forms linked (if applicable) Editable templates loaded into system 	<p>Deliverables</p> <ul style="list-style-type: none"> Campaign set up and scheduled delivery 	<p>Deliverables</p> <ul style="list-style-type: none"> Campaign set up and scheduled delivery List segmentation 	<p>Deliverables</p> <ul style="list-style-type: none"> Campaign reporting set up Campaign tracking linked to web analytics tools. Online reporting set up.