

THE MAILCHIMP

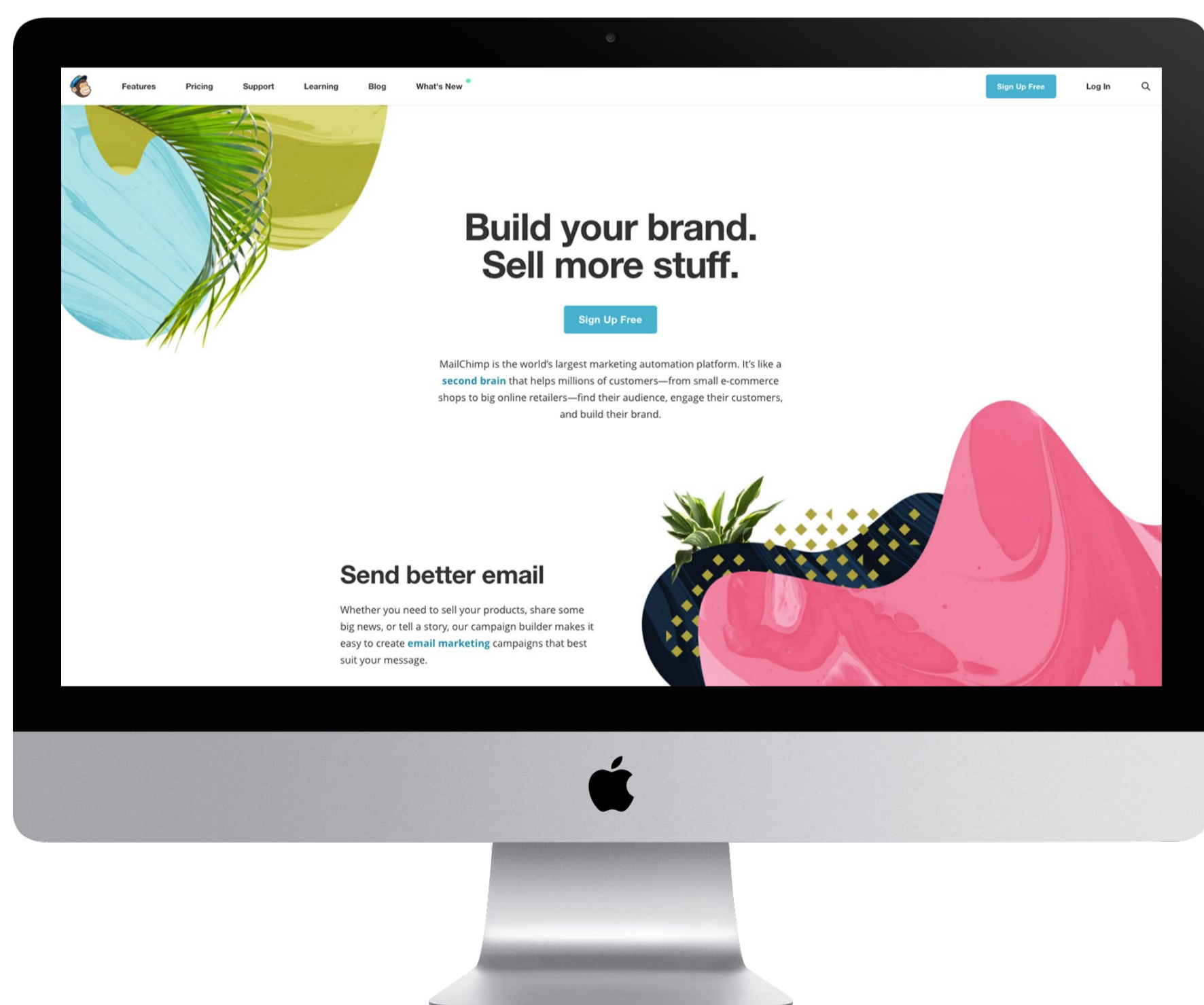
SMB CHECKLIST

GROW YOUR EMAIL LIST

- Offer Incentive For Joining
- Make Opting In Easy & Consistent On Your Site
- Use Targeted Ads On Facebook, Instagram, & Google
- Connect All Opt-Ins To A Welcome Automation

STREAMLINE YOUR EMAIL DESIGN PROCESS

- Build Email Templates
- Use Combination Of Graphics and Live Text
- Test Across Browsers & Devices
- Consider Accessibility



LAUNCH YOUR AUTOMATIONS

- Nurture Subscribers With Relevant Content
- Track On-Site Actions
- Follow Up To Encourage Positive Actions
- MVP Automations:
 - Welcome Automation
 - Abandoned Cart Automation
 - Post-Purchase Automation

COORDINATE YOUR CAMPAIGNS

- Coordinate Your Campaigns
- Build A Schedule
- Use Segmentation
- Leverage Omni-Channel Messaging

ALWAYS BE TESTING

- Make A Test Plan
- Test Various Campaign Elements
- Inform Future Content Based On Results