



Digital Marketing Tool Kit

Email Marketing
Securing your business.

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Start Digital



Tool Kits

What is a Tool Kit?

A **Tool Kit** document is a step-by-step guide to help you implement the measures and processes covered in a **Health Check** module.

Not all fields or groups of boxes will need to be filled in. We expect you to only fill in the ones you plan on implementing based on the results of your health check audit. You can always go back later to complete any additional modules if necessary.

The **Tool Kits** are a **living document**, which means that you will be referring back to each section as time goes on. Cyber security is an on-going process and sitting still is not a position you want to be caught in. Most of this document's tasks cannot be completed in a single sitting, or a short period of time. This means you will be coming back regularly to make updates and changes.

Policy implementation:

Certain topics within a **Tool Kit** may be covered by existing policies you have implemented within your business. You may find that you can improve your existing policies with the help of the **Health Checks** and **Tool Kits**. If your existing policies are working as they should though, rather than repeating yourself, you can add supporting documents to the relevant policies and redirect towards the documents with the necessary information.

What you hope to achieve by completing a tool kit:

The goal of completing a tool kit is to support your on-going digital transformation journey, no matter how small each step is. Any step you take in the right direction is an important improvement to your business's digital culture.

Establishing a digital culture:

Advancements and the reliance on digital technology coupled with classic business models have accelerated business disruption. In an increasingly global marketplace, the pandemic has further accelerated this trend, making the digital transformation critical for a business's success. However, it takes more than just technology and policies; the business leaders must also look at the human side of their organisations.

The culture within the business around the way your employees interact with technology is a significant factor in staying secure, and being successful. Developing a strong digital culture from the top down is an extremely important element to ensuring the policies you develop become second nature to all employees. Without the right culture of behaviour, the policies you implement have limited impact.

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.



Tool Kits

Completing a Tool Kit Task Sheet:

Tool Kit task sheets are laid out in a very simple, user-friendly table format. A task sheet has 2 primary elements; the **topic table**, and the **question** and/or **task box**. Some task boxes may include a **tick box** to indicate you have completed that specific task or full topic.

Topic Table:

This is a table at the start of each module with each topic categorised. Once you have completed a full task, you can tick it off to keep track of the tasks you have carried out.

1: Topic Number	2: Module Topic	2: Tick Box
Example Number: 1	Example Topic: Cyber security policy	
This is just a simple box to denote the number of topics within a module.	This box names the specific topic of the module you are currently working through.	Tick this box to show you've completed the named topic.

Answer Table:

Answer tables are set out in two different formats: **question boxes** where you are asked specific questions that require specific answers; and **task boxes** where the goal is for you to carry out a specified task, and then mark it as complete when you have finished. Some tasks will be multiple choice, where you choose one task or another.

Question Box:

1: Example Module Question: What processes do you have in place for email safety?
Example Answer: Our current processes are...
This is where the question is asked , and you fill in the lower boxes with your answers .

Task Box:

1: Example Module Task: Explain below what situations you should _____ data storage devices:	
Example Prompt: Re-use	Example Task Answer: I would re-use a data storage device when...
This is where a task might be broken down into a sub task , a specific prompt , or a multiple choice task.	This is where you record your response to the task using either the prompt or sub task as a guideline for your answer. Don't forget , not every box needs to be completed. Multiple choice tasks will only require relevant boxes to be filled in or ticked off.



Email Marketing

Email Marketing:

Email marketing is a form of marketing that aims to keep your audience engaged before, during, and after purchases. It's an effective tool for brand awareness, and can be used to make your audience aware of promotions, company news or just to improve customer service. The downside of email marketing is that it can be annoying to some audiences, therefore you have to be sure you are emailing them content of value to them so that they don't disengage with the brand.

Through using a service such as MailChimp, you can set up a free account and store up to 2000 contacts on your mailing list (additional contacts will occur a small subscription fee). Within this document we will advise you how to use MailChimp, but you are free to use any email marketing service you prefer.

Before launching your email marketing campaign, it's important to set out your goals and objectives to understand the desired outcome of the campaign and gain a better understanding of the purpose of each email.

Email Campaign Strategy:

Goal of the Email Campaign:

This is the ultimate outcome you hope to achieve.

Objectives of the Email Campaign:

Milestones to be completed to achieve your goals.



Email Marketing

Gathering an Audience:

To start an email marketing campaign, you will need a mailing list of people who have opted in to receive emails from you. There are several ways for you to gather an audience for your mailing list. Consider which you think will work best for your business and the content you are going to be sending out. Tick all boxes that apply, and remember: to gather a person's data, you must have their permission to be added to your mailing list.

