

Questions to Ask Yourself Before Sending a Campaign

Before you start firing off campaigns, think about who you are marketing to and what your purpose is for sending them the campaign. Ask yourself the following questions as you establish your email marketing goals:



What action(s) do you want your recipients to take from your email?



What makes your campaign valuable and relevant to your target audience?



Who is receiving your campaign?



How do you plan to measure the success of your campaign?