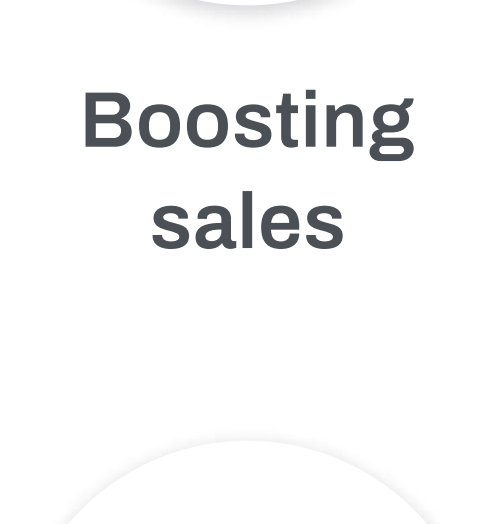


Email Marketing Campaign Planning Checklist

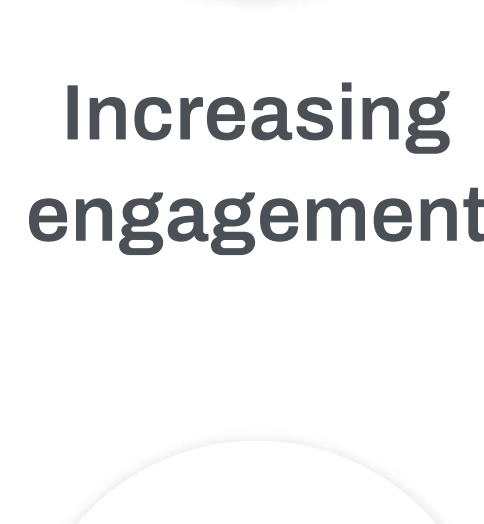
Pre-Campaign Planning: *Set the Stage for Success*

DEFINE YOUR GOALS & OBJECTIVES

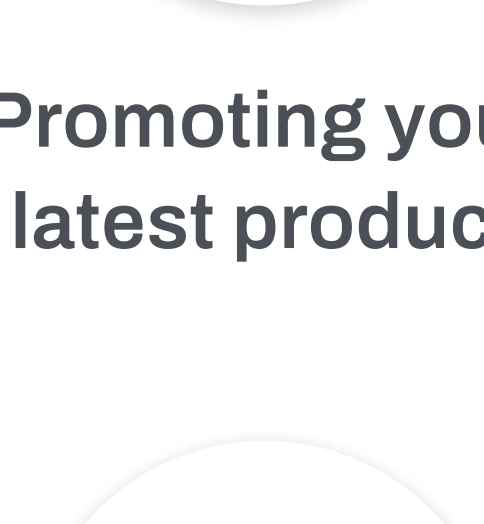
These may include:



