**Email Marketing - Content strategy template**

1. **Write user questions at the top of your email template document**  
     
   **Example user questions:**  
   - Why should I care about your product or service?  
   - Which problems do they help me to solve?   
   - Why should I trust you?   
   - How can I register or buy your product?
2. **Write business goals**

**Example business goals:**  
- Build brand awareness  
- Increase customer engagement   
- Define your content objectives and the KPIs that will tell you   
 whether you’re on the right track   
- Increase customer loyalty

1. **Define email sections and content structure**

* **Grab Attention - Email title**  
  Grab their attention here / use humour / surprise / urgency
* **Evoke Interest - Opening Sentence**The first line of your email body, address them personally
* **Create Desire - Main body**This is where you communicate the high value information   
  in as few paragraphs as possible. You can also link to content here.
* **Trigger Action**

This is where you offer your product / action you want user’s to take.  
Don't forget calls to action, this is where you make money.

* **Add Social proof / authority**Add partners logos, awards and certificates, links to social media platforms, website or page with testimonials.

1. **Checklist**

* Did we answer users’ questions?
* Do we have a strategy in place to complete business goals?
* Is the content lined-up correctly, based on priorities?
* Do we have primary call-to-actions (Register, Buy, Call now...)?
* Did we solve and address user problems?
* Is the content easy to understand and read?  
  Review content with "AIDA model" and "Grunt test"