



How to Get Started With Email Marketing



Step 1: Set Up Your Account

Create an account with your email service provider (ESP) of choice. We recommend MailChimp, which offers free accounts for companies with under 2,000 subscribers.



Step 2: Build Your List

Email marketing is a permission-based strategy — which means you'll need customers to opt in and subscribe. To build your list, add a subscription box to your website, ask social followers to subscribe, and sign up attendees at in-person events.



Step 3: Design Your Template

Create consistency by using the same template for each monthly newsletter or weekly promo. You don't have to start from scratch — use one of your ESP's premade templates, and make it your own. Add your logo, brand colors, social handles, and website links.



Step 4: Create Your Calendar

Email should support your brand's marketing goals, so integrate your newsletters and promos into your company's marketing calendar. Consider aligning emails with social media and online advertising campaigns for maximum impact.





Step 5: Send Your First Campaign

Your first campaign sets the stage for your email strategy. Let subscribers know what to expect from your brand by sharing a mix of educational, entertaining, and promotional content. Before pressing "send," double check that you're creating true value.



Step 6: Monitor Your Results

Email marketing doesn't have to be a guessing game. You can review the results of your campaign right in your ESP. The metrics you check should depend on your goals — you may want to track list size, open rate, click-through rate, shares, or other metrics.



Step 7: Try Next-Level Strategies

Once you've sent a few campaigns and you've begun to hit your stride, consider implementing some next-level strategies. Email automation, ecommerce integration, and customer segmentation can all help you maximize your email efforts.



Step 8: Scale Up Your Email Efforts

Creating email content regularly and sending to your list consistently aren't always easy, especially if your marketing team is tiny or short on time. We can take email off your plate — from overall strategy to newsletter and promo creation to email service provider setup, we have the perfect package for your brand.



Get Our Done-For-You Email Marketing Services

