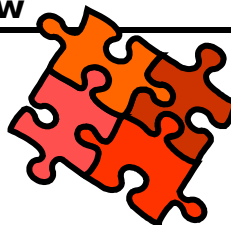


The email Marketing Campaign Jigsaw

Check List



- 1. Carefully identify your target market**
To help you do this properly, we have created a Segmentation Table which can be downloaded at <http://www.listownerlimbo.com/segmentation-table.php>
- 2. Establish the ideal marketing mix;**
 - a. Tweak your product/service that you are promoting (i.e. labeling, packaging, safety, etc)
 - b. Decide upon the price (Special offer? Full price? Competitive?)
 - c. Identify all the steps in the delivery or provision of your product/service when it is purchased, ensuring your website is fully functional and appropriate
 - d. Clearly define your promotional strategy dependant upon your budget
- 3. Create your promotional material professionally**
 - a. Create your email advertisement (HTML or text)
 - b. Create a specific Landing Page (if recommended)
 - c. Create a specific website (if recommended)
- 4. Choose the email list(s) which encompass your target market (utilize SMARTDAMES expertise!)**
 - a. Prepare a briefing; product/service description, target group demographics, geographic coverage, budget (if possible),
 - b. Select the list(s) you consider the most reliable (either do this yourself or get an Agency to do this for you)
- 5. Assess the results of your campaign**
Using the professional feedback provided to you
- 6. Tweak Steps 1 – 4 before proceeding further**
Using the professional feedback provided to you

Step 4 is SMARTDAMES specialty

However, if you require professional marketing advice we are happy to recommend a professional to you.