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# Planning for E-mail Marketing: 25 Questions to Answer Before You Send

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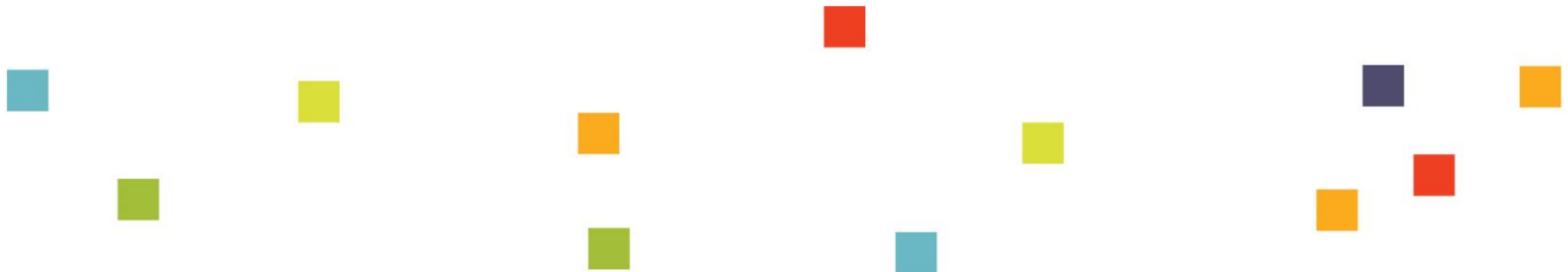
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## 25 Questions to Answer Before You Send

Here are 5 reminders outlining the things you need to think about when creating your campaign.

1. Define your goals.
2. Define your audience.
3. Define your message.
4. Define your vehicle.
5. Define your delivery timing.





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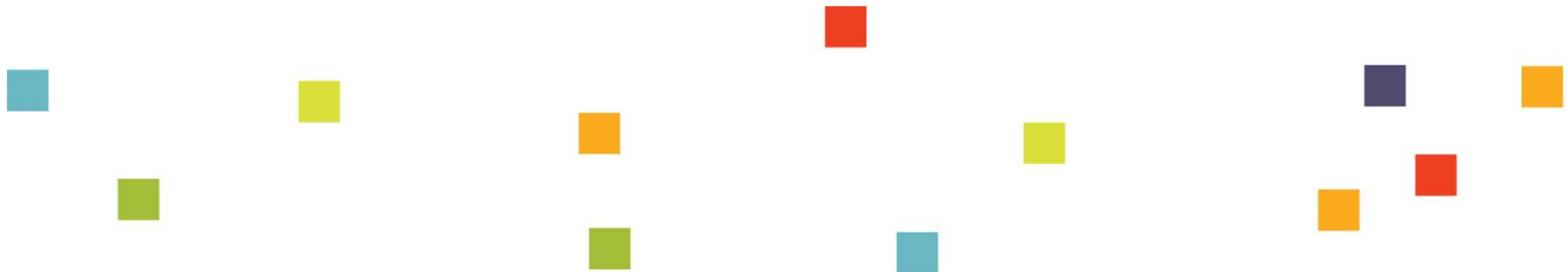
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**Then answer the following questions:**

**Permission:**

1. Are you using a good permission policy?

Make sure you have a **preexisting business relationship** and/or **affirmative consent**.



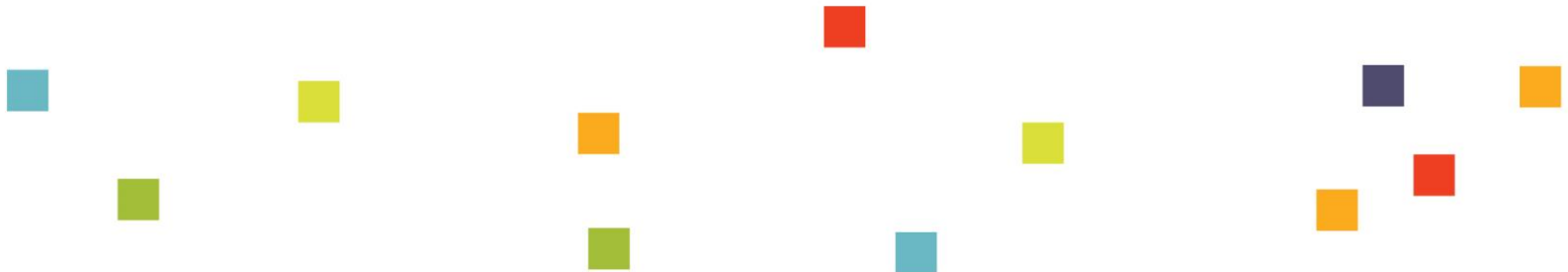


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## Your “From” and “Subject” Lines:

2. Does your “From” line include your company name or brand?
3. Is your “Subject” line the right length?
4. Does your “Subject” line incorporate a specific benefit?
5. Does your “Subject” line include your brand?
6. Does your “Subject” line create a sense of urgency?



