

Worksheet module 1

Designing an email strategy

Flexmail

Analysis

SWOT analysis

What is your current email marketing situation? Write down the strengths and weaknesses of your emails as well as the opportunities and threats that may arise.

	Strengths	Weaknesses
INTERNAL		
	Opportunities	Threats
EXTERNAL		

If necessary, write additional information for every element you listed.

Strengths:

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Weaknesses:

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Opportunities:

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Threats:

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Competitive analysis

Who are your competitors and how do they handle their email marketing? Subscribe to their newsletters and study the elements below carefully.

Tip: We recommend that you do not start analysing your competitor until one month after your registration.

There are 10 important elements to analyse:

Opt-in form: Where is the opt-in form on their website? Are there different opt-in forms? Where are they located? Who do they want to address (target groups)? Do you get a welcome email? Do you receive the content they promise? Do you get an incentive for subscribing? ...

Content: What do they write about? Do they meet the needs of their target audience? What products and/or services do they promote via email? Is the content easy to read? What tone of voice do they use? How do they build their content? What else stands out? ...

Subject line: How do they design the subject line? How do they convince readers to open their emails? Humour? Emojis? Action-oriented? Do they use personalisation? Do they ask a question? ...

Design: What kind of design do they use? What kind of branding do they use? Do they always use the same colour palette, matching their corporate identity? Which brand elements recur in the emails? How are the topics organized? What else stands out? ...

Call to action: How many CTAs are there in the email? Does the CTA make it clear what action has to be taken? Does the CTA make clear what clicking on it will achieve? How do they make the CTA stand out from the rest of the email? ...

Images: How many images are there in the email? Is there a good balance between text and images? Do the images support the text? Do the images fit the branding? Are alt tags provided? ...

Personalisation: Do they use personalisation? What content do they personalise? Personal appeal? Interests? Interactions with the website and/or previous emails? ...

Landing pages: Is the message on the landing page clear and relevant? Do readers instantly know what action(s) to take? Do readers get the landing page they expect after each CTA? Does the landing page add value? ...

Frequency of emails: What time do they send emails? How often do you receive an email? Monthly? Weekly? On a daily basis? ...

Mobile-friendly emails: Do they use a responsive design? How does the email look on different screen sizes? Can readers easily click on the CTA? Is the text readable? ...

Competitor 1:

Opt-in form:
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Content:
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Subject line:
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Design:
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Call to action:
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Images:
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Personalisation:
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Landing pages:
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Frequency:
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Mobile friendly:
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Competitor 2:

Opt-in form:

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Content:

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Subject line:

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Design:

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Call to action:

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Images:

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Personalisation:

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Landing pages:

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Frequency:

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Mobile friendly:

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Competitor 3:

Opt-in form:
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Content:
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Subject line:
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Design:
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Call to action:
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Images:
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Personalisation:
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Landing pages:
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Frequency:
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Mobile friendly:
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Competitor 4:

Opt-in form:

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Content:

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Subject line:

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Design:

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Call to action:

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Images:

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Personalisation:

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Landing pages:

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Frequency:

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Mobile friendly:

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Competitor 5:

