# How to Do Email Marketing

**STRATEGY**

- Define audience
- Set goals & metrics
- How & what will you communicate
- Email quantity and frequency

**EMAIL SOFTWARE**

- Look at features & benefits

**EMAIL DESIGN**

- Accessibility tips
- Clean design
- Follow HTML best practices

**BUILD EMAIL LIST**

- Use a subscription form
- Create lead magnets
- Make it easy to sign up
- Get explicit permission
- Follow laws

**SEGMENT SUBSCRIBERS**

- Divide list into main segments
- Be specific with smart segments

**PERSONALIZE EMAILS**

- Use dynamic contact data
- Segment email content

**AUTOMATE EMAILS**

- Schedule campaigns
- Set autoresponders
- Send behavior-triggered emails
- Mix with other communication channels
- Track & analyze to get insights

**TEST EMAILS**

- Test email before sending
- A/B test to improve performance