MARKETING TIMELINE

Outline and present important marketing strategies in a clear, easy-to-understand form

DD/MM/YEAR – DD/MM/YEAR
Determine Campaign Target

Decide whether you want emails for selling products, drive engagement,or simply share newsletters with your subscribers.

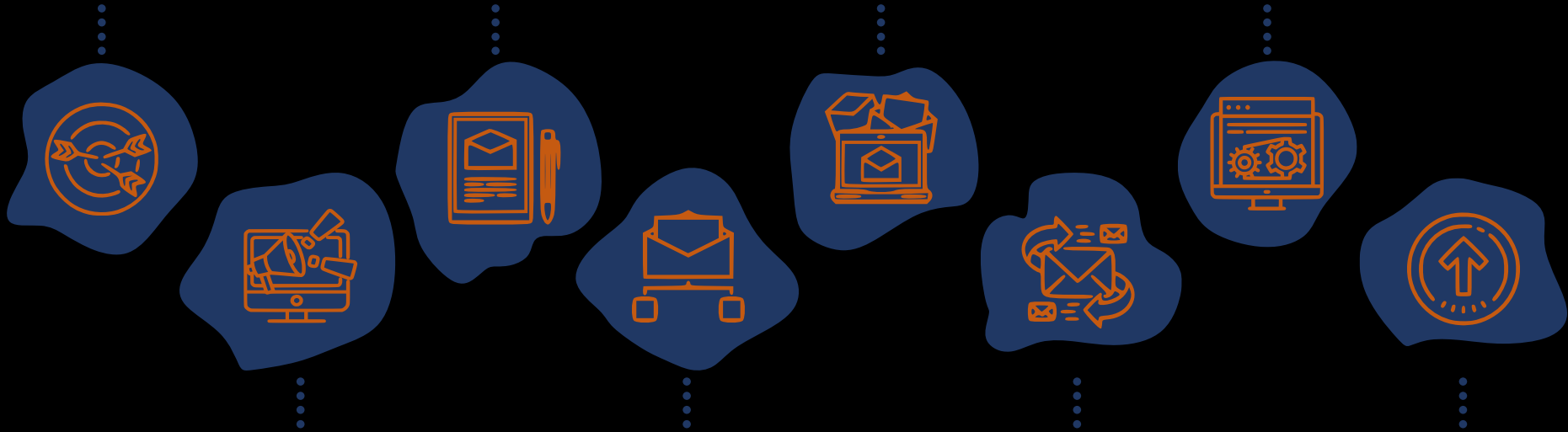**DD/MM/YEAR – DD/MM/YEAR**
Build an Email List

Analyze your subscribers, social media followers, and other contacts to come up with potential email addresses for the campaign.

DD/MM/YEAR – DD/MM/YEAR
Create Email Campaigns

Write straightforward emails with clear CTA buttons, website links, and attractive subject lines. Include graphics as visuals and use light text.

DD/MM/YEAR – DD/MM/YEAR
Tracking & Analyzing Metrics

Track the click-through, bounce rates, open rates, spam, and unsubscribe metrics. Be sure to analyze changes, flag any declines.

DD/MM/YEAR – DD/MM/YEAR
Choose a Marketing Platform

Check customer relationship management and email marketing software available in the market and select the one that fits needs.

DD/MM/YEAR – DD/MM/YEAR
Segment Email List

Divide the customer email according to age, geography, past purchases, and more. It helps to tailor personalized email for the users.

DD/MM/YEAR – DD/MM/YEAR
Email Marketing Automation

Feed the email templates to the automation system and set it to send and respond to them according to customer behaviors, activities, and set events like signup.

DD/MM/YEAR – DD/MM/YEAR
Understand Upgrade Trends

Use the tracking data to find more about your customer preferences and then upgrade the future email campaigns according to it.