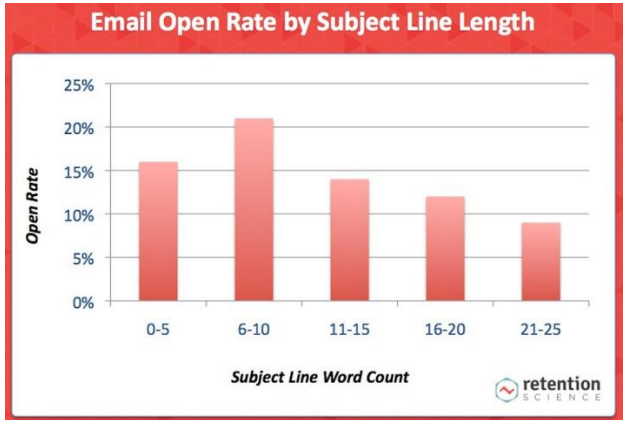
EMAIL MARKETING CHECKLIST: By Francis Waithaka – Digital Marketer

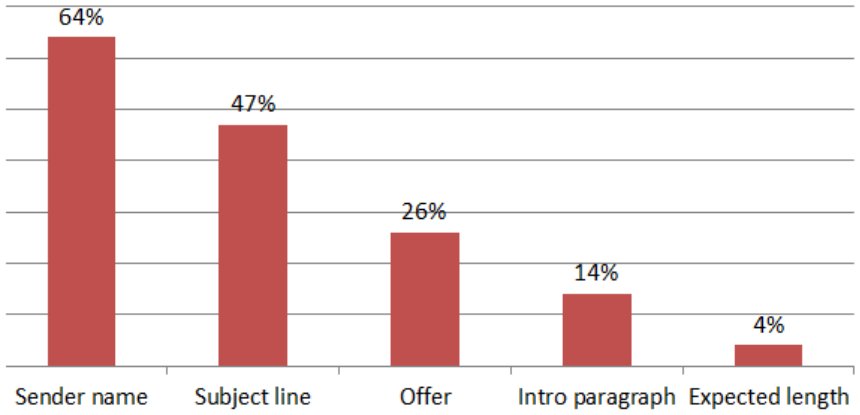
I was inspired to create this email checklist by the team from *Muthaiga Country Club* who we trained in our February Digital Marketing Masterclass. It will help you increase your email open rates and get more engagement for your brand. Ensure you have an email service. If you don't, I've created a summary to help you choose the right tool. An email marketing service helps you automate your marketing workflows, track your email performance, send more and better emails, and build a deeper relationship with your customers and prospects.

	CHECKLIST	STATUS

1.	**SEGMENTATION:**
	• Have you segmented your email lists so that your message is relevant to your audience?
	• Create different segments/groups/lists according to their unique profiles
	• Know the likes, dislikes and preferences of each group from your audience.
	• You can segment your email lists according to the following
	  ○ **Location?** (City, County, Country)
	  ○ **Interests?**
	  ○ **Age?**
	  ○ **Gender?**
	  ○ **Nationality?**
	  ○ **Income**	

	• Recipients are 75% more likely to click on emails from segmented campaigns than non-segmented campaigns. (MailChimp, 2017)	
2.	SUBJECT LINE: • Have you written a catchy headline that will make someone want to open the email? Your subject line is the only part most people read & determine whether to open the email or not. • Are you communicating something valuable? People care about their personal interests. What is there for me in this email? If there's nothing, I'll not bother opening leave alone replying • This data from Retention Science indicates that email subject lines between six and 10 words consistently have the best open rates 	
3.	A/B TESTING to determine the best time to send an email: • What time do you send your email? • A business (transaction) email and a leisure (club) email should have different timing. Business is when you want to transact. Club is when you want to relax/party or have a private meeting. • When you start your email marketing campaign, spend the first few weeks testing what time results in the highest open and click rates.	

