

Use these questions to move your great e-marketing concepts from the whiteboard to the inbox.

Get it delivered.

1. Am I routinely cleansing my data and removing opt-outs and bounces?
Am I updating my list with new recipient names?
2. Am I ensuring my delivery partner or system is white listed and the delivery of my messages is not prevented due to black lists?
3. Am I designing my messages to avoid spam filters (as much as possible)?
4. Am I creating my messages so the appropriate message type can be delivered?

Get it opened.

1. Do my recipients make a logical connection to the sender in my "from" line?
Does my readership know who I am or the magazine?
2. Do my recipients feel compelled to open the message based on my "subject" line while still remaining accurate and compliant with CAN-SPAM regulations?
3. Are my recipients looking for my emarketing campaign? Have I done enough in other media to make sure they are aware of our emarketing offerings?
4. Am I monitoring frequency of the emarketing campaigns within my organization to ensure recipients are not getting overwhelmed by too many messages?

Get it read.

1. Am I providing meaningful content that my readers actually want?
2. Am I getting my readers involved in the content, and am I polling them to increase content relevancy?
3. Is the format readable?
4. Am I providing the information in a form that is most suitable to my audience type?
5. Am I delivering it during the right time?

Get it forwarded.

1. Am I providing easy to use pass along tools?
2. Am I providing a format that is easy to pass along?
3. Am I providing content that is worth my reader's time for forwarding?

Get a positive ROI.

1. Did I take the time to set up goals and success metrics for my emarketing campaigns?
2. Am I taking the time to run trend analysis on my campaigns?
3. Am I following up with my readers to understand their needs?
4. Am I doing what is needed to ensure messages are read over and over again?
5. Am I looking for innovative ways to generate revenue from my emarketing campaigns?
6. Am I tracking links and analyzing data and providing this data to my sales team for new business generation?
7. Am I sitting back and getting comfortable, or am I looking for ways to make my emarketing campaigns better with each effort?

