



## Successful Email Communications

Please answer each question below and contact us to get your Email Marketing program started.

1. Objectives: What are you trying to achieve, in measurable terms? (i.e. promote products/services, build brand awareness, informational - press release/news item, build loyalty, increase traffic to website)
2. Audience: Who are you speaking to? What are their characteristics and their needs? (note: large lists and/or multiple audiences may require different targeted emails.)
3. Benefits: What will your audience find valuable? How will they benefit, what will they get out of the email communications?
4. Communicate: What do you want to communicate to each target audience? What will be the content of the communications? Consider both marketing and editorial content.
5. Media: What format will be most effective to send your message in; text, photos, surveys, video, podcasts, website links, reports, interactive media, charts and/or other?
6. Resources: Who will do the work of building the email address list, setting up the technology, creating content, writing copy, composing messages, managing lists, sending out mailings? What software and hardware is needed? Can you do this in-house or do you need outside vendors?
7. Budget: How much will it all cost, and where will that money come from?
8. Schedule: Set out a timeline for all phases of the project: tech set-up, promotion, list-building, content creation, mailing. Work out a schedule so that your emails are sent out on a regular basis (daily, monthly, semi-annual).
9. List: Are your current customers "opted-in" to your email List? Is there a "Sign-up for Email List" on your website? How else will you promote the list and gain new subscribers?
10. Success: Contact the Elwood Studio -your partner for producing Successful Email Communications.

[Email](mailto:deb@elwoodstudio.com) or Call us: 908-534-3410.

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