

EMAIL MARKETING ESSENTIALS: A CHECKLIST

You don't need a rocket science degree to make email marketing work for you. Follow these baseline strategies to help build excitement and connect with your fans.



Choose the right event promotion platform

Not all platforms are created equal. So you'll want to look for one with features specifically designed for event promotion. Check out [what questions you should be asking](#).



Build a targeted email list

Collect email addresses in a variety of ways – ticket purchases, presale registrations, contest entries, newsletter subscriptions, or website visits. Then, personalize and segment emails to make sure they connect with each person to increase engagement and ticket sales.



Create click-worthy content and designs

The look and feel of your emails are important. Write subject lines and copy that sparks interest. Use eye-catching images, colors, and layouts to make your emails grab attention and influence action.



Comply with regulations

If you're sending emails to fans in North America, make sure you're following the rules. That means getting permission from people before sending marketing emails, giving them an easy way to unsubscribe, and including your correct contact info in your emails.



Use automation for custom experiences

Use automation to make personalized email experiences for fans based on what they do. Automation can be used for welcome emails, reminders about tickets left in their cart, event reminders, and post-event messages. This helps improve the fan experience by sending them the right messages at the right time.



Optimize emails for deliverability

Make sure your emails land in fan inboxes by following deliverability best practices. Keep your email list clean, format and code your emails well, avoid words that might trigger spam filters, and keep an eye on your email delivery stats to catch any problems early.



Track and analyze performance

Keep an eye on how well your email campaigns are doing. Make note of important metrics like how many people open your emails, click on links, buy tickets, or decide to unsubscribe. Study this data to understand what's working well and where you can make improvements, so you can plan your future campaigns with greater success.