

MAIL CHIMP EMAIL LIST CHECKLIST

Managing all the tasks that come with a creating an effective email marketing campaign with MailChimp can be daunting. Having a good checklist can make a world of difference. This checklist covers everything you need to do to successfully launch your first email marketing list and campaign.

Designing & Creating Your List

- Determine your goals for creating the email list.
- Create welcome messages to go first. This can also be your thank you message.
- Write a series of 7 to 10 emails about your product, service or the problems you want to solve.
- Set up a list on MailChimp by following the instructions in the report.
- Set up the sign up form according to the instructions in the report. Put it on your website, in social media, and wherever your audience goes that you have access to.
- Promote your new email list to your audience via all channels including social media, a sales page, blogging, pay per click and more.
- Add more follow up messages to the series.
- Create compelling subject lines for each email in the series including every follow up email that you send.
- Include an HTML and a plain text version of your email message.
- Set up personalization for your email list, and always send a test message to ensure that the personalization is working correctly.
- Check your email spam score before sending the email.
- Include appropriate images and branding to ensure that your audience understands where the email came from.

Tips for Ensuring Email Marketing Success

- Understand your audience thoroughly, including where they are in the buying cycle when they sign up for your email list.
- Identify the product or service you want to promote to the list before developing content or setting up the list.

- Create something informational that you can give away to them for signing up to your email list. A checklist, a report, something useful but that doesn't take more time for each person who signs up.
- Set up a page on your website where the free item is hosted so that when they download the free item they go to your website and see your other offerings.
- Promote your freebie to your audience so that they'll sign up for your email list.
- Set up messages, blog posts, and all content to work together to market your free item.

Writing Email Messages

- Take the time to write the email series or have it written by planning out each email in advance so that it adequately promotes your products and services.
- Understand the point of each email you send. Are you trying to sell a product, get more social media followers or something else?
- Understand that you need to write each email to your audience. They only care about what's in it for them, not what's in it for you.
- Consider hiring a copywriter to help you format and write your first few emails for the list. Having a template to follow can help tremendously.
- Put yourself in your audience's place as you create the email list messages. The more you can relate to them, the more likely you will be to create an email message that gets results.

Selling to Your Email List

- Find a shopping cart solution so that when you sell something through your email list that you'll be able to accept the money.
- Attract affiliates to help you promote your free product and thus your email list and products and services.
- Set up tracking so that you know when your audience clicks through and buys something or otherwise follows your call to action.
- Give them value in the email message before you add something for them to buy.
- Use automation to ensure that you promote equally each product or services you want to promote in each email you send.
- Test all emails that you send so that you can tweak them and improve them.

Setting up Opt-in Forms

- Make an opt-in form that matches your website and maintains your brand.
- Ask for less information over more. You can always get more later with a web form within an email.
- Always include double opt-in or a confirmation page for your new lists. It's the law, and it's just good business practice, too.
- Customize everything that you can. The more personal and original you can make your email list and opt-in box the better.
- Create a customized thank you / success / welcome page for those who finish the opt-in process.
- Create a custom page for people who forget they're on your list that says "already subscribed" plus perhaps some information on how to find your list inside their email accounts.
- Make your first email awesome so that they'll want to open the next one. Always try to add value to your audience and you'll get more opens than if you just focus on yourself.