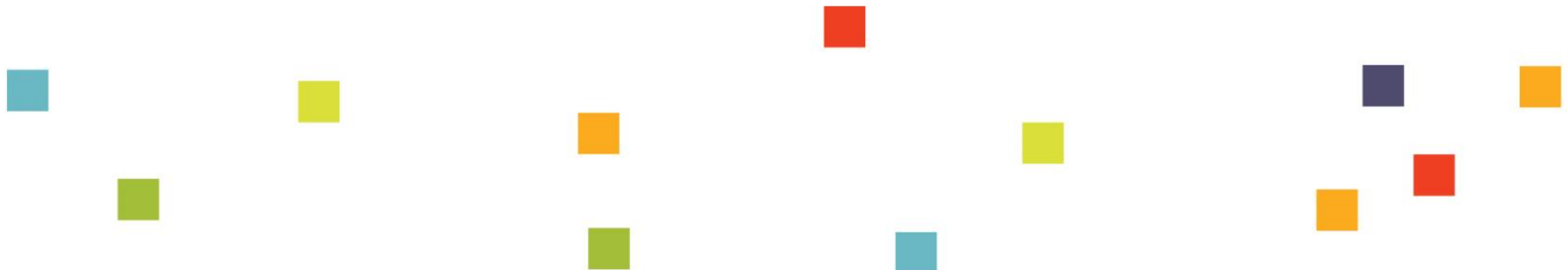


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## Your Email Copy:

7. Is your email targeted, relevant and timely?
8. Is your email personalized with the recipient's first name, last name, or both, if appropriate?
9. Is your email copy clear and concise?
10. Does it contain a strong call-to-action?
11. Does it focus on benefits?
12. Does it create a sense of urgency?



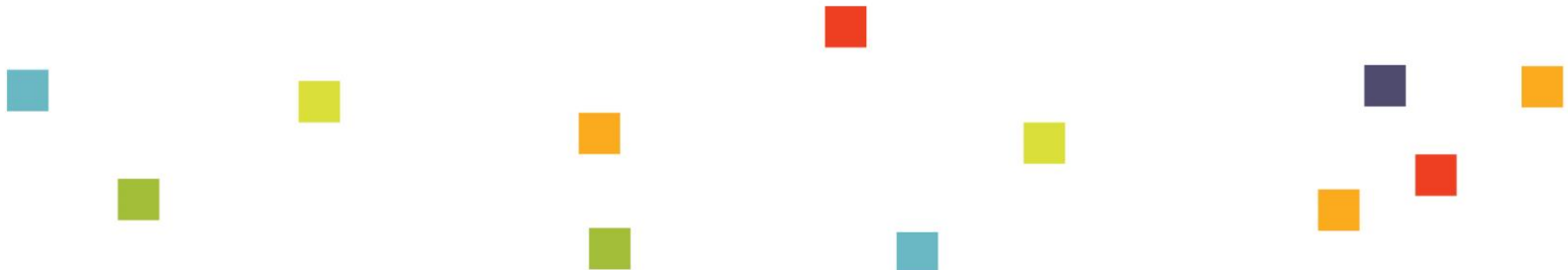


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### **Important Details:**

13. Are you prepared to handle inbound email responses and questions resulting from your outbound email campaigns?
14. Have you used appropriate graphics while also making good use of white space?
15. Have you proofread the “From” line, “Subject” line and email copy thoroughly?
16. Have you checked all links to be sure they work properly?
17. Have you previewed and sent yourself a test in both HTML, and text?



