90-DAY EMAIL MARKETING CHECKLIST

MONTH 1: AUDIT, CLEANUP & BASELINE REPORTING

- ☐ Audit and clean contact database
- ☐ De-duplicate records and standardize key fields
- ☐ Segment audience into meaningful groups
- ☐ Review recent email activity to identify performance trends
- ☐ Track open, click-through, and unsubscribe rates

MONTH 2: SEGMENTATION & CAMPAIGN STRATEGY

- ☐ Develop targeted campaigns based on audience segments
- ☐ Draft and test campaign sequences
- ☐ Create reusable templates aligned with brand goals
- ☐ Implement A/B testing across key variables
- ☐ Measure campaign performance and engagement by segment

MONTH 3: LIFECYCLE AUTOMATION & OPTIMIZATION

- ☐ Map lifecycle journeys and key transitions
- ☐ Build and launch automated email workflows
- ☐ Refine segments based on engagement patterns
- ☐ Deliver insights and identify scalable campaign opportunities

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