

Your email marketing strategy checklist

Here's a handy checklist of everything we discussed:

Compare your metrics
to your industry benchmarks:

Open Rates

Industry Avg _____

Mine _____

Click-Through Rates

Industry Avg _____

Mine _____

Unsubscribe Rates

Industry Avg _____

Mine _____

ROI

Industry Avg _____

Mine _____

What trends and best practices
do I need to incorporate?

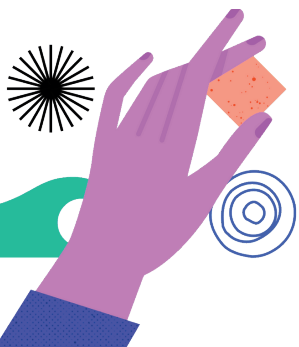
- ☐ Privacy Measures
- ☐ Artificial Intelligence Tools
- ☐ Better Design or Graphics
- ☐ Hyper-Personalization
- ☐ Better List-Growing Strategies

What else will help me move
the needle for my email marketing
strategies?

- ☐ Hiring a Team
- ☐ Getting an Email Service Provider
- ☐ Scheduling Time Each Week
- Other _____

Where should I focus
my A/B testing first?

- ☐ Subject Lines
- ☐ Images
- ☐ Design Layout
- ☐ Body Copy
- ☐ CTA
- Other _____



All the tools you need to deliver the emails people want.