Template: Email Marketing Engagement Checklist

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Based on Article: "Leveraging Email Marketing to Increase Blog Engagement"
Website: https://scaleblogger.com

A practical checklist to leverage email marketing for increasing blog engagement.

Checklist Items:

☐ **1. Select an Email Service Provider (ESP)**
Choose a platform that supports automation, segmentation, and deliverability controls such as scheduled sends.
Reference Section: What You'll Need (Prerequisites)

☐ **2. Build Your Subscriber List**
Gather a seeded list of engaged contacts or create segments that will give you meaningful open/click data.
Reference Section: What You'll Need (Prerequisites)

☐ **3. Create a Lead Magnet**
Develop a gated asset (like a checklist or PDF) that provides value in exchange for email sign-ups.
Reference Section: What You'll Need (Prerequisites)

☐ **4. Set Up Blog CMS & Analytics**
Ensure your CMS provides stable, shareable URLs and implement GA4 or similar for tracking.
Reference Section: What You'll Need (Prerequisites)

☐ **5. Develop Email Templates**
Create reusable email templates and test them for compatibility across email clients.
Reference Section: What You'll Need (Prerequisites)

☐ **6. Define Measurement Standards**
Establish UTM conventions for tracking links, including `utm_source`, `utm_medium`, `utm_campaign`.
Reference Section: What You'll Need (Prerequisites)

☐ **7. Audit Existing Subscribers and Content**
Review your subscriber list hygiene and performance metrics to map content effectively.
Reference Section: Step-by-Step Implementation Plan

☐ **8. Define Segments and Distribution Cadence**
Identify meaningful segments for your audience and decide on a frequency for sending emails.
Reference Section: Step-by-Step Implementation Plan

9. Create Automation Workflows

Build workflows that pull content metadata into templates and automate the sending process.

Reference Section: Step-by-Step Implementation Plan

10. Map Content to Email Types

Assign content rules to different email formats like digests and editorials, ensuring each type is targeted.

Reference Section: Step-by-Step Implementation Plan