

Checklist: Designing Email Campaigns for Launches, Promotions, and Events

Planning Your Email Campaign

- Define Your Audience:**
 - Identify your target audience and segment your list (new leads vs. existing clients).
- Set Clear Goals:**
 - Define specific goals for each campaign type (e.g., product launch, webinar, special offer).
- Map Out Your Campaign Timeline:**
 - Key phases: Pre-launch, launch, event day, and post-event.
 - Creating a content calendar with email send dates and key messages.
- Write Your Email Copy**
- Schedule Your Emails**
- Test all links!**
- Check mobile**
- Do you need JV email copy?**

Pre-Launch Phase

- Building Anticipation:**
 - Teasers and sneak peeks (using storytelling or problem-agitation-solution approach).
 - Warm-up sequences to build interest (e.g., countdowns, value-based content).
- Lead Magnets and Opt-ins for Pre-Launch Content or PLCs:**
 - Using lead magnets to grow your list in anticipation of the launch.
 - Strategies for opt-in incentives (free guides, checklists, exclusive content).

Launch and Promotion Phase

- Cart Open** (When you make your offer and people can purchase, enroll, sign up)
- Cart Close** (The last few days of a launch)
 - 5-10 email
 - Last day 3 emails

- Writing Engaging Emails:**
 - Subject lines that grab attention and increase open rates.
 - Email body content that includes: pain points, desired outcomes, and call to action.
 - Utilizing urgency and scarcity without sounding pushy.
 - Use the preview text line
- Call to Action (CTA):**
 - Designing clear, action-driven CTAs that align with your campaign goals.
- Cart Abandon Emails** (No one ever thinks of cart abandon emails)

Event Day or Launch Day

- Email Cadence:**
 - Timing and frequency of emails during the critical launch or event day.
- Live Updates and Reminders:**
 - Last-minute reminders, live updates, and addressing common objections. (Webinar attendance reminders, replays, etc.)
- Engagement Strategies:**
 - Using interactive elements like surveys, quizzes, or live polls or pre-event videos and prep work to keep the audience engaged.

Post-Event Phase

- Follow-Up Sequence:**
 - Thank-you emails and post-event wrap-ups.
 - Gathering feedback through surveys or asking for testimonials at the right time.
- Nurturing for Future Opportunities:**
 - How to continue nurturing leads who didn't convert immediately (other low tier offer/lead magnets).
 - Upselling event attendees or buyers.

Metrics and Optimization

- Tracking Performance:**
 - Key metrics to track: Open rates, click-through rates, conversion rates, unsubscribe rates, spam complaints.
- A/B Testing:**

- Testing subject lines, send times, and email content for continuous improvement.

Best Practices and Common Pitfalls

Consistency in Branding and Messaging:



- Maintaining brand voice and coherence across all emails (Create a Brand Messaging Guide).

Avoiding Spam Filters:

- Email design and technical tips to ensure deliverability.
 - No exclamation points in the subject line
 - No emojis in the subject line
 - Avoid "Click Here"
 - Get readers to "reply" or confirm
 - State that you're using affiliate links if you are
 - Have an unsubscribe link in the footer
 - Spam complaint rate limit must stay under 0.3%, or emails risk being sent to spam (ConvertKit 2024)
 - Avoid using "no-reply" email addresses
 - Overuse of spam-associated words like "urgent," "guarantee," or "double your income" (Zapier 2024)
 - ALL CAPS subject lines or excessive punctuation!!!! (Zapier 2024)

Managing List Hygiene:

- Regularly cleaning your list to maintain engagement and deliverability.
 - "Is this good-bye" emails
 - Re-engagement campaigns

<input type="checkbox"/> ☆ Midjourney	Midjourney Fast Hours Update - We're changing the way that we handle purchased fast hours Hi there! We wanted to let you know that we...
<input type="checkbox"/> ☆ Sinem Günel	Is viral content good for you? - what is it all about, anyway?!  
<input type="checkbox"/> ☆ Sage Advice	What are balance sheets and why are they important? - Sage Advice news View this email in your browser Sage Sage Advice news Hello ...

NOTES: