Email Marketing Standard

Do-It-With-Me Solution

Work with our talented professionals to create a comprehensive, flexible and strategic Email Marketing solution backed by creativity, innovation, strategy, and analytics.

What to Expect Next:

Fulfillment Form

To kick-start the process, please complete the **Fulfillment Form** with as much detail as possible. This form is crucial in helping us understand your needs and expectations, ensuring we can deliver a email content plan that aligns with your brand vision.

Timeline: We will review your order and begin the process within 2 business days.

Important Note: Completing this form prior to the onboard call helps ensure the successful overall process and delivery of your strategy and email content plan.

Onboarding Call

After reviewing your form, we'll send you a link to schedule an **Onboarding Call** within 2 business days. This 45-minute call is vital to gaining a clear understanding of your brand, goals, and expectations.

Booking: Once you receive our confirmation email, please schedule your onboarding call using the provided booking link. This call is mandatory for all clients.

- **Preparation**: Before the call, ensure you have the following:
  - Brand assets (Logo, brand colors, fonts etc.)
  - Email list ready in the csv format provided in your Business App
  - Domain setup complete in Campaigns Pro (reach out to our team for DIY help)
    - **Note:** If both your domain set-up and email list upload are not completed by the end of your first renewal period, we will automatically cancel your subscription.

Call Structure:
Our communication team will discuss the details from your fulfillment form to understand your needs. Then, we'll go over our questionnaire to get a few more details from you, such as your target audience, goals, and ideal publishing schedule.

Delivery of First Email Campaign

Within 5 business days of your onboard call, you'll receive your first month of starter email content.

Review & Edits: If edits are required, we'll make the necessary changes and send a follow-up email with the finalized strategy and delivery dates.

Content Creation and Publishing

Our team will create and publish the content of your email marketing campaign.

- **Timeline**: Content creation and custom graphics will be completed by the 25th of the month and sent to you via a test email. You have 5 business days to approve or provide revisions.
- **Publishing**: Your email campaign will be manually published based on the dates you or the fulfillment team has chosen. If you're doing a drip campaign, the subsequent emails will be triggered your recipients open the initial email.

Documentation for Partners

Process Expectations for Email Marketing Standard/Plus

Now, it's time for the fun part—building your client's email marketing strategy! Here's what you can expect:

Onboarding Call

The onboarding call is our opportunity to chat with your client about their business to get a full understanding of what their business has to offer and how we can convey that story to their customers via email. It also helps your client to understand the full process and avoid any surprises down the road. For the standard version of this service, the onboarding call is optional. However, for the plus version, this is a required step.

You can help your client prepare for this call by:

- Considering the types of content they've shared in any previous email campaigns.
  - If they haven't done any, you can review their social media to see what their customers typically engage with.
- Sharing examples of other businesses' content on social media or email campaigns they've seen that they want to emulate.
- Collecting brand assets such as the business's website, logo, colors, fonts and any drives where our team can access original photos.
- Ensuring their different protocols such as DMARC, SPF and DKIM are optimized for emails (Reach out to our team if you need a guide for this).
- Any content your client would like us to write on—no ideas? Don't worry; our experts can come up with some to send for approval.
- Having a general idea of what your email marketing goals are.

Building Out Your Quarterly Strategy (PLUS ONLY)

Next, you can sit back and relax as our professional email marketing specialists transform your client's vision into an email campaign strategy that perfectly represents their business based on your onboard for the next 3 months. Not sure you want to follow a consistent strategy for 3 months? No worries—you can submit content ideas to us by the 10th of every month that we will incorporate into their campaign. This strategy will be delivered to you in the days following the onboard.

Building Your Client's Email Marketing Email Content Plan

Your email content plan has only a general idea of what your strategy will look like, so our next step is to let our email marketing specialist take your strategy and turn it into a robust email marketing campaign. Depending on the information you provide us or the information we gather, we'll start drafting individual emails, a drip campaign, or do some A/B testing with your client list. After your first email content plan is done, every consecutive plan will be delivered for review on or before the 25th of the month and then published and sent to your clients the following month. Once emails are sent for review, if we don't hear from you in 5 business days, we will send the emails automatically.

Documentation for Partners
Process Expectations for Email Marketing Standard/Plus

Now that you have helped your client successfully launch their first email marketing campaign, here's how you can prepare them for ongoing services:

Content, Strategy, Custom Graphics, and More

- **2 Pieces of Email Content a Month:** Our Standard product includes two pieces of email content a month. This lets you play around with drip campaigns and A/B testing, but also allows you to have separate emails too—this is especially helpful when you want separate emails to highlight deals on Black Friday or other shopping-focused holidays.
- **Automations, A/B Testing & Segmentation:** Like we mentioned above, Campaigns Pro lets us use automations and manual A/B testing, as well as segment your email list. We can link emails to create drip campaigns and send out different email types to see which perform better with your audience.
- **Custom Graphics:** These graphics will be used in emails where a unique, visually compelling element is needed, such as for a new product launch, promotional content, or a holiday greeting. Emails tend to have a better engagement when a visual element is involved. We will create a maximum of 3 per email using different tools to ensure they align with your brand aesthetic and messaging. There is a maximum of 10 images per email (7 stock images and 3 custom images).

Plus ONLY

- **Basic Strategy:** Having a strategy to look at gives you a better idea of the kind of content we'll be creating for you each quarter. In your strategy, we'll provide a few ideas under each content pillar. Your strategist will choose from that list to make your content each month (unless you provide your own).
- **Analytics Delivery:** At the end of each quarter, we will deliver a document that outlines your campaign performance, such as the delivery rate, open rate, CTOR and engagement, to give you a better idea of what we are planning to do in the next quarter to drive engagement.

Making Revisions

This portion of the process may be the most important because we want to make sure that your client is thrilled with the email campaign(s) we've built for them.

Once the email campaign is created, they will be sent to the client via a test email to review. We request that you help us complete **one** major round of revisions to your client's emails, which includes both your change requests and your client's requests. This helps keep us on track to deliver the content in a timely manner.

Note: For edits you want to make yourself, you can do so in Campaigns Pro. You and your client will always have access to scheduled content in Campaigns Pro and can make changes at any time. Keep in mind, if the email has already been sent out, they cannot go out to that same list again.

Setting Your Email Campaign Live

Congratulations! Your email campaign is ready to be shared with your client's audience! Please let us know when you are ready to publish your campaign so we can set the content live. Be sure to make edit requests in a timely manner to ensure your clients are happy with their published strategy.

Documentation for Partners

Process Expectations for Email Marketing Standard/Plus

Now that you have helped your client successfully launch their first email marketing campaign, here's how you can prepare them for ongoing services:

Next Month

Every month, our team will create new email content based on our strategy and the direction that your client has provided us during the onboarding process. That doesn't mean they can't adapt their strategy, though! If you or your client have any requests or recommendations for content ideas, we are always eager to hear them. Please note that our team works a month ahead, so your email content will be written and delivered for review in the month prior to when they will be sent out.

Please be sure to share all new content ideas with our teams prior to the 10th day of the month to ensure we can incorporate them in the following month's email campaign. If no requests are received by this date, our email marketing specialists will continue to create content based on previous direction.

Your client can expect content for the upcoming month to be sent to them via a test email by the 25th of the current month (they can also review it within Campaigns Pro) to review the emails and make any edit requests they may have. Again, one round of revisions is preferred to start the campaign on time.

Ongoing Requests & Support

If your client would like to provide additional feedback to our team, they are welcome to do so via email at any time.

Additional Info

Our team recommends the following email types, but upon request may be able to accommodate others:

- Welcome emails
- Product tutorials or guides
- Industry news & updates
- Educational blog post roundups
- FAQs or "Did you know" fact emails
- How-to articles
- Customer survey or feedback requests
- Social media content highlights
- User-generated showcases
- Behind-the-scenes company updates
- Product recommendations
- Loyalty program updates
- Customer success stories
- Limited-time offers or promos
- Free trial invitations

For all email types, our ideal copy length is 50-150 words, but as per best practices, we can write up to 300.

Process Expectations for
Email Marketing Plus

If your client needs a little more *oomph* from their email marketing, Email Marketing Plus might be the perfect addition to their package. Here's what you can expect:

Onboarding Call

The onboarding process is slightly different for Email Marketing Plus than the Email Marketing Standard product. A client solutions specialist will lead the call, and an email marketing strategist will also attend. During this call, the client solutions specialist will review the fulfillment form. Then, the strategist will lead the discussion and ask additional questions to gather more information about the client's business and email marketing needs.

Added Benefits of Email Marketing Plus

With Email Marketing Plus, additional benefits can be found sprinkled all throughout the service. Your client can expect:

- 4 additional emails per month
  - These can be individual emails or campaigns
- A robust quarterly strategy with an email marketing calendar
- Performance reporting
- List management after initial upload (unsubscribes, engagement, etc.)

Quarterly Strategy Calls and Proposals (Plus ONLY)

Our quarterly strategy sessions will focus on reviewing email performance, gathering your valuable feedback, and presenting an updated strategy deck. The strategy deck is tailored specifically to your client's brand and features:

- Content pillars aligned with their industry and objectives
- Custom graphics using their branding (max of 3 per email)
- Recommendations for optimizing standalone emails (ie., welcome emails, etc)
- Summary of key performance indicators (KPIs) that we track based on their goals

This meeting can be booked via email or may be pre-booked by our team.

Optional Monthly Check-Ins (Plus ONLY)

We also offer optional monthly check-ins for you to provide feedback, ask questions, or address any urgent updates to your email content plan. These sessions are designed to keep everything aligned with your client's evolving needs. This meeting can be booked via email or set as a recurring appointment.

Frequently Asked Questions

Content Ideas

Why should I have an email campaign?
An email campaign is one of the most cost-effective and direct ways to engage with your audience. Here are several reasons why an email campaign is essential for your business:

- **Direct Communication:** You can control the messaging and reach your audience directly, bypassing social media algorithms and pay-to-play digital ad campaigns.
- **Personalization:** Email allows for tailored messages, increasing engagement by targeting different segments with relevant content.
- **High ROI:** Email marketing consistently delivers strong returns, outperforming other channels in cost-effectiveness.
- **Lead Nurturing & Customer Retention:** Nurture prospects with valuable content over time and maintain customer loyalty with updates, offers and personalized messages.

Who should we target with the email campaign?
Your customers, of course! Ideally, you'll already have an email list ready for our team, which we can use to segment your audience. You can target:

- **New subscribers** with welcome sequences to introduce your brand and offerings.
- **Existing customers** with product recommendations based on their past behavior.
- **Prospects** who haven't converted yet, with nurturing emails that solve a pain point.
- **Dormant customers** with re-engagement campaigns offering exclusive incentives to bring them back.

How often should we send emails?
Email frequency will depend on your audience and the goal you set:

- **Daily emails** are an effective way to advertise flash sales or limited-time promotions, but can risk overwhelming your audience.
- **Weekly or bi-weekly emails** are ideal for keeping subscribers engaged without bombarding them—our recommendation.
- **Monthly emails** work well for newsletters or summary content, where you bundle news or updates.

Frequently Asked Questions

Strategy and More

What types of emails should we consider?
Depending on your campaign's objectives, there are a variety of email types we can do, such as newsletters, promotional emails, event invitations, loyalty program updates, social media content highlights, behind-the-scenes company updates, and more.

How do you ensure the email content aligns with our brand voice?
Brand consistency is key. The tone, style, and imagery should all reflect your company's personality. The best way to do this is to provide us with any branding you have—this can include a logo, a brand guide, font recommendations, etc. Help us help you put your best email foot forward!

Should we incorporate visual elements into our emails?
Visuals are a great way to improve engagement rates without affecting load times or overwhelm the readers. Colors and branding help readers stay engaged with an email, increasing the likelihood of clicking through to your website or completing the desired action.

How do we measure the success of the campaign?
We use Campaigns Pro's built-in performance metrics to keep track of how well your campaign is doing. This includes looking at open rates, click-through rates, conversion rates, unsubscribes, and deliverability rates.

