



Email Marketing Planning & Strategy Activity

Plan an entire quarter of content in 15 minutes!

Set a timer for 10 minutes and dump everything from your brain while answering the following questions:

1. How can your business make your customer's life easier or solve a problem for your customer?
2. What are some upcoming events for your business and/or in your community?
3. Is there anything going on in my business right now that my customers don't know about?
4. What's trending? On social media, in the news, memes and gifs
5. Days of the week, times of day, and monthly themes you could play with.

Choose your top 3 and commit to them!

Your Quarterly Content Plan

	One Goal	One Measurable
Campaign Idea #1		
Campaign Idea #2		
Campaign Idea #3		



Thank you for your interest in helping the Visit Walla Walla Marketing Team promote your services and activities to tourists visiting the area. Following are a few quick tips and best practice to maximize your email marketing!

Long-Term Success	Visit Walla Walla Emails	Copywriting Best Practices
<p>The most important things you can do NOW to win with email all year long:</p> <ol style="list-style-type: none">1. Grow your email list2. Set up an automatic welcome email3. Optimize your content regularly	<p>Be featured in our monthly emails to consumers:</p> <ul style="list-style-type: none">• Make sure you're on our Stakeholder Email List• List your event on our website.• Provide clear information on how potential visitors can take action!	<p>What is the simplest way I can get my customer to get the result / accomplish the goal / solve the problem that my measurable is tied to?</p> <ul style="list-style-type: none">• Subject line notes:• Preview text notes:• Headline or first sentence notes:• Call to action notes:

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