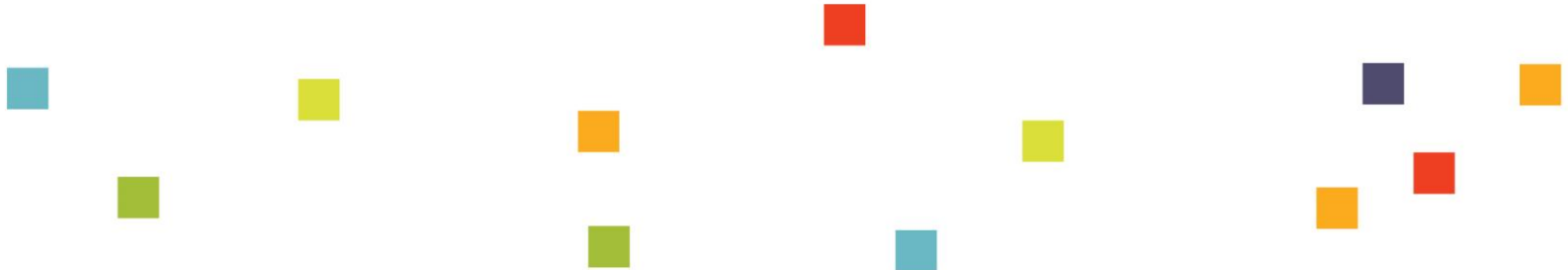


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### **CAN-SPAM Compliance:**

18. Does your email include a way for recipients to unsubscribe, such as an unsubscribe/opt-out link and/or instructions?
19. Are you prepared to handle all unsubscribe requests within 10 days of the request?
20. If you use multiple email products, or have multiple databases from which you send emails, are you prepared to process all unsubscribe requests across all lists?
21. Are you using good mailing practices? Have you been honest and truthful?
22. Have you used a legitimate header?
23. Have you used a valid "From" address?
24. Is your "Subject" line straightforward and not misleading?
25. Is your physical address included in your email campaign?

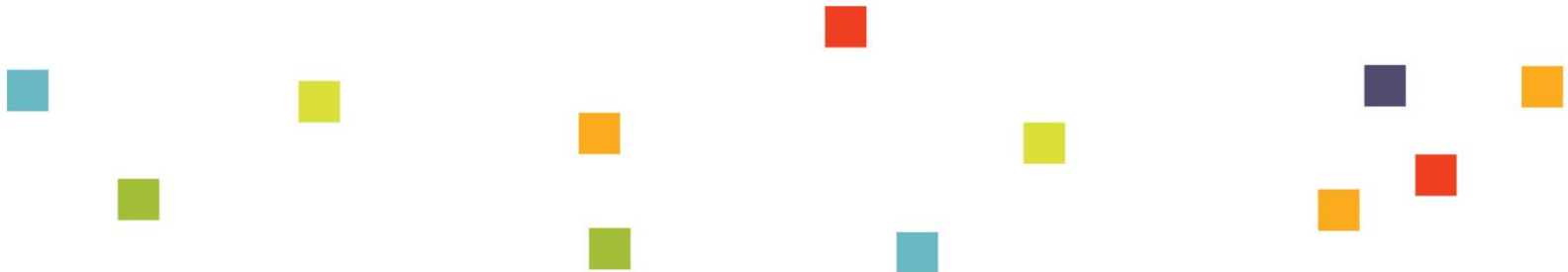




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**When you can answer “yes” to these questions,  
you are ready to hit the send button and  
maximize your success.**







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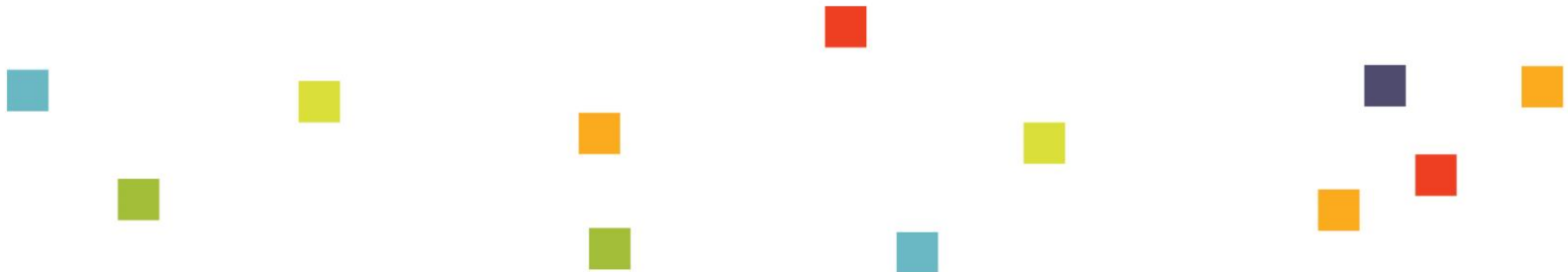
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## Email Planning Tips

Sketch out your email marketing plans at least a few months in advance.

### Why Plan Ahead?

- Stay Top-of-Mind
- Save Time Later
- Improve Results





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# QUESTIONS?

