



## Email Marketing Step-by-Step

### Establish Your Overall Communications Goals

- **First, consider your audience:**
  - Who specifically are we talking to?
  - How do we need to talk to them?
- **Define your message:**
  - What do we want to tell them?
  - What are the essential details?
- **Work on your visuals:**
  - What does it need to look like or feel like?
  - What images do we have or need to source?
- **Define action:**
  - What do we want them to do?
  - Is it clear and easy to follow the directions?
- **Fulfillment:**
  - Are we ready to meet their expectations?
  - Have we prepared the relevant content and items we'll link back to?
- **Schedule:**
  - Dedicate time to creating your newsletter.
  - Determine when you'll communicate with your audience — how often and what time?

**Notes:**

# Resources

## Visual Assets

### file types

**.JPG Raster File.** Used for photos. Most frequently used digitally on the web. Can be used for image printing if it's high resolution.

**.PNG Raster File.** Used for logos and other graphic illustrations. Ideal for retaining a transparent background.

**.PDF Raster/Vector (depending on if it is intentionally saved from a vector program).** Best for print files and multi-page documents. Printers and designers prefer working with these files because of their flexibility. Cannot be used for web images.

**.EPS Vector Files.** Similar to a vector, .PDF or an .ai file, but less frequently used.

**.GIF Raster File.** Most often reserved for animations and moving graphics.

**.AI** Adobe Illustrator document. Can only be used with certain Adobe software. Primarily used to create logos, graphics, and other vector digital illustration.

**.PSD** Adobe Photoshop document. Can only be used with certain Adobe software. Primarily used for photo editing and manipulation. Can also be used to create vector graphics.

**.INDD** Adobe InDesign document. Can only be used with certain Adobe software. Primarily a software used to create PDF documents and other print production files.

### editing

#### Small Fee

Pixelmator (Mac only)  
Canva (has a nonprofit option)

#### Free!

Preview (Mac only)  
Pixelator  
PicMonkey  
BeFunky  
Croppola

### stock image hosts

**Unsplash** Personal favorite.  
Royalty-free & no account or subscription required for download!

**Adobe Stock** Need an Adobe Account. Subscription required.

**Deposit Photos** Royalty-free stock photos, vector images, and videos.  
Monthly subscription required.

**iStock** Subscription required.

**Flickr** Community-based program.  
Crediting/purchasing/permissions required depending on the artist.

**Pexels** Royalty-free.

**Canva** Free and premium options.

# Best Practices

## Content Strategy

It's the distant future, year 2020. The internet is littered with ads and big, pushy corporations.

### **YOU:**

a freakin' awesome organization aiming to make the world a better place.

### **YOUR CUSTOMER:**

flooded in a sea of sub-par *stuff*.

The people need your product, but they can't find it. Those gorgeous photos you take, blog or caption that you write, and ad you boost need a strategy to get through the slush pile.

Who is your audience? What do they want? What channels do your users visit and use to communicate? Are they more likely to visit Instagram or read a blog post? All of these questions will help you communicate to the right people in the right way.

*what is your  
content?*

Unfortunately, you can't do it all. Be honest with yourself and narrow down your content and your channels. Figure out what your audience engages with (analytics my friend!) and stick to posting what they like. Your users will begin to expect certain things from you like deals and specials or crucial information. They'll know where to go if you keep it consistent.

Have a blog that hasn't been updated since 2017? Recycle bin. Instagram posts of the same old thing? Mix it up (people love dogs!) and focus on liking and commenting on your clients' sweet photos. Newsletters that start with: "You haven't heard from us in a while but..."? Don't press send. Keep your assets up to date and cut out what you don't use — ain't nobody got time for that.

*don't be scared to  
ditch what doesn't  
serve you*