



# Marketing Essentials

## The RITE Email Marketing Checklist





**RITE =**

**R**elevant

**I**nteresting

**T**imely

**E**ngaging





## Remember to keep it RITE

- **Personalisation** - cluttered inboxes so stand out!
- **Segmentation** - get as 'specific' and 'particular' as you can
- **Relevance** - to the reader, not you (sadly)
- **Timing** - weekdays/ends, early mornings. Did it hit them at the right time?
- **Experimentation** - with subject lines, copy, images, buttons, colours (A/B split)
- **Design** - very important, image rich, not text heavy
- **Recency** - CTR (click through rate) decreases over time
- Strong **Calls to Action**
- **More links**, not less = more clicks!





# Recap

- Build your lists with care – quality not quantity
- Develop your Buyer Personas – your campaigns will be more **relevant** and will convert better
- Use enticing subject lines to get their **interest**
- Hit them with **timely** emails to move them along their customer journey
- Strong copy, (design) & CTA to increase **engagement**





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