	• Don't forget to take time zones into account • What time do you send your email? • Weekdays from 6:00am to 11:00am, people tend to spend time reading emails, so the clicks and opening rates are very good and these hours are recommended. • From 3:00pm to 5:00pm, a drop in the work rate is common, and the email usually works as a distraction. • Sunday? Not everyone accesses emails on Sundays and messages end up falling on the first track on Monday, when there's low visibility and many messages end up being ignored or not even read. It is better avoid it. • If you want to sell products related to work such as office supplies, avoid sending your email marketing in periods of rest and recreation, at night or weekends. The chance of them ending up in the recycle bin is huge when opened off-site and working hours. • 11 a.m. has the highest click through rate for email sends. (HubSpot, 2015)	
4.	WRITE WELL: Make sure your copy reads like it was written for a human, not just an inbox.	
5.	PERSONALIZATION: Email marketing has a higher return on investment compared to most online advertising Dear Francis, I'm writing to inform you of our group savings account called M-Chama. M-chama is free to open to members of any registered and non-registered group in Kenya. It comes with a personalized card and you can deposit and withdraw from any Postbank branch, Mashinani and M-Pesa agents. Try it here	

6.	HAVE A CLEAR CALL TO ACTION: Can the reader determine what they're expected to do within 5 seconds? If not, they will delete your email or ignore it altogether. Do you want them to call? Fill a form? Reply? Then state that as you close your email.	
7.	MEASUREMENT: After you've sent your emails, check the report and analyse the performance • Open Rate – How many people opened • Click through rate – If there was a link on your email • Unsubscribes – How many people unsubscribed (don't want to be contacted) • Marked as spam – Who marked your email as spam? • Bounce rate – How many emails were not delivered because they were invalid?	
8.	SUMMARY: Why Do People Open And Respond To Emails?  Source: *Consumer Pulse* • Use 6 to 10 words in your subject lines to get the best open rate • Send your email campaigns during the week day and in the morning.	

	• Personalize subject lines with the reader's name • Use a recognizable sender name • Optimize your email campaigns for mobile- Clean and simple images are key when it comes to mobile-optimized emails. Don't overdesign with too many images or embed large image files, because they might take forever to load on phones. • Segment your email lists	

WHAT IS THE ROI OF EMAIL MARKETING?

By most measures, the ROI for email marketing is roughly twice that of other digital channels—if not better. This is because of its targeting and personalization capabilities and cost effectiveness.

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BEST EMAIL MARKETING SERVICES

A good email marketing service enables you to create highly engaging emails. It also allows you to manage your contacts, segment users into groups, and track the performance of your email campaigns.

TOOL	BENEFITS	PRICING
Constant Contact	• eCommerce integration. • Tracking & reporting, built-in social media sharing tools, free image library, list segmentation, Facebook ads integration	• $20 per month for up to 500 subscribers.
Drip	• Integration for all popular website builders (WordPress and Ecommerce shops (WooCommerce, Shopify)	• Free for up to 100 subscribers. • Plans starts from $49 / month
ConvertKit	• Specifically designed for creators and professional bloggers	• $19 per month for up to 500 subscribers. • Pricing starts from $29/month.
SendinBlue	• Free for up to 300 emails / day • Unlimited contacts • Best for eCommerce websites and savvy internet marketers.	• $25 per month for up to 40,000 emails per month.
MailChimp	• Free for up to 2,000 subscribers and 12,000 emails per month. • Ideal for a small business	• $10 per month for 500 contacts and unlimited emails.

AVERAGE EMAIL CAMPAIGN PERFORMANCE BY INDUSTRY – Source: Mailchimp (2018)

Industry	Open Rate	Click Rate	Soft Bounce	Hard Bounce	Abuse Rate	Unsubscribe Rate
All non-labelled accounts	21.09%	2.61%	0.61%	0.39%	0.012%	0.23%
Agriculture and Food Services	23.12%	2.69%	0.57%	0.36%	0.012%	0.29%
Architecture and Construction	23.13%	2.55%	1.39%	0.91%	0.014%	0.35%
Arts and Artists	26.03%	2.66%	0.57%	0.34%	0.012%	0.29%
Beauty and Personal Care	17.01%	1.76%	0.38%	0.28%	0.013%	0.31%
Business and Finance	20.47%	2.59%	0.63%	0.46%	0.010%	0.21%
Computers and Electronics	19.39%	1.98%	0.92%	0.54%	0.012%	0.29%
Construction	21.01%	2.03%	1.38%	0.98%	0.018%	0.40%
Consulting	18.96%	2.15%	0.88%	0.58%	0.011%	0.28%