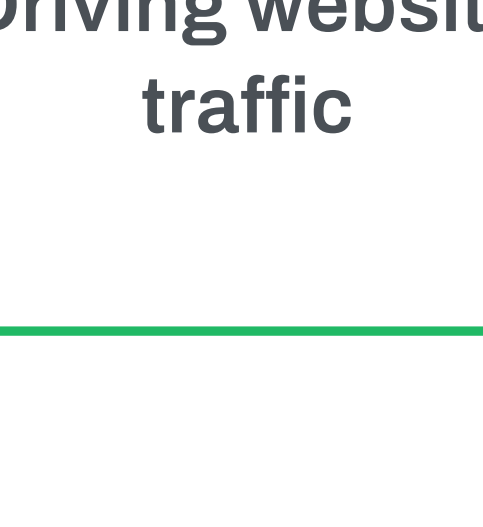
Boosting sales



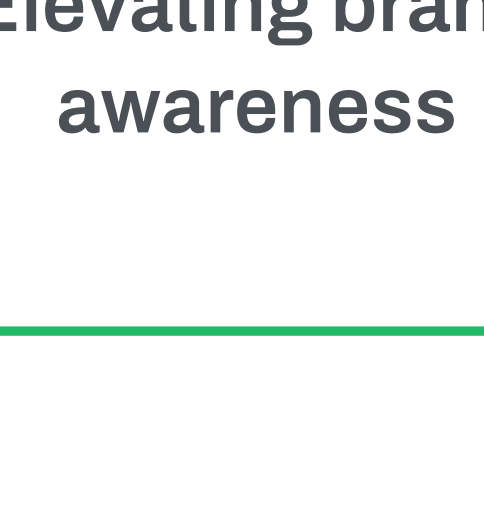
Increasing engagement



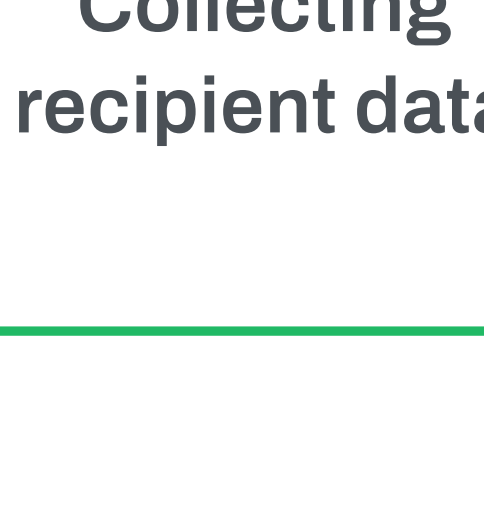
Promoting your latest product



Driving website traffic



Elevating brand awareness



Collecting recipient data

KNOW YOUR AUDIENCE

Segment your list like a pro

- Behaviors
- Preferences
- Customer journey stages

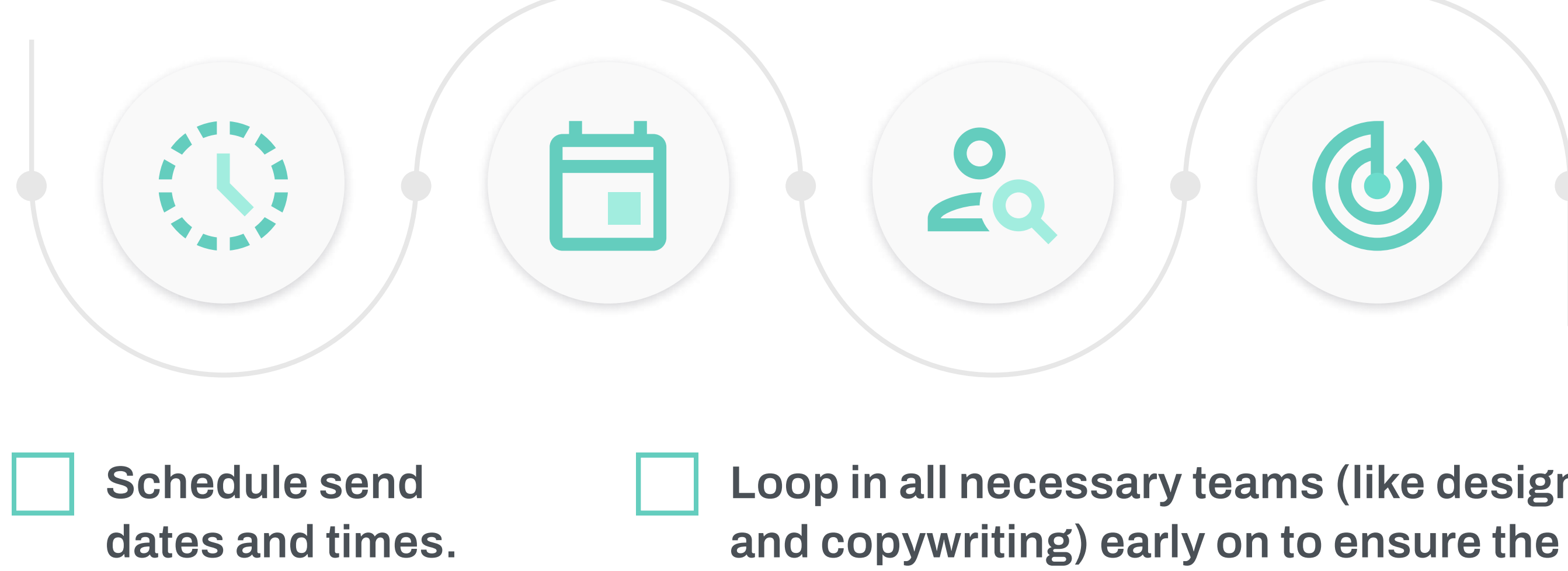
Lack the data to segment your audience?

Consider launching a customer survey. Check out our guide on the subject [here](#).

PLAN YOUR CONTENT

- Craft the message and theme that'll wow your audience.
- Map out each email's content and design.

CREATE A TIMELINE



SET SUCCESS METRICS

These may include:

- Open rates
- Click-through rates
- Conversions
- Revenue

Campaign Creation: *Bring Your Vision to Life*

Choose Your Platform

Automation, segmentation, analytics – ensure you have the features you need. If you don't, [Marigold's got you covered](#).

Craft a Compelling Subject Line

Make it relevant and irresistible.

[3 Creatively Cool Ways to Personalize Subject Lines](#)

Design Your Email

Mobile-friendly, clean layout, brand consistency. Nailed it.

