

Email Marketing Goals Worksheet

Your Business Goals

1. Do you currently see how email marketing can help your business?

2. List the following goals in order of importance for your campaign:

- Bring in more sales
- Increase awareness of my company
- Humanize my marketing efforts
- Educate people about _____
- Build loyalty for my business

3. What is your target audience?

Age range:

Location:

Gender:

How will you incorporate subscriber demographics in your campaign?

Building a List

4. How will you ask subscribers to join your list?:

When they visit your website?

When they make a purchase?

When they interact with you via social media?

5. Why should subscribers want to join your list?

Your Email Campaign

6. When will you send messages?

Frequency:

Once a month

More than once a month

Once a week

More than once a week

Daily

Days:

Weekdays

Weekends

Time:

Morning

Afternoon

Evening

7. What are you going to write about?

Sales/Promotions Research/Case Studies

Product reviews

Personal stories

Trends

Other:

Tracking Success

8. Fill out the chart below:

	Target	Actual	What goal this helps you reach
# total subscribers			
# subscribers opening			
# subscribers responding (clicks)			
# buying			

Your Future Goals

9. Fill out the chart below:

	6 Months	1 Year	3 Years
New goals?			
Audience change?			
How email can help?			
What features you'll use?			