How long should we run the campaign before evaluating the results?
Some campaigns may last longer than a month; in that case, we'll review on a month-by-month basis to see if there are any tweaks we have to make to a campaign. For our pro product, your strategist will review your campaigns weekly and monthly, and provide you with an end-of-campaign report.

What can we do to optimize future email campaigns?
Optimization ensures your campaigns improve over time. Here's how:
- **A/B Testing:** Experiment with different subject lines, CTAs, and email designs to determine what resonates best with your audience.
- **Segment More Precisely:** Create smaller, more targeted segments to tailor messaging based on customer behavior, demographics, and/or preferences.
- **Analyze Metrics:** Use open rates, click-through rates, and conversion data to identify areas for improvement.
- **Refine Content:** Continuously adjust your content strategy by focusing on what generates the most engagement—whether it's product highlights, blog posts, or exclusive offers.

Frequently Asked Questions

Content Review, Edits, and Approvals

How can I see what emails you produced for my client?
Each email will be sent as a test email to you and your client to gain approval. Otherwise, you can also go directly into Campaigns Pro via Business App and preview your emails by clicking on "Campaigns" and clicking on the name of your current campaign.
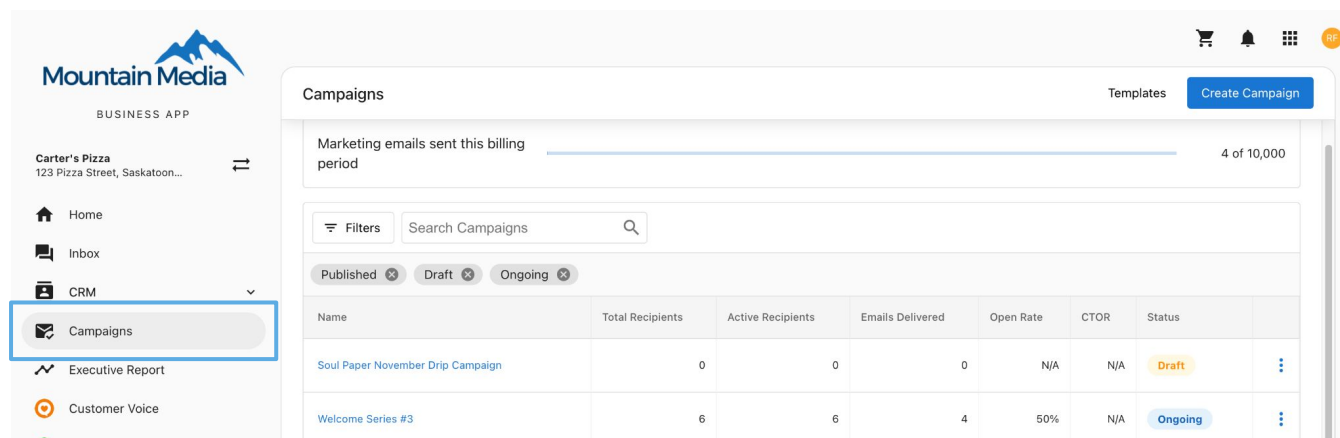
If my client does not like one of their emails, are they able to delete it?
Yes, they are free to log in to their Business App, navigate to Campaigns Pro and remove or adjust any of the emails. We recommend that you pass along your feedback to our team so we can adapt to your preferences and adjust our strategy going forward. However, once emails have been sent to customers, we can't unsend them.

How many emails can I send per month?
As per Campaigns Pro, we are limited to sending 10,000 emails per month. Additional credits can be purchased for additional emails. However, our team will only draft 2 unique emails as part of our standard service and 6 as part of our Plus service.

Why do you automatically publish the email content plan?
Business owners are busy and don't always have time to manage their email inboxes. We also know they're inundated with emails; however, the last thing we want is for a client to purchase a service and to not see the results due to their own inaction.

As such, we automatically publish email content plans throughout the month, 5 days after being sent for review, to avoid the above mentioned situation.