

**01/06/2022 – 10/06/2022**

**Determine Campaign Target**

Decide whether you want emails for selling products, drive engagement, or simply share newsletters with your subscribers.

**18/06/2022 – 25/06/2022**

**Build an Email List**

Analyze your subscribers, social media followers, and other contacts to come up with potential email addresses for the campaign.

**01/07/2022 – 10/07/2022**

**Create Email Campaigns**

Write straightforward emails with clear CTA buttons, website links, and attractive subject lines. Include graphics as visuals and use light text.

**01/08/2022 – 30/09/2022**

**Tracking & Analyzing Metrics**

Track the click-through, bounce rates, open rates, spam, and unsubscribe metrics. Be sure to analyze changes flag any declines.

**11/06/2022 – 15/06/2022**

**Choose a Marketing Platform**

Check customer relationship management and email marketing software available in the market and select the one that fits needs.

**28/06/2022 – 30/06/2022**

**Segment Email List**

Divide the customer email according to age, geography, past purchases, and more. It helps to tailor personalized email for the users.

**15/07/2022 – 31/07/2022**

**Email Marketing Automation**

Feed the email templates to the automation system and set it to send and respond to them according to customer behaviours, activities, and set events like signup.

**01/10/2022 – 30/12/2022**

**Understand Upgrade Trends**

Use the tracking data to find more about your customer preferences and then upgrade the future email campaigns according to it.

**MARKETING TIMELINE**

Outline and present important marketing strategies in a clear, easy-to-understand format

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