Opt-in form:
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Content:
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Subject line:
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Design:
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Call to action:
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Images:
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Personalisation:
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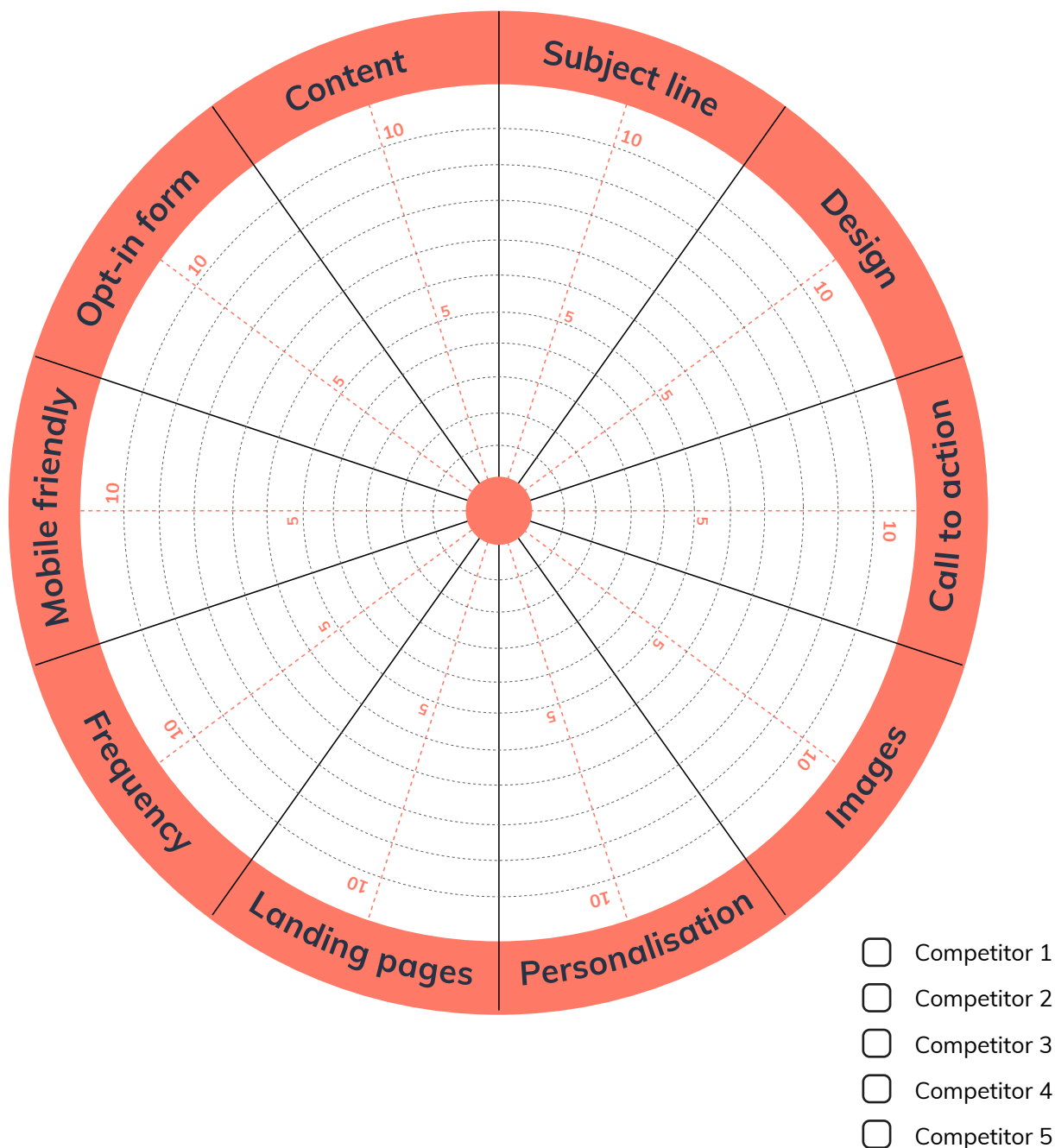
Landing pages:
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Frequency:
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Mobile friendly:
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The model below consists of 10 axes, with each axis representing an important element. Now that you have thoroughly studied your competitors' emails, you can assign a score to each element and add it to the corresponding axis. After you fill in all the axes, you can connect the dots. The web that emerges shows how your competitors perform in specific areas.

Tip: We recommend using a different colour for each competitor for a clear overview.



The completed model shows opportunities for you to excel and how you can make your brand stand out.

Target 1

Specific:

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Measurable:

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Acceptable:

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Realistic:

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Time-bound:

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SMART target:

Target 2

Specific:

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Measurable:

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Acceptable:

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Realistic:

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Time-bound:

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SMART target:

Target 3

Specific:

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Measurable:

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Acceptable:

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Realistic:

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Time-bound:

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SMART target:

Identifying personas

Who are your ideal readers? Describe your most important target group(s) using the questions below and create a persona for each.

Target group 1:

Demographic data:

- Age category:
- Gender:
- Region:
- Job description:
- Sector:

What are your persona's interests?

Where do they get their information (online/offline)?

How do they feel about the kind of product/service you offer? (*Prejudice, previous experience, ...*)

Are they already familiar with your product/service?