Methods of Gathering Consumer Data:

Website Newsletter Form	<input type="checkbox"/>	Free Offers	<input type="checkbox"/>	Previous Customers	<input type="checkbox"/>
On-site Survey	<input type="checkbox"/>	In Person Meetings	<input type="checkbox"/>	Other Lead Generators	<input type="checkbox"/>

Type of Audience:	Audience 1	Audience 2	Audience 3
Audience Description: How would you describe this particular audience?			
Source of Details: How did you acquire their contact information?			
Stage of Life: What stage of a person's life are you trying to target? For example: Students, parents of young children or teens, retired, etc.			
Interests: What are the expected interests of the audience you are targeting?			
Delivering Content: What sort of content do you expect to be most effective for this audience?			



Email Marketing

Email Marketing Content:

To start creating email marketing campaigns on MailChimp, go to www.mailchimp.com and create a free account using the email you want your emails to come from. On the home page select 'Create' on the left-hand side and then select 'Design Email' under the 'Regular Email' section. From there you can design the email however you want.

However, before you start creating emails, you should plan out a strategy for the emails you want to send. Make sure your planned emails align with fulfilling the goals of the campaign and are relevant to the chosen audience.

Email Planning:	Campaign 1:	Campaign 2:	Campaign 3:	Campaign 4:
Topic: What is the primary topic of this email campaign?				
Audience Position: Where in the "buyers' journey" do you expect audience members to be in?				
Purpose of Email: What do you want to achieve with this email campaign?				
Subject Line: What will be in the email's subject line?				
Call to Action: What do you want the audience to do in response to receiving the email?				
Links: Will you be including weblinks within the email? If so, which links will you be including?				
Creator: Who will be responsible for creating the email and its content? Include all that apply.				



Email Marketing

Email Marketing Schedule:

You should plan ahead with your campaign so you have a clear idea of what you want to send out, and when. Use the planner below to plan your campaign for the next four weeks (or further if needed) so you can prepare ahead and know when you are due to be meeting your campaign's objectives.

Email Schedule - Week 1: Note - list the target audience for that day, underneath each day.

Monday:	
Tuesday:	
Wednesday:	
Thursday:	
Friday:	
Saturday:	
Sunday:	



Email Marketing

Email Schedule - Week 2: Note - list the target audience for that day, underneath each day.

Monday:

Blank area for notes for Monday.

Tuesday:

Blank area for notes for Tuesday.

Wednesday:

Blank area for notes for Wednesday.

Thursday:

Blank area for notes for Thursday.

Friday:

Blank area for notes for Friday.

Saturday:

Blank area for notes for Saturday.

Sunday:

Blank area for notes for Sunday.



Email Marketing

Email Schedule - Week 3: Note - list the target audience for that day, underneath each day.

Monday:

Blank area for Monday's email schedule details.

Tuesday:

Blank area for Tuesday's email schedule details.

Wednesday:

Blank area for Wednesday's email schedule details.

Thursday:

Blank area for Thursday's email schedule details.

Friday:

Blank area for Friday's email schedule details.

Saturday:

Blank area for Saturday's email schedule details.

Sunday:

Blank area for Sunday's email schedule details.



Email Marketing

Email Schedule - Week 4: Note - list the target audience for that day, underneath each day.

Monday:

Blank area for notes for Monday.

Tuesday:

Blank area for notes for Tuesday.

Wednesday:

Blank area for notes for Wednesday.

Thursday:

Blank area for notes for Thursday.

Friday:

Blank area for notes for Friday.

Saturday:

Blank area for notes for Saturday.

Sunday:

Blank area for notes for Sunday.



Email Marketing

Email Marketing - Analytics:

Once you start sending emails to your audience, it's important to keep track of the analytics of each email in order to assess how well they performed. Tracking the analytics of each of your campaigns also allows you to see how the campaign is progressing, and if there are any improvements that could be made.

If you are using MailChimp for your email marketing, you will be able to find reports of all your emails send through your marketing campaigns through the homepage. You can access this data by selecting Campaigns > All Campaigns, and then selecting the email you want to view the analytics of. Complete the table below to document the performance of each of your email marketing campaigns.

Email Marketing Analytics:	
Sent to: How many recipients was an email sent to?	
Opened: How many recipients opened the email?	
Clicked: How many recipients clicked on links contained within an email?	
Bounced: How many of the emails failed to be received by a recipient?	
Unsubscribed: How many recipients who have chosen to remove themselves from your audience list?	