



# Email Marketing Campaign Planner

Mailigen



## WHY SHOULD I USE AN EMAIL MARKETING PLANNING TOOL?

Email is one of the most familiar and easily accessible means of communication today and is part of most people's everyday workflow. Combined with a well articulated call to action, email has the powerful ability to create awareness, generate sales and build relationships. Successful email marketing requires more than writing a few paragraphs of copy and sending it to a distribution list. Email campaigns require careful planning, production, testing, delivery and the right follow up.

54% of marketers rate email as the most effective type of digital marketing and the least difficult to execute.

MarketingCharts.com | Data Source: Ascend2 and Research Partners

We created this tool with you in mind. We want to help make it easy for you to plan an email marketing campaign and measure the performance of your efforts. Mailigen has easy to use tools you need to generate action with powerful email messages, newsletters, surveys and mobile messaging. If you want to learn more about Mailigen, take it for a test drive before choosing your email marketing solution.

Visit [www.mailigen.com](http://www.mailigen.com) for a 30 day free trial!



	Plan	Produce	Test	Deliver	Measure
	The What	The How	The Reviewing	The Doing	The Evaluation
CONSIDERATIONS	<p>What are you seeking to accomplish?</p> <p>Who are you trying to reach and influence?</p> <p>What is your call to action?</p> <p>What is your campaign timeframe?</p>	<p>What lists do you have or need to create?</p> <p>What are the design considerations for mobile delivery?</p> <p>What email structure or template will you use?</p>	<p>Is your design solid enough?</p> <p>Are changes going to make a difference to the call to action response?</p> <p>Have you checked for Spam triggers?</p>	<p>How often should you send emails?</p> <p>When is the best time of day to send emails?</p>	<p>How do you know your campaign was successful?</p>
TACTICS	<ul style="list-style-type: none"> <li>Objectives, deliverables and benefits defined</li> <li>Identify target audiences</li> <li>Establish an enticing call to action</li> <li>Timing identified</li> </ul>	<ul style="list-style-type: none"> <li>Lists and segmentation</li> <li>Mobile and social integration</li> <li>Email structure and templates</li> </ul>	<ul style="list-style-type: none"> <li>Browsers</li> <li>Mobile devices</li> <li>Variables</li> <li>Spam Checker</li> </ul>	<ul style="list-style-type: none"> <li>Deliverability</li> <li>Lead generation</li> <li>Landing pages</li> </ul>	<ul style="list-style-type: none"> <li>Open Rate</li> <li>Bounce Rate</li> <li>Click-Through Rate (CTR)</li> <li>Click to Action (CTA)</li> <li>Social Shares</li> <li>Unsubscribes</li> <li>Retention</li> </ul>



Good planning will create the results you want from your email marketing campaigns. During this phase you should define the objectives of your email campaign and identify your target audience. Also, brainstorm your call to action, as it is critical to completing your objectives. And lastly if your campaign stretches over more than one email delivery, put together a content plan and schedule.

- Choose images that sell your call to action
- Leverage the subject line as your “hook”
- Create the plan for tracking behaviors so you can segment future lists for better engagement

Email campaign objectives generally fall into one of three categories:

- Create awareness
- Drive sales
- Build loyalty

Determine which is your ultimate goal and then follow these tips:

- Be specific
- Choose your words carefully, do not offer more than 1 call to action per email message
- Create a sense of urgency in your message
- Beware of hard sell tactics
- Make responding easy





Use this matrix to plan your campaign

Planning Questions	Consider	Your Stated Goals
What are you seeking to accomplish?	<ul style="list-style-type: none"><li>• Create awareness</li><li>• Generate sales</li><li>• Build loyalty</li></ul>	
Who are you trying to reach and influence?	<ul style="list-style-type: none"><li>• Customers</li><li>• Prospective customers</li><li>• Fans/followers</li><li>• Influencers</li><li>• Business partners</li></ul>	
What is your call to action?	Website visits, partnership request, make a sale, announce a product, attend an event, take a survey	
What is your campaign timeframe?	One time event, weekly, monthly, quarterly	



Plan

Produce

Test

Deliver

Measure

Managing your email lists should be a top priority for your campaign. Your contact lists should be permission based, with a double opt-in choice for the subscriber. If the contact has not given you permission, then your email list will be viewed as Spam and they will either ignore your message or report you as a spammer. Never buy a list of email addresses. Any of these practices can deliver results that do not create the image you want to portray for your business or organization.

