ULTIMATE
EMAIL NEWSLETTER
CHEAT SHEET

BOOM12

ABOUT US

We are a small team based in Halifax who working with small businesses, non-profits, and government organizations across our region.

If it is from Atlantic Canada, it's local and we love local. Our name draws from the old reliable cannon atop Citadel Hill that shakes the downtown core every day with a big **boom** at **12**pm.

We're ready to help you knock it out of the inbox with email marketing, own your corner of the internet with a **powerful website, reach new heights with affordable digital advertising, and everything in between.**

ABOUT THE CHEAT SHEET

The best emails are strategic, professional in voice and design, and crafted with care. Proofreading and testing go a long way to ensuring you put your best foot forward. But there's a lot more to email newsletter and campaigns than just proofreading.

Here's our tried and true cheat sheet; it will help you avoid some common mistakes. We break it into four key areas: planning, building, testing, and sending.

Planning: If you don't take the time to think about your newsletter, discuss it with your team, and plan it out you will have trouble creating the quality content that delivers results. So take the time to talk about it and think about it.

Building: Once you have your content and purpose, you need to build something that makes sense and looks great.

Testing: This is where you catch the little things that are easily missed during planning and building. Look at what you're sending, check out how it looks on mobile and desktop both are important but especially mobile. Follow the testing steps to catch bad links, typos, or issues with images or graphics.

Sending (...and reporting): After all this work, it is easy to sit back breathe a sigh of relief that it is over and just hit send. It isn't as easy as hitting send, some audiences respond best to emails that arrive in the evening or on weekends while others open emails at work in the morning. Choosing the right time is key and watching your results and testing will make it easier. Serve your audience.

Now you can breathe a sigh of relief and get started on the next one!

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1 PLANNING
This is your who, what, when, and why

- ☐ **Objective?** Is this a special email or a regular campaign? What is your goal?
- ☐ **Who?** Which list or list segment wil you be sending to? Should it be targeted or broad?
- ☐ **When?** Pick the date and time for your email to go out or use send time optimization.
- ☐ **Why?** Why are you sending this campaign? Announce a promotion, increase sales?
- ☐ **What?** What are you sending? What content do you need? Images + copy + links
- ☐ **Priority?** What single piece of content is most important?

2 BUILDING
Designing, organizing, and building

- ☐ **Complete the setup**: Choose a subject and preview text. Select the audience or segment.
- ☐ **Choose a layout**: Choose a design template or layout from the options in the email designer. You can preview the templates, choose based on the content you selected during the planning stage.
- ☐ **Add your content**: Start with your top priority content at the top. It's a good idea to make this full width. Add the featured image, headline, sub heading, and body copy. Move on to the next section.
- ☐ **Pro tips:** Remember the 80-20 rule - no more than 20% sales content. Leave lots of space between sections. Use high-quality photos, balance the use of text and graphics.

3 TESTING
Preview, test emails, link checking, and A/B testing

- ☐ **Preview**: Once you're ready, preview your email for desktop and mobile to make sure it looks right.
- ☐ **Send a test**: Send a test email for review and feedback. Be sure to check it on different devices.
- ☐ **Review links**: Are they all there? Are they live? Correct destination? Don't forget the social links!
- ☐ **Design**: Do your images look right? Is the formatting the same as intended?
- ☐ **Setup A/B testing**: Select A/B testing criteria to ensure you get the best possible results.
- ☐ **Responsive test**: Review on multiple devices and browsers: iPhone, Android, computer, and tablet.

4 SENDING
Scheduling, sending, and checking your stats

- ☐ **Schedule**: Schedule your campaign for an optimal time or use send time optimization.
- ☐ **Send**: You can send your campaign without scheduling for important notices.

After a day or two, check out your basic stats. You will want to start by checking your open, click, and unsubscribe rates

- ☐ **Open rate**: The open rate helps guage how interested your audience is in your content.
- ☐ **Click rate**: The click rate helps guage content quality and audience engagement.
- ☐ **Unsubscribe rate**: This tells you who you lost. Let them go, but keep this rate low.