



Ultimate Guide to Email Marketing

# Email Toolkit

*Here's how to use this spreadsheet:*

**1. Make sure you are logged in to your Gmail or Google account (If you do not have a Gmail account, then you can download this as an Excel file)**

**2. Press File and then click "Make a Copy" so that you can save a copy for your own use**

2. Go through each chapter of the Ultimate Guide to Email Marketing

3. Use the checklists in the tabs below and move onto the next step only after you've completed the one before it.



# My Email Marketing Goals

## What is your goal for using email marketing?

[Type your answer here.]

*\*Think about what you want to achieve. Do you want to increase sales for your product? Do you want to build relationships with subscribers? How will it fit with your overall marketing strategy?*

## How will you measure the success of your email marketing campaigns? (What is the actual KPI you will measure against?)

[Type your answer here.]

### Fill In The Blank

I want to get	100	subscribers by	[enter target date here]
I want to get	5	new customers by	
I want to generate	\$2,000	in revenue by	

## What tactics are you going to use to grow your list?

- Create a lead form for my website
- Create an incentive (guide, checklist, GIFs) that can be gated with lead form
- Set up social media lead gen opportunities (Facebook and Twitter)
- Host a contest
- [Define your own]
- [Define your own]

## What's the first tactic you're going to try?

[Enter tactic here]

## When do you want to have it done?

2016-12-31

## What specific actions will you take to reach your goal?

<input type="checkbox"/> [Step 1]	2016-11-16
<input type="checkbox"/> [Step 2]	2016-11-16
<input type="checkbox"/> [Step 3]	2016-11-16
<input type="checkbox"/> [Step 4]	2016-11-16
<input type="checkbox"/> [Step 5]	2016-11-16
<input type="checkbox"/> [Step 6]	2016-11-16

## When do you want to have it done?



# Email Editorial Calendar

Month	Email Name	Send Date [1]	Email Type [2]	Email List / Audience [3]	Call To Action (CTA)	Design Needs [4]	Author [5]
January	January Email #1	1/7/2017					
	January Email #2	1/27/2017					
February	February Email #1	2/5/2017					
	February Email #2	2/27/2017					
March							
April							
May							
June							
July							
August							
September							
October							
November							
December							



## Email Analytics Dashboard & Checklist

[6]

Email Analytics Dashboard	# Emails on List	# Emails Bounced	Email Bounce Rate %	# Emails Delivered	Deliverability Rate %	# Unique Opens	Open Rate %	# Unique Clicks	Click Rate %	Unsubscribes	Traffic to Your Website	New Customers / Sign Ups / Registrations	Revenue	RPM [7]
January Email #1	500	4	0.8%	496	99.2%	100	20.0%	25	5.0%	1	20	2	\$500	\$1,000
January Email #2			#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!					#DIV/0!
February Email #1			#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!					#DIV/0!
February Email #2			#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!					#DIV/0!

### Analytics Checklist

- Open Rate % - the # of unique people who opened your email divided by the number of people on your list
- Click Rate % - the # of unique clicks on your email divided by the number of people on your list
- Unsubscribes - # of people who unsubscribe from your email list from the email they received
- Bounces - % of emails that are being returned as undeliverable
- Deliverability Rate % - % of emails that are delivered to the subscriber's inbox
- Traffic - # of clicks to your website
- Sales / Revenue
- New Customers
- RPM (Revenue Per 1,000 Email Addresses)
- Location
- Device - evaluate what device your subscribers are using to view your emails. This will help you determine how to best design your emails in the future.



# About AWeber

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 100,000 businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, extensive template libraries and industry-leading deliverability and live support.

**Try AWeber free for 30 days today.**

[1] When do you plan on sending this email to subscribers?

[2] Promotional? Blog update? Newsletter?

[3] Who should be receiving this email? Your entire list, or a specific segment of subscribers?

[4] What design elements will you need for this email (e.g., images)? Who will work on creating them?

[5] Who on your team is responsible for creating the email content and sending it to subscribers?

[6] Revenue Per 1,000 Email Addresses

[7] Revenue Per 1,000 Email Addresses