[The Definitive Guide for Writing and Designing Emails that Convert](#)

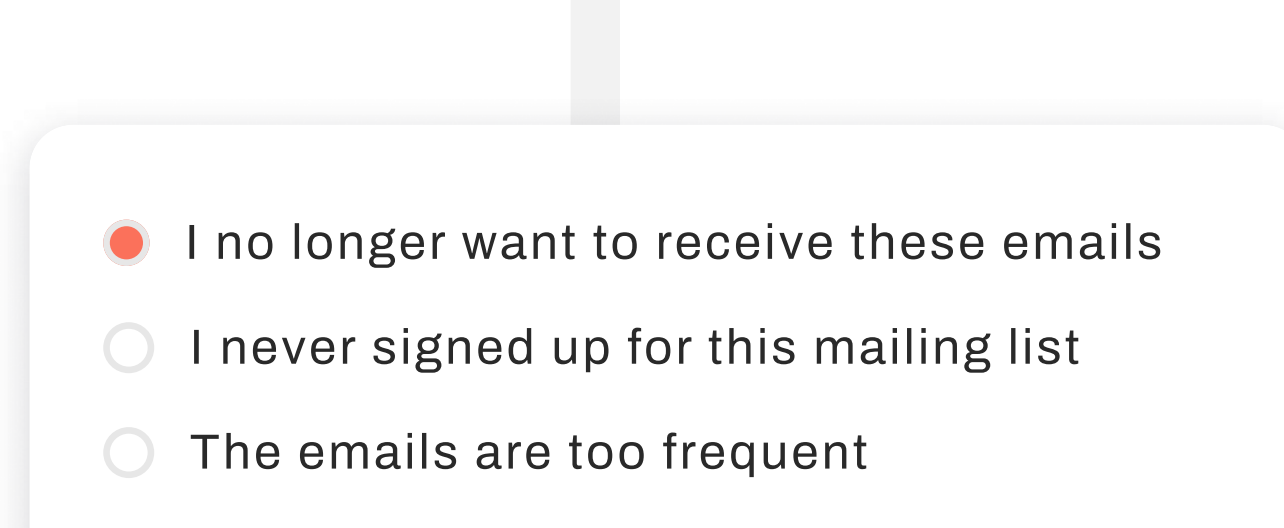
Write Persuasive Copy

Benefits first, clear CTA, and personalization for the win.

[Copywriting Assessment: 4 Questions to Ask Yourself](#)

Stay Legal

- Unsubscribe link? Check.
- Compliance with CAN-SPAM, CCPA, GDPR or other applicable regulations? Double-check.



Pre-Send Checks: *Dot Your I's and Cross Your T's*

TEST YOUR EMAILS

- Send tests to yourself and the team.
- Check for typos.
- Ensure links work and images display correctly.

SET UP TRACKING

- UTM parameters
- Analytics tools

Launch: *Time To Shine*

You've done your due diligence.

NOW IT'S TIME TO LAUNCH YOUR CAMPAIGN!

Post-Campaign Analysis: *Learn & Grow*



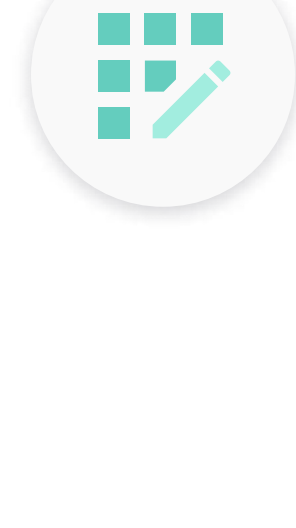
Monitor Performance

Track in real-time to see how you're doing.



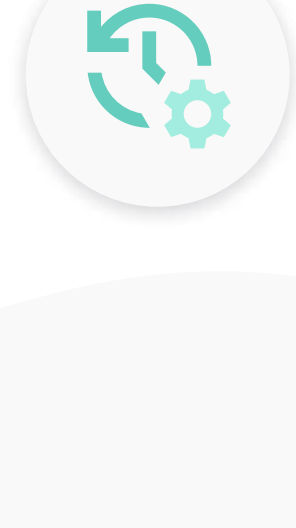
Analyze Results

What rocked? What flopped? Identify where you should double down.



Get Feedback

Follow-up surveys for recipients + follow-up conversations with your team = a goldmine of insights.



Optimize

Use your newfound insights to level up your next campaign. Always be improving.

Pro-Tips from Marigold

01

Automate

Welcome series, cart abandonment, re-engagement – there are so many opportunities to automate your emails, enabling you to free up time and resources.

02

Personalize

Nearly **eight in ten consumers** cite that they're likely to engage with personalized messages tailored to their interests.

And **even more** say their favorite brand treats them like an individual. Personalization is a *must* for savvy marketers.

03

Clean Your List

Regularly remove inactive subscribers. Keep it fresh.

[Check out our complete email deliverability guide here.](#)

04

Test and Experiment

A/B test subject lines, content, send times – find your secret sauce.

About Marigold

Marigold is a global martech leader with a clear goal: to help brands find their people, really get to know them, and make them superfans via relevant, personalized experiences.

Ready to supercharge your email marketing?

[Schedule a demo](#)