Website
Transformation
Workshop

"Email Marketing Checklist"

by Christina Hills

Checklist for business owner to set up
Your Email Marketing System

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Introduction

You can use email marketing to do so many things! It can help you build your list, educate your audience, nurture and develop the relationship, sell your products and programs, and more.

But if it's not done right, it could just take up so much of your time without yielding results.

The trick is, you need to have the right tools, a flow that gives your audience a great user experience, and a thought-out strategy that is right for your business.

In this module, you will deep-dive into how the email marketing works and how to integrate that with your WordPress site.

Print out this document, and check off each item as you complete it.

Embrace the power of email marketing and learn how to incorporate that as a part of your online marketing!

To your success,

Christina Hills
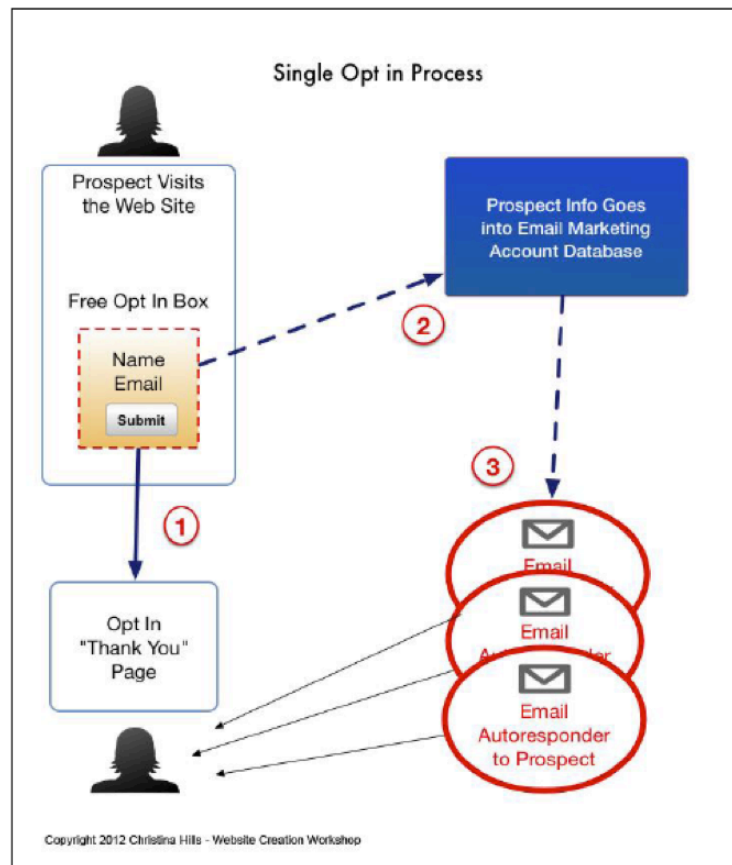Your Teacher/Mentor/Coach for WordPress
http://www.WebsiteTransformationWorkshop.com

Email Marketing CHECKLIST

Opt-In Process for the Visitor

1. Prospect visits the website and enter his/her information.
2. Prospect is sent to the opt-in "Thank You" page. At the same time, prospect information goes into email marketing account database.
3. The email marketing system starts sending autoresponder emails based on the schedule the business owner sets up.

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Checklist for the Business Owner

☐   Brainstorm your opt-in offer to your website visitors. If stuck on this, just create something simple like: "Get our latest news and tips"

My Topic will be:_____

☐   My website domain name is:_____

☐   Write your email message(s) in your favorite text editor. (Write at least one)

☐   My From Name and Email Address that I'll send out will be:
Name:_____
Email:_____

☐   I have created my email address in my web hosting account so that it comes from my domain name.

☐   I have verified that my email address (listed above) can receive email in case anyone replies to me.

☐   Open up an account with an Email Marketing Company (See resources below)
I have chosen this company:_____

☐   My snail mail address for the CAN-SPAM compliance law is:
Street_____
City_____
State_____ Zip_____

☐   Copy your email messages that you wrote in your text editor, into your Autoresponder follow up sequence in your email marketing system. You do this inside your Autoresponder system. (Text only Autoresponders are the easiest)

☐   Create your Opt-In "Thank You" webpage in your WordPress site.
The URL of my "Thank You" page is:_____

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- ☐ (Optional) If you are using AWeber (or other email marketing systems), then create your "you are already subscribed" Thank You Page. Note: to keep things simple this can be the same page as the Thank You page above.

- ☐ Copy the URL of the "Thank You" Page into your email system where they request it.

- ☐ Get the Opt-In box form code (copy the code) from your email Autoresponder system. This will be a bunch of text.

- ☐ Paste your Opt-In box form code into your WordPress page (in Text view)

- ☐ Create a Sidebar widget Opt In Box (Optional)

- ☐ Create "Fly In" Opt in Box (Optional)

- ☐ Create "Hover Pop" Opt In Box (Optional)

RSS

☐ My RSS feed URL: _____
(just add "/feed" to the end of your URL and you will get it)

Blog Broadcasting (optional)

☐ I will be using "Blog Broadcasting" (also called "RSS to Email") to simplify things and have my emails be my blog posts

Blog Post Scheduling

☐ Have editorial calendar for the blog posts. (you can use a plugin for this)

☐ Have habit to publish blog posts on a regular basis.

Post Excerpts

☐ Create the post excerpt every time a blog post is published/scheduled so that the content that shows up in the blog broadcast is a small summary

Resources

AWeber for Blog Broadcasting and all Email Marketing
http://christinahills.AWeber.com

Mail Chimp for Blog Broadcasting and all Email Marketing
http://www.ChristinasResources.com/mailchimp

Constant Contact for Email Marketing
www.christinasresources.com/constantcontact

iContact for Email Marketing
http://www.christinasresources.com/icontact/

1ShoppingCart/Marketers Choice System for Email Marketing
http://www.marketerschoiceonline.com/

Infusionsoft for Email Marketing
www.christinasresources.com/infusionsoft/

Ontraport for Email Marketing
www.christinasresources.com/ontraport/

Bloom eMail Opt-In Plugin (premium)
http://www.christinasresources.com/bloom/

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