



THE ULTIMATE PLANNING SHEET FOR EMAIL CAMPAIGNS

MANAGING YOUR PROMO CALENDAR EFFECTIVELY IS NO EASY FEAT. AFTER ALL, THERE ARE A LOT OF PIECES TO JUGGLE.

You have to strike the right balance between promotions, content, and breaks so you don't exhaust your list. And no matter what type of mail you're sending, you also have to make sure it includes valuable content. That doesn't even include all the writing, creating, scheduling, and tracking. And if you want to tie your social posts to your campaigns.... there goes your whole afternoon! Every day. Forever.

Stressful, isn't it?

Well it doesn't have to be! Because there's one thing you can do to help you make the most of your email list, without making you want to tear your hair out.

PLAN!

Better yet – plan more effectively with our **PROVEN** Email Campaign Planning Sheet.

This quick and easy resource will help you wrap your brain around next month's email calendar. With tips for properly blocking out promotions, and a checklist to make sure you don't launch an incomplete campaign, you'll go from scattered and stressed to calm and collected.

Not to mention, you'll be utilizing your list to the fullest, bringing in more leads and more sales than ever before!

Tip: We recommend you plan separately for each segment of your list, so make sure you have 1 calendar for each segment

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

HOW TO GET THE MOST FROM YOUR LIST:

Segment your audiences based on their interests and opt-in behaviors:

this helps ensure your audience is getting the information and promotions that relate the most to them, which means more engagement and sales!

Don't run promotions back to back:

Leave some space to nurture your audience with valuable content, so they don't feel overly sold too. No one likes a pushy salesman.

Split test your subject lines: come up with a 2 great headlines and spilt test them with a small group of highly engaged members. Then use the winner for the rest of your audience. That way your new members get the best of the best.

CAMPAIGN CHECKLIST:

- Copy is written and formatted to be engaging (bold, italics, small paragraphs)
- Content/product/offer is ready to consume
- Relevant landing/sales page are created and linked
- Images/videos/gifs are properly formatted
- Click tracking enabled for all links
- Click tracking enabled for CTA Buttons
- Offer landing page created and linked
- Email Created inside EMS and Scheduled
- Social Media Posts aligned with Campaign topic

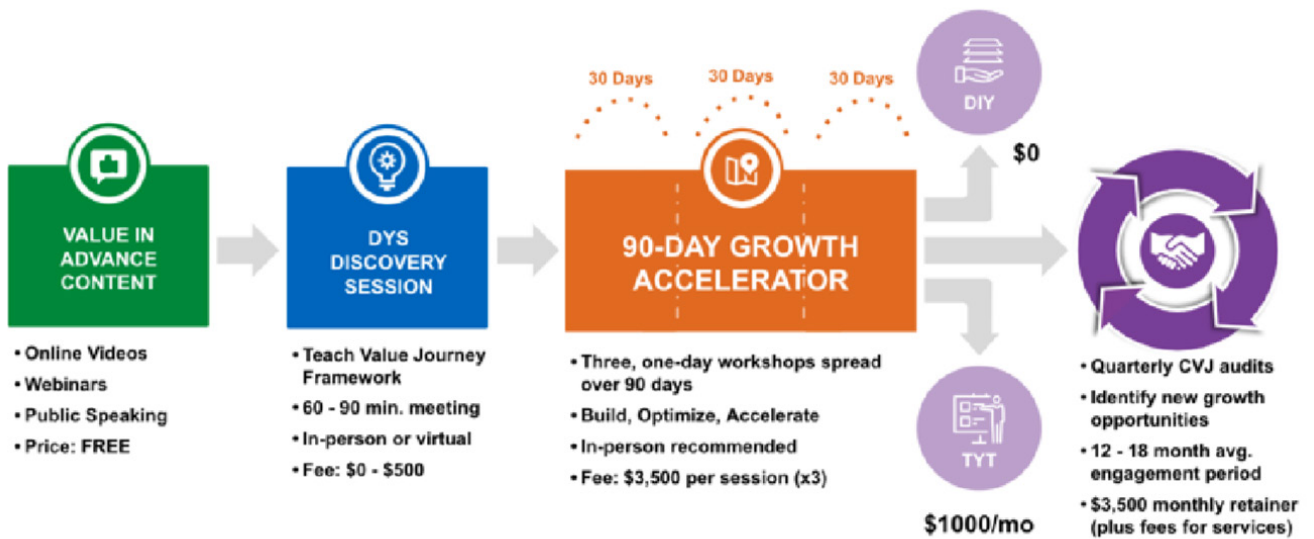
WHAT'S NEXT?

Now that you're effectively managing your promo calendar, you're ready to take your business to the next level!

Reach out to BoomNow and we can book in a strategy session and discuss your options.

THE PARTNER SUCCESS PLAN

A PROVEN PROCESS FOR DOUBLING SALES



STEP 9:

WRITE YOUR ASCENSION E-MAIL SERIES

What about those other people who opt-in for the lead magnet, purchase your tripwire, but don't upgrade to your core offer? That's where the ascension series comes in. Target that bucket of people to start sending them more information about your core offer in hopes of getting them to upgrade to your core offer at a later date.

STEP 10:


CREATE YOUR PROFIT MAXIMIZER


At this point, you have some leads and sales rolling in. But, why stop there? At this step, it's time to increase your immediate average customer value. The easiest way to think about a profit maximizer is the famous trope, "you want fries with that?" Find a way to provide a topically relevant upsell to increase the value of each customer who purchases your core offer.


WHAT'S NEXT?



Now that you've identified the exact steps you should be approaching each of your campaigns with, it's time to dive into each of them in detail so that you can make sure to get the most out of this checklist.

Reach out to BoomNow and we can book in a strategy session and discuss your options.


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