For more information on list management, see our How To Guide: Increase Email Subscriptions With [List Management](#) and our paper [Best Practices: 18 Tips for Email List Building](#)

Once you have a list established, create segments within your lists to send more relevant email messages. You want to inspire your subscribers to respond to your call to action. Even the simplest of segmentation efforts will result in lower opt-out rates. To learn more about segmentation, check out our [“How To Guide: Tips for List Segmentation and Optimization”](#)

### Use this matrix to manage your production

Production Questions	Consider	Your Production Tactics
What lists do you have? What lists do you need to create?	Current lists, creating new segments of current lists	
What segments are you targeting?	Demographics, geography, size of business, type of purchaser, gender	
What are the design considerations for mobile delivery?	Multiple mobile device viewers	
What email structure, graphics and/or template will you use?	From field, subject line, view in browsers, header, call to action, content, tone	



Testing the design of your email in multiple browsers can be very difficult. Make sure you run your design through your ESP's design and spam testing tool to view your email as the recipient sees it in each of the major email clients. The provider's tool should offer testing against spam filters and firewalls. During the testing phase, you should focus on removing errors in design and content that will limit your deliverability.

### Use this matrix to manage your testing

Testing Questions	Consider	Your Testing Tactics
Is your design solid enough?	Test your email in multiple browsers and email programs. Make sure to include mobile devices.  If you are not sure how to design a browser friendly email, use one of Mailigen's templates. Each are tested across multiple services.  Test for broken images, formatting issues, broken links and browser compatibility	
Are changes going to make a difference to the call to action response?	Review message for multiple calls to action  Review subject line, does it "hook" you to open the email?  Review the header, does it inspire you to read the message?	
Have you checked for Spam triggers?	Run your email through Mailigen Spam check. Make the appropriate adjustments.	



The number of emails you send out does not always equate to the number of emails that arrive at their intended destination, your recipient's inbox. Getting email campaigns delivered requires careful design and filtering to ensure your content does not trigger filters. Spam filters are set up by ISPs to determine if email should be delivered to your account or if the email should be marked as spam and delivered, or if the email should not be delivered at all.

### Use this matrix to manage your delivery

Delivery Questions	Consider	Your Delivery Tactics
How often should you send emails?	<p>Test emails at different intervals and analyze results to find the best frequency.</p> <p>Measure open rates, click rates and conversion rates to determine frequency.</p> <p>Start with less is more and then work up to a greater frequency based on measurable results.</p>	
When is the best time of day to send emails?	<p>Test volume of email messages at different times of day to measure delivery.</p> <p>Take subscriber time zones into account when scheduling email delivery.</p>	







All marketing campaigns require measurement and email is no exception. Measuring your results will allow you to consistently improve your email campaign effectiveness and will help you keep your email lists healthy. As you continue to refine your lists and messaging by segment you will see your measures improve incrementally. Keep making small adjustments to your message variables and you will see improvement.

### Use this matrix to manage your delivery

Measurement Questions	Consider	Your Measurement Tactics
How do you know your campaign was successful?	<ul style="list-style-type: none"><li>• Open Rate</li><li>• Bounce Rate</li><li>• Click-Through Rate (CTR)</li><li>• Click to Action (CTA)</li><li>• Shares</li><li>• Unsubscribes</li><li>• Retention</li></ul>	
What results based adjustments need to be made to lists?	Review customer behaviour and create segmented lists for the next campaign.	
What results based adjustments need to be made to timing?	Review open and click through rates to determine if any adjustments need to be made to timing.	

## SUMMARY

We hope this framework will help you get started developing a comprehensive email marketing plan for your business. The framework is designed to walk you through a process getting you ready to create your first campaign. Use this quick checklist to make sure you have covered the important components for your campaign.

### PLAN

- ☐ Does your plan line up with your campaign objectives?
- ☐ Are your deliverables clearly defined?
- ☐ Are your campaign benefits clearly stated?
- ☐ Have you identified a targeted audience?
- ☐ Is your call to action enticing?

### PRODUCE

- ☐ Do you have specific lists identified?
- ☐ Have you created segmented lists for this campaign?
- ☐ Have you designed your message for both web and mobile consumption?
- ☐ Have you designed a template or picked one from the template library?

### TEST

- ☐ Have you tested your message in multiple web browsers?
- ☐ If you had to make changes, did it change your call to action?
- ☐ Have you run your messages through the Spam Checker and made adjustments?

### DELIVER

- ☐ Have you identified the timing and frequency of your campaign?

### MEASURE

- ☐ Do you have your measures identified?

If you have questions about the Mailigen solution, please contact our support team at: [info@mailigen.com](mailto:info@mailigen.com).

Also, please take advantage of additional resources in the [Mailigen Resource Library](#).

## ABOUT US

Mailigen is Europe's leading email marketing automation software and services company. The SaaS offers email, mobile, social media marketing, and other managed services to customers in more than 100 countries worldwide. Mailigen brings international knowledge to local markets.

Mailigen is known for its integration with e-commerce platforms such as Magento and Shopify, and innovative email marketing features such as Responsive Online Surveys, Email Inbox Preview and Subject Line Advisor. To find out more, please visit [mailigen.com](http://mailigen.com).

Share your feedback with us - use hashtag [#RiseAndTell](#)



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