Digital Marketing Health Check

Email Strategies

Securing your business.

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Health Checks

What is a Health Check?

A health check is essentially an audit; you will filter through and answer each question to improve your business's practices and establish your digital culture, one easy step at a time.

This Health Check asks questions across various different digital marketing subjects, and then describes the **industry standard way** addressing these questions, labeled as a **Good Practice**. Performing these audits will be a key part of your business's digital culture journey, and will show you what you are missing to secure and protect your growth.

A health check's core topics will help you know how to answer questions similar to:

> *What is digital content?*
>
> *How does digital content affect perception of my business's products or services?*
>
> *What can I do to establish effective marketing strategies?*
>
> *What can I do to increase exposure of my product or service?*
>
> *What can I do to make my business appear further up on Google's search results?*
>
> *What are key words, and how do they affect and influence SEO?*
>
> *What do I do if my marketing campaign has a negative response from my audience?*

Why these core topics are Important:

A health check will cover the core topics listed above, as some of them can be easily overlooked by many people. From unskilled all the way up to people who are very skilled with technology. This document will help give you and understanding of your goals and aims regarding these topics. Using the topics covered in this document is a good baseline to help you plan your business's future plans of action.

What you hope to achieve by completing this document:

The goal of this document is to get you started on your digital culture transformation journey, no matter how small or big the first steps are, any step in the right direction is important.

You may want to refer back to your health check documents before and after you've implemented any of your business's new policies and procedures.

Health Checks

How to Use Digital Marketing Health Check Documents:

The health checks are laid out in a very simple user-friendly way, with three core columns to focus on. The three columns are set out for you to follow from left to right in the following way:

1: Do You Have?	2:Yes/No	3: Good Practice
Example Question: Do have video and or photo content for your business's brand?		**Example Good Practice** It's essential that your brand has a visual presence, as well as digital one. Photo and video content allows your brand to highlight what it is as well as what it has to offer, which is important for your customers to see – people trust more in what they can see.
This is a question to **assess** if you have a **specified** practice in place. Some of these questions may have a simplified version which may be easier to understand.	You will answer with a **Yes/No** in this box.	This will be **our recommendation** of what you should do to solve a lack of certain practices, this is labelled as a **Good Practice**. A **Good Practice** is a behaviour that is **identified** as an **industry standard way** of doing particular things.

How to Use the Total Score Table:

At the end of every module, there is a **Total Score** table. This table is where you **total up** all your **yes/no** answers **for each module** you complete:

Total Score:	Y:	Notes:
	N:	
This is the **total number** of **yes/no** answers in the boxes to the **right**.	This is where you will put the **amount** yes and **no answers** you have **totalled** up per section.	You can use this box for any **additional notes** you want to make for each unit you have covered.

Email Marketing

Email Marketing:

Email marketing is the art and science of reaching out to your customers with valuable content that they want to read and engage with.

It's more than just sending out a newsletter once a month, though that's important. It's also about using your business' own data to segment your audience into groups based on their interests, then sending them personalised emails that are relevant to them and their needs.

When done correctly, email marketing can boost sales, increase brand awareness, improve customer service and loyalty, generate leads, and drive traffic back to your website.

Complete the following assessment to evaluate your business's Email Marketing

Do You Have?	Occurrence	Yes/No	Good Practice
Do you have emailing as a marketing method?			Email is an underrated and under utilised marketing tool. It can increase brand recognition, and direct your customers to where you want them to go.
Do you a strategy planned for your email marketing campaign?			For an email marketing campaign to be successful you need a thoroughly planned strategy. Consider what your desired outcome of the campaign is, who you are trying to appeal to, and the time-frame you would like to achieve it in.
Do you have a good understanding of who you are targeting through email marketing?			A good understanding of the audience who will be reading the email will increase the success of the campaign. Consider what will make them happy or what will solve their challenges. If you're sending content that your audience finds irrelevant, it's likely they will unsubscribe from your business's mailing list
Do you have multiple audiences?			With a good understanding of your audience, consider if they can be segmented into smaller groups. For example, you may want to communicate with your wholesalers differently than your customers. Or you may want to target audiences differently based on where they are on their buyers' journey. For example, are they new to showing interest in your business? Are they likely to purchase soon? Have they already purchased?

Email Marketing

Do You Have?	Occurrence	Yes/No	Good Practice
Do you have a specific purpose or goal in mind with your email campaign?			This relates back to the strategy behind the campaign. Ensure each email that is sent out has a purpose the behind it that aligns with the goal of the campaign.
Do you have email content that aligns consistently with your brand's tone of voice?			Your brand's tone of voice is part of the branding of the business and it's important to keep it consistent across all mediums. Customers who have signed up to your mailing list will expect you to speak to them in a particular way.
Do you have an audience who has agreed to subscribe to your mailing list?			Without ensuring the proper permissions from your audience, you risk violating Anti-Spam policies and this could generate a lot of complaints. You don't want your email campaigns to be labelled as spam by major email providers.
Do your email campaigns have way to unsubscribe that is clear and easy to find?			If someone wishes to opt out from receiving your emails, you must respect their decision. To comply with legislations your emails must contain an unsubscribe option.
Do your email campaigns have image and video content within them?			Imagery and video within emails is likely to keep the reader more engaged, encouraging them to read the whole email. Look at emails from mailing lists you are subscribed to get inspiration for the design of your email. Ensure that any imagery or video used is a suitable size for emails, if it's too large there will be complications with sending the email.
Do your email campaigns have a measurable value to the reader?			To keep your reader engaged you want your email to provide value to them. Consider what your audience will want to see, what will entertain, educate, or inform them? If your reader has no interest in the email, it's likely they will choose to unsubscribe.
Have you used any of the free email marketing services available on the market?			There are platforms such as MailChimp and EmailOctopus that allow you to run email marketing campaign for free. Look at the further resources section at the end of this document to see our recommendations for free and professional software.

Email Marketing

Total Score:

Y:

N:

Notes:

Email Marketing

Your Next Steps.

Email marketing is one of the most effective ways to reach customers, and it's a great way to get your name out there. Customers are bombarded with ads every day, so if you want to stand out, your email messages need to be unique and interesting.

Email marketing can help you build relationships with customers and keep them coming back for more. You can also use email marketing to send out special offers or coupons as well as any other updates about your company or product.

Email marketing allows you to target specific groups of people based on demographic info such as location or age range so that you're reaching only those who will be interested in what you have to offer. This helps reduce costs associated with sending out unwanted emails or wasting time on social media sites by targeting specific groups rather than just randomly posting things online hoping someone will stumble across them at some point in time.

Finally, email marketing gives you the opportunity to track results so that you know exactly how well something was doing before deciding whether or not it should be continued going forward (or discontinued altogether). Now that you have completed the email marketing health check, you'll be in a much better position to assess the strengths and weaknesses of your business's current email campaign performances.

Complete the following assessment to evaluate your business's next steps.

Your Next Steps: Email Marketing Tool Kit.		
Where is your email marketing campaign process currently at?	**What can be done to optimise your email marketing process?**	**Resources:**
		Digital Marketing Tool Kits: The Email Marketing Tool Kit is the next step beyond this Health Check. It will allow you to implement the changes you identified whilst performing a Health Check audit.