

MARKETING EMAILS: DEFINED

LAUNCHING A CAMPAIGN?

- Establish trust (and comfort!) by starting with simpler, less personal questions.
- Silence is ok--be patient as they begin to open up about their experiences.
- Get more detail by asking follow-up questions, such as *"What did that feel like?"* or *"What makes that memory so strong for you?"*
- It's okay to ask a question more than once.
- Think outside the box! Ask questions that allow you to see the whole picture and craft an accurate story.
- End with *"Is there anything else you'd like to share, or something else I should have asked?"*

How They Found You

- How did you learn about us?
- What was your very first experience with us like? What did you think when you first came in?

Their Program Experience

- What did you get out of our programs?
- What's one thing you'll remember from this experience? How will you carry it with you in the future?
- What would you say to someone who is thinking about using our programs?

What Home and Community Means to Them

- What is your earliest memory of home?
- Where did you grow up? What was that experience like for you?
- What were your dreams as a kid?
- Where do you feel most at home now? What makes a place feel like home to you?
- What kind of community would make you feel at home?

Their Support System

- Tell me about your support system--who is out there rooting for you?
- Do you have any children? What's your favorite thing to do with them?

Work/Life Balance

- What do you do for a living?
- Has it been difficult trying to balance work and life? What has helped you manage it?

What The Future Holds

- What would you do if there was no such thing as failure?
- What's the one thing you hope to have (or something you already have) for the rest of your life?

General

- Who has been the biggest influence on your life? What did they teach you?
- If you could go back in time, what would you tell your younger self?
- What are you most proud of from your life?

Questions inspired by StoryCorps.

MARKETING EMAIL STRATEGY

GETTING STARTED

Email is one of the best tools we have to reach our target audience--it's inexpensive, personal, and delivered right to them, wherever they are in the world!

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STRENGTHS

What does your agency already have that will help you achieve your marketing goals?

WEAKNESSES

What does your agency need to help you achieve your marketing goals?

OPPORTUNITIES

Are there grants, new employees, or anything else coming to your agency soon?

THREATS

Is anything happening *outside of your control* that could hurt your marketing success?