



The Email Marketing Guide For Small Businesses

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An Introduction To Email Marketing

Email marketing, in simplest terms, is the process of communicating a commercial message to a group of people via email. Used by approximately 92% of businesses, email marketing is one of the most important and effective digital marketing strategies out there.





Email marketing usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be done to either sold lists or a current customer database.

Chapter 1: Starting Out

Before beginning an email marketing campaign, it is important to understand the email marketing process. Understanding the full process will help you craft an effective email marketing strategy!

THE EMAIL MARKETING • PROCESS



Before moving any further, it is also important to integrate all data and tracking software to later measure the success of your email marketing campaign!

Chapter 2: Define & Test

Once understanding the entire email marketing process and integrating all analytic software, it is now time to begin your email marketing campaign!

Begin with defining your campaign. What is the name of campaign and the subject? Who are the recipients? Gather all of the essentials for your campaign. Attention to detail is very important!



Once you have defined the essentials for your email marketing campaign, it is now time to test it out! Make sure to test your campaign before final launching. Mistakes can be very costly and end up with lost potential leads.

Test the campaign by sending it to yourself, along with a few of your staff. Make sure everything runs smoothly before launch!



Chapter 3: Launch

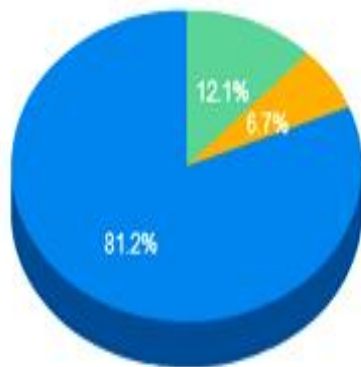
**It is now time to launch
your email marketing
campaign!**



LAUNCH

Chapter 4: Measure & Report

Preparing for and launching your email campaign is only half the work! Once your campaign has been launched successfully, it is now time to measure its success and report on its overall effectiveness.



9,093 Emails sent



Opens	1,099	12.1%
Bounces	608	6.7%
Unopened	7,386	81.2%
Click Rate	2.5%	

Total Emails Sent	> 9,093
Opened Emails	> 1,099 (12.1%)
Links Clicked	> 27 (2.5%)
Emails Forwarded	> 0
Emails Bounced	> 608 (6.7%)
Unsubscribes	> 53 (0.6%)
Unopened	> 7,386 (81.2%)
Abuse Complaints	> 0



Measure the effectiveness of your email marketing campaign by assessing these key metrics:

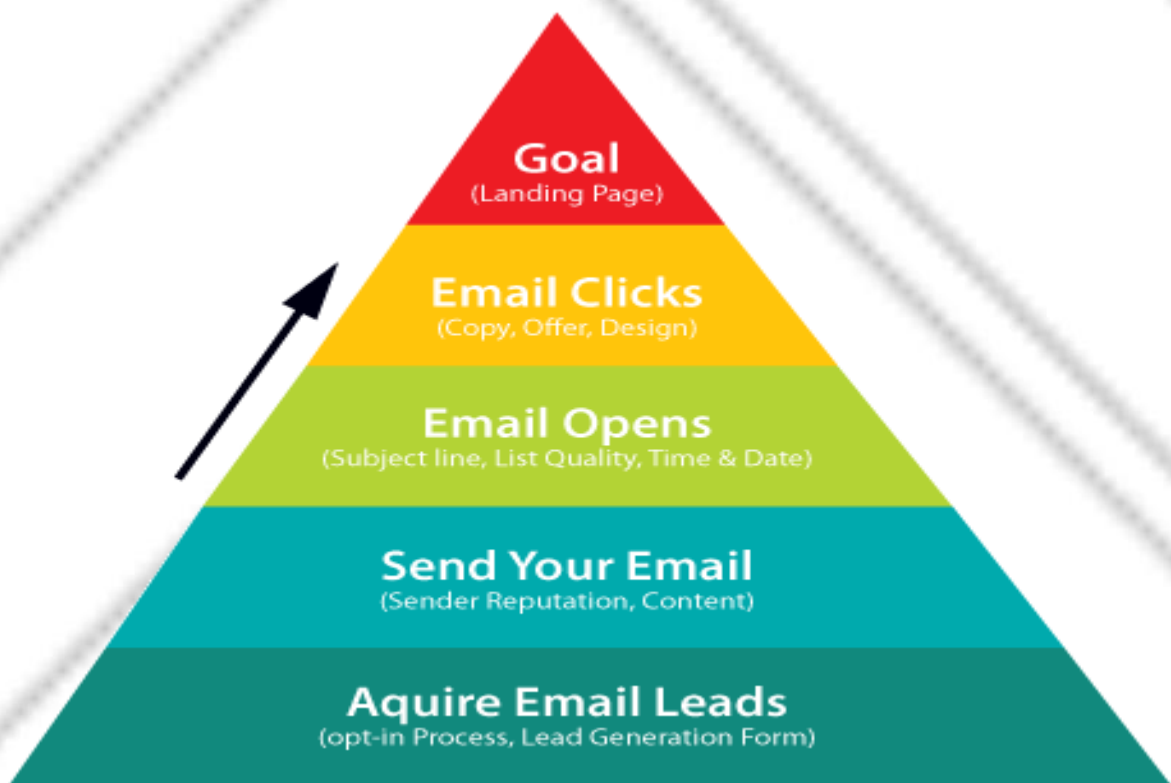
- **Open Rates**
- **Bounce Rates**
- **Unopened Rates**
- **Click Rates**

Use gathered data to optimize your current email campaign for improvement next time!

Conclusion: Strategize & Optimize!

Email marketing is seen as one of the most effective digital marketing strategies out there today. If utilized correctly, email marketing can be used to generate an endless number of leads and also convert them.

It is important to understand and practice the email marketing process in order to fully strategize and optimize your email campaigns to make each one a success!



Was Our Email Guide Able To Assist You?

We hope that our complete guide was able to assist you in your digital marketing efforts. Contact us today for more helpful tips & tricks!

Contact Us Today!

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