Checklist 17: Optimizing Email Marketing For Your Agency

Project Name: _____ Date: _____

		Yes	No
	Email marketing is among the most successful targeted marketing approaches employed by digital agencies to generate customer engagements and boost sales. For email marketing, one of the best approaches is creating targeted email campaigns for your prospects and your email list. Targeted email campaigns boost your ROI and improve your click-through rates, as well as the open rates. To fully leverage the power of email marketing for your agency, ensure that you send relevant emails to different target groups and be consistent with the emails. Here are factors to consider when utilizing email marketing for your agency.		
1	Have you selected an email platform with relevant features for your agency?	☐	☐
2	Have you defined your target audience based on your segmented email list?	☐	☐
3	Do you have the right data for your prospects (demographics, psychographics)?	☐	☐
4	Do you have a scheduled time for sending your emails?	☐	☐
5	Will you provide incentives for your subscribers?	☐	☐
6	Have you performed A/B tests on your emails to ascertain the best results?	☐	☐
7	Is your email platform integrated with ecommerce platforms?	☐	☐

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8	Have you created purchasing behavior targeted email campaigns?	☐	☐
9	Have you send re-engaging emails to cart abandoners?	☐	☐
10	Do you use purchasing history to optimize your email campaigns?	☐	☐
11	Have you leveraged custom fields in your emails for personalization?	☐	☐
12	Have you considered gender based campaigns?	☐	☐
13	Have you included attractive graphics relevant to your business in your email campaigns?	☐	☐
14	Is your CTA optimized for email marketing open and click-through rates?	☐	☐
15	Are your email headers clear enough to boost the rate of engagement?	☐	☐
16	Is there a means for social sharing your emails?	☐	☐
17	Are your email campaigns visually appealing?	☐	☐
18	Optimize your email campaigns by using terms that are specific to the location of your target clients	☐	☐
19	Have you sent reactivation emails to dormant subscribers?	☐	☐

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20 Have you developed personalized emails to one-time subscribers? ☐ ☐

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