

First Email Marketing Campaign Process:

1. Set goals and priorities
2. Design template(s) – See Template Design Process
3. Prepare lists and import into Email marketing software
4. Prepare write up for the email campaign.
5. Create templates and add content to create each email campaign – add this in the software.
6. Add campaign tracking functions for web analytics software – This is taken care off by the email software.
7. Send Campaign – See Campaign Deployment Process

Monthly Enewsletter Campaigns Process:

1. Brainstorm and research topics
2. Create schedule of mailings for at least 3 months
3. Write outlines for each issue
4. Write and create individual issues - See Individual e-Newsletter Issue Deployment Process

Individual ENewsletter Issue Deployment Process:

1. Collect recent links and pictures
2. Write articles
3. Create landing pages if required
4. Create Email by placing articles, pictures and links in a template copy
5. Check email analysis using software.
6. Send mailing to test group for final review
7. Confirm list segment and size
8. Send Campaign – See Campaign Deployment Process

Template Design Process:

1. Design emailers keeping end user in mind. (after creative strategy meeting), consider the demographics, income group etc of end user while designing.
2. Include send to friend link
3. Include at least one link to website
4. Get internal approval
5. Send to few users to check the correctness of emailers
6. Mark as email campaign template in software.

Campaign Deployment Process:

1. Set up filter for final campaign recipients
2. Double check correct segment and number of recipients.
3. Set up test list for campaign testing
4. Set up campaign with final message and final recipient
5. Confirm approval from all stakeholders
6. Deploy campaign to final recipients

