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?
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:
8. Fill out the chart below:

<table>
<thead>
<tr>
<th></th>
<th>Target</th>
<th>Actual</th>
<th>What goal this helps you reach</th>
</tr>
</thead>
<tbody>
<tr>
<td># total subscribers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># subscribers opening</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># subscribers responding (clicks)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># buying</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Your Future Goals

9. Fill out the chart below:

<table>
<thead>
<tr>
<th></th>
<th>6 Months</th>
<th>1 Year</th>
<th>3 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>New goals?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audience change?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How email can help?</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>What features you'll use?</td>
<td></td>
<td></td>
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</table>