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? _______________________

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: ______________________________________

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: ________________________________

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.

- [ ] Buy now (Shop online)
- [ ] Donate
- [ ] Claim the coupon (Redeem the coupon)
- [ ] Visit our website
- [ ] Provide your feedback
- [ ] What else?
- [ ] Download
- [ ] Like us (Follow us, Connect)
- [ ] Schedule an appointment
- [ ] Register (RSVP, Attend)
- [ ] What else?
- [ ] What else?

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?** ______________________

---

Jen Wewers
Give Gratitude
913-375-5335
jen@givegratitudeinc.org
Givegratitudeinc.org

Learn more
The help you need, when you need it.