shipping easy ®

# Building your email marketing program and strategy

Ready to become an email marketing expert? Here we go.

Email marketing can be intimidating, but we're here to make it easy! In this series, you'll receive a daily email for one week tackling the biggest email marketing strategies to drive traffic back to your website and generate exponentially more revenue.

Our first lesson is about prepping and building your campaign. Take a minute or two to think about any upcoming sales, promotions, or big announcements. Think: holidays, seasons, and when sales spike in e-commerce (Cyber Monday, for example). It's best to map these out on a calendar so you get ahead of the game and communicate clearly and effectively in advance giving your customers plenty of time to buy. This also saves you time and stress because you have more important things to worry about.

Now, it's time to brainstorm and build.
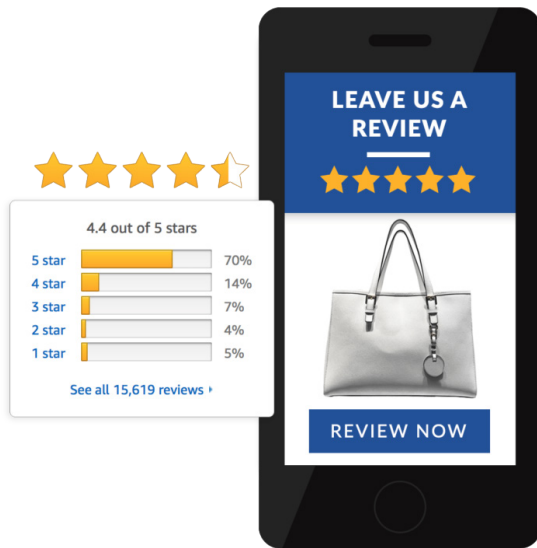
The first questions you should ask yourself when building your campaign are:

1. What action(s) do you want your recipients to take from your email?
2. What makes your campaign valuable and relevant to your target audience?
3. Who's receiving your campaign?
4. How will you measure your campaign's success?

When you're ready to build the campaign, there are few essential elements you need to include by most email service providers:
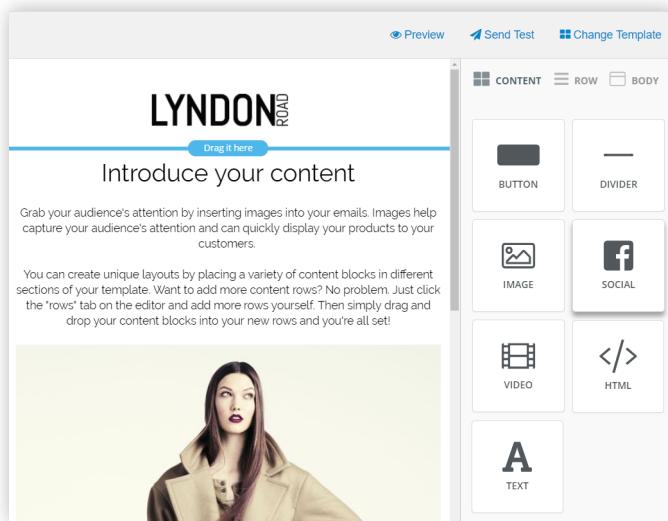
☐ Preheader text (40-70 characters in length)

☐ Attention-grabbing headline (30-60 characters in length)

☐ Brand identifier (e.g. logo/company name)

☐ Clear call-to-action in the top half of your email

☐ High res imagery/graphics of your products

☐ Conversational and relatable messaging

☐ Social media links

☐ Unsubscribe link (you don't have to add this as it's automatically added by most email service providers due to the CAN-SPAM rules and regulations).

☐ Optional: product recommendations
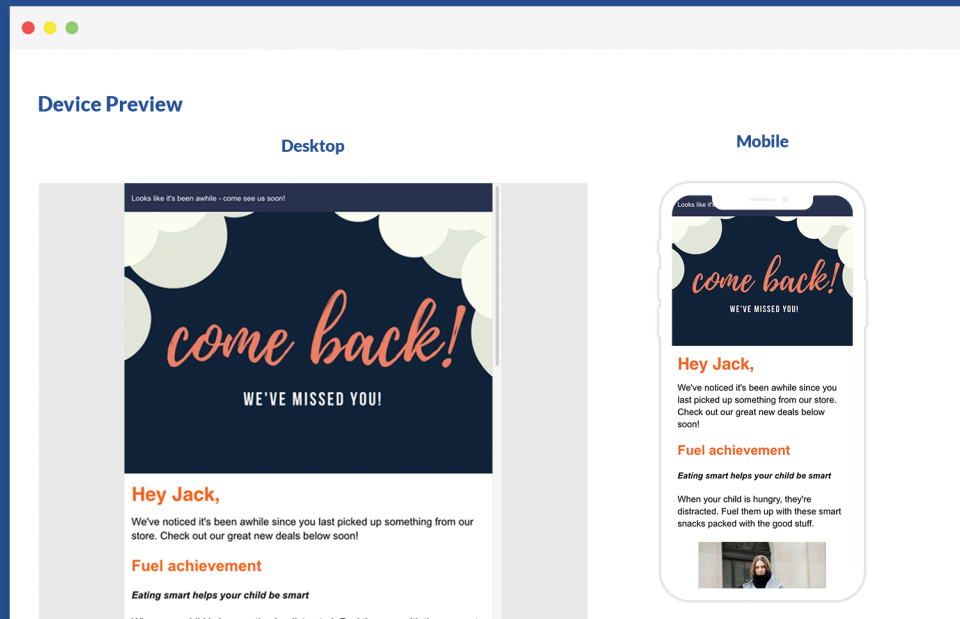
It's important that your fonts, colors, and messaging are all consistent and look like your brand. The more recognizable you are, the more your audience will trust communications from you. Once you've decided your email is ready for blast off, it's time to save your work and select your audience from your lists.

The next step is to write your subject line (tips on that to come) and select a delivery time. We recommend sending between Tuesday and Thursday around 10am, but always test send times to see when yours perform best with your particular audience. Industries and audiences vary greatly, and your campaigns can benefit from comparing performances.

Tomorrow: Audience segmentation and how to target specific groups to enhance email performance and increase revenue.