

HOW TO USE THE EMAIL CALENDAR

Email calendars can help you keep track of all your out-going marketing messages while also letting you know how your emails are doing. If email marketing is new to you, this guide will help you navigate the Email Calendar, as well as explain some common words, phrases, and concepts.

Why are calendars important?

First and foremost, it lets you see everything you will be sending and to whom you will be sending. That means you can easily see if you're sending a group too many emails, or not enough. Beware of **email fatigue**--if you send too many emails to someone, they'll stop opening them!

Email calendars can also provide you with important reporting tools. We have configured this template to include important reporting formulas – all you have to do is enter in the real numbers! Columns G and I will automatically calculate your **Open Rate** and **Click Through Rate**.

Speaking of ease, this calendar allows you to go back and quickly search which categories you're sending messages to thanks to the filter above column C.

Lastly, as you plan for your emails in 2020, you can use your 2019 calendar as a planner!

How do I use the calendar?

It's simple! All you have to do is enter information into each cell. Where appropriate, the calendar will automatically calculate percentages. Additionally, the very bottom of the calendar includes a "Totals" row. This will automatically calculate totals for each of the columns above. This is important for accurately calculating your overall open and click through rates.

Why is reporting important?

A critical part of marketing is evaluation – you put in all of this effort to build up an email database, as well as write and send emails. See how they are performing! By tracking your performance, you can learn what works well or what isn't as successful. Then, you can tweak your efforts to match what is most successful and continue to see more success in the future.

How will this help me as a housing counselor?

A goal without a plan is just a wish – by planning out your email marketing efforts, you can achieve your goals as a housing counselor! Evaluating your hard work in marketing will also let you see what's working. As you branch out into new parts of your service area, you can replicate what has been successful for more streamlined success.

EMAIL MARKETING GLOSSARY

Category: In this column, enter in the category you would label your email as. Examples are listed in the email calendar template, such as “Development,” or “Communications.”

Clicks: This refers to the number of total link clicks in your email. Most email clients, such as Constant Contact or MailChimp, will tell you how many clicks you received per link.

Click through rate (CTR): The percentage of people who both opened your email and clicked on one or more links within your email. This is your most engaged group – pay attention to them!

Opens: The number of unique users who opened your email. These people liked your subject line and decided to open your email! They are engaged, and care about what you have to say.

Open Rate: The percentage of people who opened your email. This is calculated by dividing Opens by Total Delivered. If you send an email to 100 people and 24 open it, your open rate is 24%.

Total Delivered: The amount of emails that reached a working inbox. Sometimes, people write down the wrong email, or it is inactive because they no longer work at an organization. No matter the reason, the amount of emails you send (see below) is often slightly higher than the ones that were actually delivered. You can improve your open rate percentage by cleaning up your list and removing bounced emails (see below).

Total Sent: This is everyone you sent an email to. This number will likely differ from the amount delivered, as some emails will bounce.

Bounced: A bounced email is one that was sent an email to, but never received it. In other words, this is an email that cannot receive messages. If you have ever sent an email, then immediately received a reply that says “Cannot deliver” – that is a bounced email.

