

Email marketing for beginners – Objectives, Content, Stats

Audience segment	Campaign	Email Campaign Objectives	Content Considerations	Key Reporting Stats to Review
<i>Example.... Donors</i>	<i>Fundraising event invite</i>	<i>Event bookings</i>	<i>Clear event details Clear call to action (repeat in email)</i>	<i>Opens Click throughs People who opened but didn't click</i>