

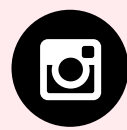


BLOG PROMOTION VIA EMAILS CHECKLIST

SMARTYBLOGGER.COM

Ready to promote and execute your strategy for traffic? Check it out if you haven't forgotten any single tactic with this short but important checklist below :

- Are you sending emails from your own custom domain to give them authentic look.
- Have you written a perfect headline with power words & same valuable subject line to meet the standard of your email?
- Is the length of your subject line short for perfect view on mobile?
- Are you sending your power packed email at a perfect time to increase its open rate like at 10.00 A.M?
- If you are adding visuals to your email then use the colors matched to your brand or blog.
- Are your images balanced with the text and compelling too?
- Highlight benefits which your readers are going to get.
- Send an email on publishing your new blog post as a link with a summary of it to create eagerness.
- Indirectly discuss with your readers about what they would like to get in your next email.



Provide your readers an option to unsubscribe. But try they wouldn't choose it, my dear.

Study the metrics of your campaign. Monitor all fields like email visits, open rate, clicks, site reach through links you added. Get a data of all and improve your leaky emails quickly.

Avoid using spamming words. Be aware of them.

Try to add a link to your best content posts in every email.

Send an email on publishing your new blog post as a link with a summary of it to create eagerness.

For extra professional touch, you can experiment with short videos.

Incorporate Periodical surveys, quizzes, assessment, to do worksheets to be interactive with your readers.

Use your most compelling CTA's in your email. Try to be different each time if you have less material to give away as free.

Always make your CTA clickable. The buttons to download your freebies should be much large to a mobile-friendly experience.



Congrats!

I hope you found these groups helpful, engaging & lead generating.

A few tips before you jump into your routine work :

Blogging takes hard work & time. A site won't monetize itself until you put in the efforts.

Designing and running a successful blog business is possible but don't compare your start with others expertise. Start simple, even with less content but add quality to your products.

Even in the no income stage, don't compromise for hosting service as Google helps fast loading, HTTPS secured and no spammy sites.

#The only service provider who has these qualities is **SITEGROUND**. It offers you free HTTPS facility.

Check out my **RESOURCES** I use personally, a lot of them are free & very helpful for beginner bloggers.

I'd love to help you with any queries, please be in touch. Just drop me a **message here**.

★ ★ ★
HAPPY BLOGGING ★ ★ ★

