Email Marketing Strategy

# Collect Information

I will collect emails through a contact form on my portfolio website, letting the user know that their email is being signed up for the mailing list but that they will have the option to opt out at any time. The contact form will also collect their name and location in the event that I want to target emails to a specific area.

# Format of Email

The format of my emails will mostly be promoting services that I offer and promoting recent blogs that I’ve posted.

# Links

I will include links to my portfolio website, recently published blog posts, and any other relevant content pertaining to my services.

# Calls to Action

I will include calls to action like “Read more about how to install WordPress”, “View my completed CSS projects”, and “Email me with any questions”.

# Mobile-friendly Design

My portfolio website is responsive, adjusting to breakpoints for mobile and tablet views without losing content or overlapping elements.

# Manage Bounced and Blocked Emails

I will keep my email list up to date and utilize bounced reports to lower the number of bounced and blocked emails that I am sending emails to.