

#2 Email

13 Tips for Developing an Email Content Marketing Strategy

1. **What is the timeline? How frequent?**
2. **Determine Goals**
3. **Team. Get a GOOD writer!**
4. **What is your key messaging?**
5. **Design matters!**
6. **What are your metrics going to be?**
7. **Create a subscriber preference center**
8. **Know your audience!**
9. **Study the art of subject lines**
10. **Proof read, again & again**
11. **Avoid Spamming**
12. **Data-analysis**
13. **What can you improve?**