## Email Marketing Plan Template

List your company’s strengths, weaknesses, opportunities, unique value proposition (UVP), and buyer personas to guide you in how to position your products and/or services within marketing material. Then, determine what content you will create for your email campaigns and how you will track its success.

### Identifying Information

Identify your company, its location, and the dates this marketing plan should cover.

#### Company Name

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#### Company Location

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#### Effective Dates

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### SWOT Analysis

List your company’s strengths, weaknesses, and areas to improve (opportunities). The goal is to uncover ways to turn your weaknesses into strengths and be able to articulate your strengths to potential customers.

#### Company Strengths

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#### Product Strengths

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#### Competitor Strengths

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#### Areas to Improve (Opportunities)

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### Unique Value Proposition (UVP)

Describe how your products and/or services stand out from the competition to meet customer wants and needs. This should be displayed across all marketing channels.

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### Buyer Personas

For business-to-consumer brands, lists customers’ demographics, behavior patterns, and motivations. For business-to-business brands, further list client expertise, professional roles, pain points, company size, budget, and decision-making power. Each helps you know how to speak to your customers within your marketing materials.

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### S.M.A.R.T. Goals

S.M.A.R.T. goals should be specific, measurable, achievable, relevant, and time-bound.

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## Email Marketing Content

Compile a list of email content types that will help to nurture current leads into becoming buyers.

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## Email Marketing Tracking

Make a list of the customer actions you’d like to track in order to determine if you’re meeting your marketing goals via your email marketing campaigns.

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## Technology Choices

Determine individual technologies you’ll use to execute and measure the success of your marketing plans.

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| **Technologies** |
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