

EMAIL MARKETING GUIDE

The Complete Digital Marketing Guide



Step 1: Set Up Email Marketing

- Create a **professional email** (e.g., yourname@yourdomain.com).
- Sign up for **Mailchimp** and integrate with your website.
- Enable **email signup at checkout**.

Step 2: Capture Leads

- Add a **signup bar** with an offer (e.g., 15% off first purchase).
- Redirect new signups to a **Thank You Page** with a **discount code**.

Step 3: Send Email Campaigns

- Write a **short, engaging email** featuring your latest blog post or product update.
- Include a **call-to-action button** linking to your website.
- Track performance: Aim for **15-25% open rates** and **2-5% click rates**.