

# 9 Questions to Ask About Your Email Campaign

A few months ago, we asked you to think about how [email marketing can help your business](#).

Some of you may have breezed through [that worksheet](#); you have a good grasp on what you're doing and what you want to accomplish. You're at the point in your campaign where you have one burning question: what next? Print out this new worksheet and follow along as we help you set new goals.

## Reflect on Business Goals

First, look at what you have learned from email marketing so far.

### 1. How has email marketing helped your business as a whole so far?

*What has worked the most? The least?*

### 2. What have you learned about your target audience?

*Are they in a [certain age range, gender, location](#)? What other demographics are important?*

### 3. What obstacles have you had?

*How have you handled these obstacles? What's still causing problems? Possible solutions to this problem?*

# Think of What Can Be Improved

Drawing from what you learned, think of what needs to be done next.

## 4. What stats would you like to see change?

Here are some of the big ones:

- An increase in subscriber growth rate
- More people clicking on links
- More opens
- Less unsubscribing

Take a [look at your stats](#) to see where you stand!

## 5. Where do you have room to be more flexible?

Your email campaign shouldn't stay the same forever, but some areas may be easier to change than others. You might find it easy to add a few more follow up messages, but not as easy to start sending broadcasts more frequently. Figure out what areas have room to expand or change.

## 6. Are you delivering the most effective messages possible?

Have you [asked for feedback](#)?

## 7. Where can you provide more content?

You can use subscriber feedback or just look over what you're offering to find areas that could use more information. The more [valuable content](#) you provide, the more subscribers will be reading your emails.

## Use Analytics to Optimize

The best way to figure out what's working and what's not is to look at what your stats tell you.

### 8. What split tests can you set up?

You have the ability to set up split tests for your [web forms](#) and [broadcast messages](#). You can try split testing different offers, or find what design gets the most responses.

### 9. What groups can you segment?

You can [segment subscribers](#) based on their behavior or from feedback they have provided. If you segment subscribers that like a particular product, they'll get a message more personal and relevant to them. Adjusting your campaign to help meet your goals can increase the value of your email marketing campaign.

## Add This In Your Calendar

Put a note on your calendar to remind yourself to come back to these questions in 6 months, 1 year and 3 years so you can see the progress you've made and determine what your next goals will be!

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