If so, what do they already know about your product/service?

What problems/frustrations do they experience?

What needs and requirements do they have?

Why are they looking for your product/service?

What do they expect you to communicate?

Target group 2:

Demographic data:

- Age category:.....
- Gender:
- Region:.....
- Job description:
- Sector:

What are your persona's interests?

Where do they get their information (online/offline)?

How do they feel about the kind of product/service you offer? (Prejudice, previous experience, ...)
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Are they already familiar with your product/service?

If so, what do they already know about your product/service?

What problems/frustrations do they experience?

What needs and requirements do they have?

Why are they looking for your product/service?

What do they expect you to communicate?

Target group 3:

Demographic data:

- Age category:.....
- Gender:
- Region:.....
- Job description:
- Sector:

What are your persona's interests?

Where do they get their information (online/offline)?

How do they feel about the kind of product/service you offer? (Prejudice, previous experience, ...)
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Are they already familiar with your product/service?

If so, what do they already know about your product/service?

What problems/frustrations do they experience?

What needs and requirements do they have?

Why are they looking for your product/service?

What do they expect you to communicate?

Target group 4:

Demographic data:

- Age category:.....
- Gender:
- Region:.....
- Job description:
- Sector:

What are your persona's interests?

Where do they get their information (online/offline)?

How do they feel about the kind of product/service you offer? (Prejudice, previous experience, ...)
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Are they already familiar with your product/service?

If so, what do they already know about your product/service?

What problems/frustrations do they experience?

What needs and requirements do they have?

Why are they looking for your product/service?

What do they expect you to communicate?

Target group 5:

Demographic data:

- Age category:.....
- Gender:
- Region:.....
- Job description:
- Sector:

What are your persona's interests?

Where do they get their information (online/offline)?

How do they feel about the kind of product/service you offer? (Prejudice, previous experience, ...)
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Are they already familiar with your product/service?

If so, what do they already know about your product/service?

What problems/frustrations do they experience?

What needs and requirements do they have?

Why are they looking for your product/service?

What do they expect you to communicate?

Communication strategy - implementation

What types of email will you be sending?

- Promotional emails:** *Black Friday discount, launch product A*.....
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- Transactional emails:** *Confirmations of orders placed, notifications when shopping cart is abandoned*.....
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- Product information:**
- Digital magazines and newsletters:**
- Co-marketing emails**
- Internal updates:**
- Lead nurturing emails:**
- Invitations:**
- Surveys:**
- Upsell/cross-sell emails:**
- Themed mailings:**

Defining visual identity

What look and feel do you want for your communication? Write down guidelines for a consistent use of visual elements throughout your emails. If necessary, differentiate between the different types of emails you are going to send.

There are some important visual elements to consider:

Use of colours: Which brand colours do you want to use? Do you have distinct accent and background colours? What colour should the hyperlinks in your text be? What colour to use for CTAs? Different colour palettes per email type? ...

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Fonts: Which font(s) do you want to use? Font(s) with or without serifs? Distinction between titles and body text? What font will you use for text on your images? What font size do you choose for titles? ...

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Logo: Where will you place your logo in the email? Aligned or centred? What size logo will you use? Which colour logo would you like? ...

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Images: What size images are you going to use? Rectangular, square or round images? Are you going to use images with text? Should your logo appear in your images? What colours should appear in your images? ...

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Call to action: Where on the page are your CTAs? Aligned or centred? What should a CTA look like? Background colour(s)? Text colour(s)? Rectangular or rounded shape? ...

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Maintaining a calendar

Plan your email communication in your marketing calendar. Take into account:

Important holidays for your business:

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Themed days and topical events (newsjacking) relating to your company:

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Tip: : [Download our ultimate email marketing content calendar](#) and see which holidays and themed days are interesting for your company to respond to.

Trade fairs where your company will be present:.....

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Other events where your company will be present:

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Original content (e.g. blog articles) you would like to share:

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Other marketing campaigns planned (online/offline):

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Annual leave of your readers, but also within your company

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The logo for Flexmail, featuring the word "Flexmail" in a bold, blue, sans-serif font. The letter "x" is stylized with a white diagonal line through it.

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