Creative Services/Agency	21.59%	2.51%	1.02%	0.70%	0.012%	0.37%
Daily Deals/E-Coupons	14.92%	2.30%	0.12%	0.07%	0.005%	0.10%
ecommerce	15.66%	2.07%	0.31%	0.19%	0.011%	0.24%
Education and Training	21.80%	2.48%	0.54%	0.37%	0.009%	0.20%
Entertainment and Events	20.41%	2.19%	0.48%	0.32%	0.009%	0.28%
Gambling	18.47%	3.15%	0.42%	0.42%	0.013%	0.14%
Games	19.71%	3.19%	0.47%	0.39%	0.013%	0.24%
Government	26.52%	3.65%	0.49%	0.34%	0.006%	0.13%
Health and Fitness	20.06%	2.18%	0.41%	0.33%	0.013%	0.37%
Hobbies	27.35%	4.78%	0.33%	0.19%	0.013%	0.23%
Home and Garden	22.21%	3.02%	0.57%	0.35%	0.016%	0.36%
Insurance	20.99%	2.09%	0.75%	0.72%	0.016%	0.25%

Legal	21.14%	2.71%	0.75%	0.54%	0.010%	0.22%
Manufacturing	20.51%	2.18%	1.30%	0.83%	0.015%	0.35%
Marketing and Advertising	16.48%	1.74%	0.71%	0.47%	0.010%	0.26%
Media and Publishing	21.92%	4.55%	0.29%	0.15%	0.005%	0.12%
Medical, Dental, and Healthcare	21.09%	2.25%	0.69%	0.59%	0.015%	0.29%
Mobile	18.41%	1.98%	0.61%	0.48%	0.011%	0.34%
Music and Musicians	21.80%	2.68%	0.55%	0.33%	0.011%	0.28%
Non-Profit	24.11%	2.57%	0.50%	0.35%	0.009%	0.20%
Pharmaceuticals	18.95%	2.39%	0.69%	0.55%	0.010%	0.20%
Photo and Video	22.99%	2.90%	0.72%	0.47%	0.014%	0.40%
Politics	22.30%	2.13%	0.43%	0.31%	0.013%	0.21%
Professional Services	20.77%	2.39%	0.90%	0.61%	0.012%	0.30%

Public Relations	20.21%	1.63%	0.72%	0.46%	0.007%	0.19%
Real Estate	19.67%	1.80%	0.57%	0.40%	0.015%	0.29%
Recruitment and Staffing	19.33%	1.81%	0.51%	0.47%	0.008%	0.28%
Religion	25.33%	2.92%	0.24%	0.15%	0.007%	0.13%
Restaurant	20.26%	1.06%	0.37%	0.22%	0.011%	0.28%
Retail	19.36%	2.24%	0.35%	0.24%	0.011%	0.27%
Social Networks and Online Communities	21.13%	3.16%	0.38%	0.23%	0.008%	0.22%
Software and Web App	19.81%	2.05%	1.02%	0.69%	0.011%	0.35%
Sports	23.77%	2.88%	0.44%	0.31%	0.010%	0.28%
Telecommunications	20.27%	2.20%	0.96%	0.69%	0.010%	0.24%
Travel and Transportation	20.03%	2.00%	0.63%	0.39%	0.012%	0.24%

If you want more help on how to make your email marketing effective, reach out to us or attend our next Digital Marketing Masterclass: Topics covered:

	TOPIC	DESCRIPTION	TRAINER
1	User Experience Design	How to conduct user experience research and build buyer personas	Kevin Oduor
2	Content Marketing	How to create content that positions your brand as a thought leader	Barbara Moi
3	Conversational Marketing	Conversational marketing: The process of creating content that drives engagement and virality	Sam Kung'u
4	Online Advertising	How to use customer behaviour and transaction data to create relevant Ads	Francis Waithaka
5	Data Analytics	Making sense of data. How data analytics can help you increase sales	Brian Wamiori
6	Conversion Rate Optimization & Data Analytics	How to improve the user experience of your website and increase conversions	Brian Wamiori
7	Search Engine Optimization	How to improve your rankings on search engines	Francis Waithaka
8	Email Marketing	How to create effective emails and track performance	Francis Waithaka

Time: 9:00 am – 5:00 pm

Days: Thursday, Friday

Fees: Kshs 15,000

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What You Get

- Free 1 month mentorship to help you with implementation
- Certificate from Digital For Africa LTD
- Lunch and Breakfast

Other Services we provide

- Designing Websites
- Development of Mobile Apps
- Development of Enterprise resource planning systems (ERPs)