

# District32- Effective Email Marketing



1 A clear and defined purpose and goal for the email campaign

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2 Target audience for the campaign

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5 KPIs to measure the success of campaign

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3 Time period and frequency of emails

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4 Ways of collecting more emails

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## Forming the Campaign

## Content of Emails

6 Types of content based on campaign goals

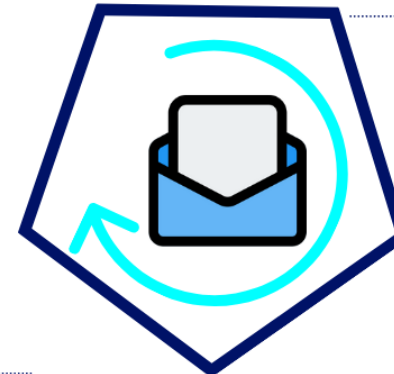
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7 Call to action based on campaign goals

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10 Individual email KPIs to measure

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8 Content ideas for different emails

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9 Subject line ideas to grab attention

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