

GETTING STARTED GUIDE

Email Marketing

👋 **Howdy Partner!**

I'm a big fan of getting started off on the right foot.

It saves you and me time and money. That's why I ask lots of questions upfront.

This getting started guide will help us know where to start and allow us to draw a road map of our route. And as a bonus, we'll avoid some bumps along the way.

Don't worry if you don't know all the answers. These questions are to ponder and help us prepare. Personally, I love being prepared — and my clients do too.

Are you ready?! Let's get going!

PHASE 1: EMAIL MARKETING GUIDE

Understanding Your Business

1. GIVE A BRIEF DESCRIPTION OF THE SERVICES OR PRODUCTS YOUR COMPANY OFFERS.

Give a brief statement about your company that describes what you do, who you do it for and how your products or services help your customers.

2. WHO IS YOUR AUDIENCE?

Get inside their head. What motivated them to sign up for your emails? Are they looking for tips? Do they want a good deal? What do they care about? What's their job title? What kind of content would be the most helpful to them?

3. HOW DOES EMAIL MARKETING FIT INTO YOUR OVERALL BUSINESS AND MARKETING PLAN?

Please note: If you have a marketing or business plan already we'd love to learn more about it. Feel free to share it via email or other means. This helps us understand the bigger picture and support your long-term goals.

4. WHO IS YOUR COMPETITION?

Who would your customer turn to if it wasn't you? Is there anything your competition does that you like or don't like? How are you different than your competition?

PHASE 2: EMAIL MARKETING GUIDE

Discussing Your Project Scope

1. HOW DOES EMAIL MARKETING FIT INTO YOUR OVERALL MARKETING PLAN?

What should it accomplish? What are your goals? Are you trying to create brand awareness? Reach those considering to buy your product or service?

2. WHAT DOES SUCCESS LOOK LIKE AND HOW WILL YOU MEASURE IT?

This could be anything from building your email list by 10% or increasing open rates or click through rates. You decide.

3. WHO ELSE IS INVOLVED IN THIS PROJECT AND WHO IS MAKING THE DECISIONS?

Is there anyone else other than you who would need to be consulted when making decisions, reviewing the graphics, content, etc? Will someone else be writing content? Or do you have a photographer creating photo content?

4. WHAT IS YOUR TIME FRAME?

Is there an ultimate deadline—a specific product launch, event, or opportunity driving the deadline on this project?

PHASE 2: EMAIL MARKETING GUIDE

Discussing Your Project Scope

5. DO YOU HAVE AN EMAIL SUBSCRIBER LIST? HOW WILL IT BE MANAGED?

Do you have existing lists already? How long has it been in use? Do you have segmented lists? Do you need help building a list? How will the list be managed? What all can you tell us?

6. DO YOU HAVE AN EMAIL MARKETING TOOL YOU USE ALREADY? AND IS IT WORKING FOR YOU?

MailChimp, HubSpot, Constant Contact to name a few.

7. HOW OFTEN WILL YOU BE EMAILING YOUR AUDIENCE?

Think about how often you want to communicate with your audience. Will you have announcements, reminder emails, newsletters, or product promotions? When will these go out?

8. WHAT QUESTIONS OR CONCERNS DO YOU HAVE WORKING WITH US?

We'd love to address any questions or concerns you have.

9. IS THERE ANYTHING ELSE WE SHOULD KNOW ABOUT YOUR PROJECT?

If we forgot to ask anything, please fill it out here.

BIOS

Your Team



SARAH SPOELSTRA

CREATIVE DIRECTOR + OWNER OF MOONSHINE DESIGN

I've spent over 20 years sharpening my skills as an in-house graphic designer.

I've worked in nearly every design medium, from packaging to photography and print to digital media, during my career. Through thoughtful collaboration, I can help you design your email marketing campaigns for your audience and their needs.

I've team up with in clients such as:

- » Sashco Inc.
- » Perma-R Products
- » Scott's Liquid Gold
- » Rust Patrol



SARAH SHAFFER

COPYWRITER

Sarah has over 15 years experience writing for the consumer products industry, namely Sashco Inc., a manufacturer of caulking and stains. She worked in-house for several years as a PR Specialist and now writes content for various digital channels such as blog posts, newsletters and websites.

RESOURCES

To Help You Get Started

BLOG POSTS

- [Do's and Don'ts: Mind Your Marketing Manners](#)
- [Email Marketing: Writing Your Subject Line to Increase Open Rates](#)
- [Do Spooky Unsubscribes and Low Email Engagement Haunt You?](#)
- [Inbound Marketing Lessons I Learned from My Dad](#)

EMAIL MARKETING PLATFORMS

There are a plethora of email marketing platforms out there. The trick is finding one that works best for you. Here are a few we've worked with before. This isn't an exhaustive list and you may want to do more research. But we wanted to give you a few tried and true options to get you started.

MailChimp

Great for small businesses just getting started. It has a drag and drop option and lots of automated options. Pricing ranges from free to \$299 a month.

HubSpot

If you're looking for a more robust option this maybe for you. Not only does it do email marketing but it also has a sales CRM to help you keep track of leads and follow up with them.

There is a free plan, which includes the CRM and all of HubSpot's free marketing, sales, service, and operations tools. This version allows you to send 2,000 emails and store an unlimited number of subscribers. You can create custom sign up and popup forms, build landing pages, manage and track your online ads, and more. If you need more their paid plans starts at \$45 per month.

Constant Contact

I haven't personally used this one yet, but it's one of the fastest growing platforms out there and is touted as a great option for integrating with Shopify.



Thank you!

from our team to yours

We hope you found this get started guide helpful.

We'd love to chat with you about your upcoming email marketing projects.
Give us a holler with any questions you may have.

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MOONSHINE
DESIGN
LLC