

“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

Christina Hills

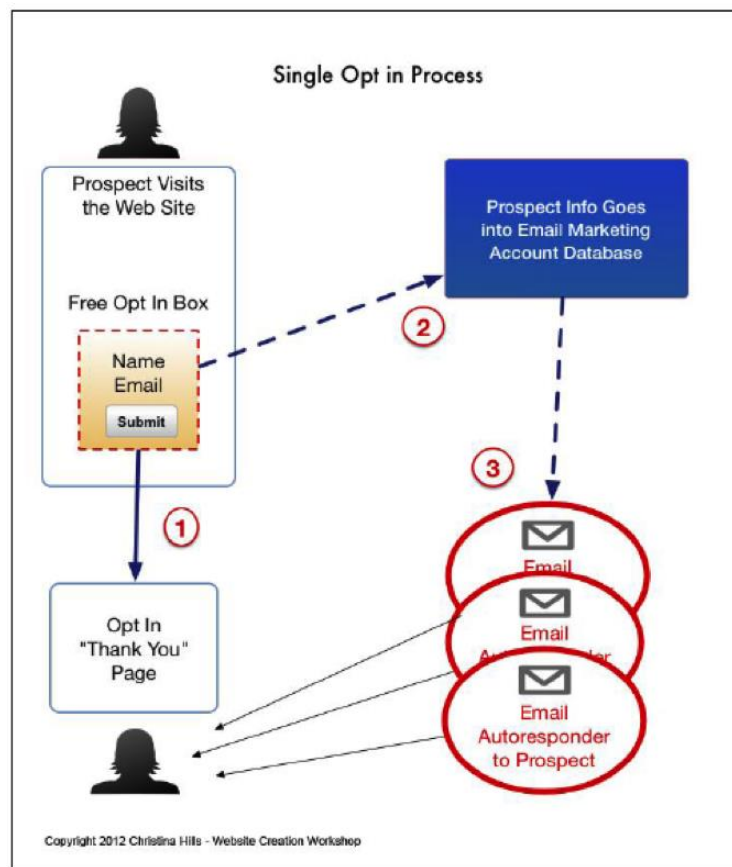
Your Teacher/Mentor/Coach for WordPress

<https://www.WebsiteMarketingWorkshop.com>



Email Marketing CHECKLIST

Opt-In Process for the Visitor



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



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)



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
- To get the URL to your RSS Feed, just add "/feed" to the end of your URL.

Blog Post Scheduling

- Have an editorial calendar for the blog posts. (you can use a plugin for this)
- Have a habit of publishing 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

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Resources

AWeber for Blog Broadcasting and all Email Marketing

<https://christinahills.AWeber.com>



Get Response for Blog Broadcasting and all Email Marketing

<https://www.getresponse.com>



Active Campaign for Blog Broadcasting and all Email Marketing

<https://christinasresources.com/activecampaign>

ActiveCampaign >

Mail Chimp for Blog Broadcasting and all Email Marketing

<https://www.christinasresources.com/mailchimp>



Constant Contact for Email Marketing

<https://christinasresources.com/constantcontact>



iContact for Email Marketing

<https://www.christinasresources.com/icontact/>



1ShoppingCart/Marketers Choice System for Email Marketing

<http://www.marketerschoiceonline.com/>



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Infusionsoft for Email Marketing

<https://christinasresources.com/infusionsoft/>

Infusionsoft.
Small Business Sales & Marketing

Ontraport for Email Marketing

<https://christinasresources.com/ontraport/>

ONTRAPORT

Bloom eMail Opt-In Plugin (premium)

<https://www.christinasresources.com/bloom/>



Last updated on 8/14/2020

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