

Grow Your Business with Email & Social Media

Simple Marketing Strategy for Small Business and Nonprofits

Know your objective(s)

At the core of your marketing efforts should be your overall marketing goals. **Rank** the goals that fit your organization in **order of priority**.

- _____ **Drive** repeat business, referrals
- _____ **Nurture** leads, relationships
- _____ **Engage** customers, advocates, volunteers
- _____ **Increase** sales, donations, traffic
- _____ **Reach** new customers, donors, members
- _____ **What else?** _____

Choose your message

Once you've written your goal, you're ready to start writing your message. You can use any of these resources to find content inspiration for your emails.

- Blogs
- Interviews or testimonials
- Social media
- Special guests
- Industry news
- Survey results
- Other: _____

Write your goal(s)

Pick one of the marketing objectives from section 1 and think about your **specific marketing goal**. Include **who** your ideal audience is, set **real numbers** and establish a **timeframe** to accomplish your goal.

WHO: _____

WHAT: _____

WHEN: _____



Build Relationships

80% of content should be _____

20% of content can be _____





Write your subject line

The subject line is one of the first thing your subscribers see before opening your email. **Write 1-2 subject lines you could use to entice subscribers to open.**



Subject Lines

- 5-8 words in length
- Ask a question
- Create urgency
- Include numbers
- Encourage action

What is your call-to-action?

A **call-to-action** is the specific action that your audience will take when they see your message. For best results, use **1** call-to-action, actionable language, stay above the scroll, and create clickable buttons.

Check off the call(s)-to-action that will help you to reach your goal or write your own.

- | | | |
|--|---|---|
| <input type="checkbox"/> Buy now (Shop online) | <input type="checkbox"/> Donate | <input type="checkbox"/> Claim the coupon (Redeem the coupon) |
| <input type="checkbox"/> Visit our website | <input type="checkbox"/> Provide your feedback | <input type="checkbox"/> What else? |
| <input type="checkbox"/> Download | <input type="checkbox"/> Like us (Follow us, Connect) | |
| <input type="checkbox"/> Schedule an appointment | <input type="checkbox"/> Register (RSVP, Attend) | |
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Where does your call-to-action go?

Now that your goals and objectives have been established, you can make decisions about the **where** you want to drive your audience to generate results. **Circle the option that matches your call-to-action.**

Website

Email inbox

Social media

Downloaded content

Customizable form

Event registration

Coupon

After you send, measure your results!

Once your goal's deadline has passed, come back to this page and answer the following questions to help you determine success toward your marketing objective.

What about your marketing objective worked and what didn't? _____

If you were to continue working on this objective, what would you do differently? _____

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