

Write The Perfect Marketing Email

Introduction

Writing an email shouldn't be rocket science. But that doesn't stop every second email being 50% off something you'll never need.

Follow this short checklist, and if your email ticks most of the boxes, it's good to go!

Perfect Email Checklist

1. The subject line is relevant to the content.
2. The email talks to the individual by their name (avoids a generic "Hello Everyone" type message).
3. The content is short and to the point.
4. All links in the email go the correct place, and aren't misleading.
5. An unsubscribe link is easy to find.
6. Your email delivers value by helping the recipient solve a problem.
7. Your content is interesting and relevant to the reader.
8. Your email offers social proof, eg, referencing a customer you've helped in a similar line of work.
9. The recipient clearly opted in to receiving communication.
10. You have emails ready to go to cover the outcome of the initial send (didn't open, opened, clicked a link, etc).
11. You have access to clear and easy to understand reporting.
12. You have a plan in place for measuring the ROI of your send.
13. All replies will return to a shared mailbox, enabling anyone in the team to reply.

How did you do? If you're looking to take the marketing of your training to the next level, contact Administrate using the information at the bottom of the page! We'd be happy to help you out!