



EMAIL MARKETING WORKOUT PLAN.

**30 DAY GET-OFF-THE-COUCH GUIDE**

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# EMAIL MARKETING WORKOUT PLAN.

## 30 DAY GET-OFF-THE-COUCH GUIDE

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**WEEK 1 Planning**

**WEEK 2 Writing**

**WEEK 3 Shipping**

**WEEK 4 Analyzing and Optimizing**

*Click on the links above to jump to your weekly workout*

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Everyone wants to elevate their marketing. But then, we come to work, get pulled in 500 directions by everyday activities, and tell ourselves we will start again *next* Monday...

End that cycle! We put together this Get-off-the-Couch Guide, which outlines a month's worth of email marketing activities to reshape your marketing outreach. Don't wait to transform your marketing - you are just 30 days away from a killer email marketing strategy.

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*Note: This is a beginner-level email marketing workout. If you are more advanced, you can reach out to one of our [HubSpot trainers](#) for a more comprehensive, customized program.*



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### WEEK 1 Planning

Like a sports preseason, the first week of your month should be about planning your email strategy and monthly sending plan.

Over the course of the week, your email workout activities should include:

- ☐ Scheduling a conversation with your sales team about monthly goals (1 – 1.5 hours)
  - ☐ Reviewing last month's analytics, if applicable (15 – 30 minutes)
  - ☐ Brainstorming new outreach topics and formats (15 – 45 minutes)
  - ☐ Outlining your monthly email topics and campaign format (1 hour)
  - ☐ Sending your plan to your entire team, and incorporating any of their recommendations (1 hour)
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### WEEKLY CALISTHENICS: Expand Your Knowledge Base

Just like stretching, you have to keep your email marketing muscles limber. Take 5 – 10 minutes each day to read articles from trade publications to make sure you stay on top of your game. Here are some resources to start you off:

- ✓ [8 Dangerous But Common Misconceptions About Email Marketing](#)
- ✓ [The Ultimate List of 2012 Email Marketing Stats](#)
- ✓ [The New Gmail Inbox: How It Works and Why Email Marketers Should Pay Attention](#)
- ✓ [How to Use Email Newsletters to Boost Organic Search Traffic](#)
- ✓ [An Introduction to Email Marketing](#)

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### WEEK Writing

Think about this week as your main workout, when you focus on writing and editing the great campaigns that you selected last week, and will send in week three.

This week's email workout activities include:

- ☐ Writing the content to send out next week (from 30 minutes to repurpose content - 2 to 3 hours for each new article)
- ☐ *Trainer Tip:* Use ideas in the weekly calisthenics section below to help with content ideas
- ☐ Editing your email content (approximately one hour, depending on the type of content you select)

You don't want to burn out as you grow into your new email marketing fitness. Keep your content development manageable, especially at first. Don't try to do three offers in one email when one is probably enough.

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### WEEKLY CALISTHENICS: Expand Your Knowledge Base

Don't forget to keep up your weekly educational stretching! Here are some additional resources for you to think about in the writing phase of your 30 Day Email Marketing Workout Plan:

- ✓ [Marketing Box: Everything You Need To Send The Perfect Email](#)
- ✓ [The Anatomy of a Five-Star Email](#)
- ✓ [How HubSpot Does Inbound: Creating a Content Machine](#)
- ✓ [17 Do's and Don'ts for Designing Inbox-Optimized Email Templates](#)
- ✓ [Answers to Your Top 11 Questions About Email Marketing #EmailSci](#)

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### WEEK Shipping

The third week of your 30-day Get-off-the-Couch Guide is the playoffs, when you lay out your email messages and send your campaigns.

The activities involved in the shipping week include:

- ☐ Writing email copy (1 hour)
  - ☐ Laying out your email (1 – 2 hours)
  - ☐ Deciding on an image, headline and subject line for your email (1– 2 hours)
  - ☐ Selecting the segment (part of your list) that will receive your email (30 minutes)
  - ☐ Copy editing your email, testing links and sending a test email (1 – 1.5 hours)
  - ☐ Sending out your email campaign (30 minutes staring at the Send button, 15 seconds to hit Send)
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### WEEKLY CALISTHENICS: Expand Your Knowledge Base

This month's regular workouts revolve around learning about email layout, headlines and optimal send times. Here are your workout resources:

- ✓ [The Science of Email Marketing](#)
- ✓ [The 5-Step Test to Determine Optimal Email Frequency](#)
- ✓ [The 6-Step Secret Sauce for Awesome Email Subject Lines](#)
- ✓ [17 Do's and Don'ts for Designing Inbox-Optimized Email Templates](#)
- ✓ [The Ultimate List of Email SPAM Trigger Words](#)

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### WEEK 4 Analyzing and Optimizing

A final, extremely important step in this 30 Day Get-off-the-Couch Guide is testing and optimizing your campaigns. Testing and optimization isn't optional; it's a critical pieces of successful email marketing. Because of that, we allocate an entire week to improving your emails.

This week's activities involve:

- ☐ Reviewing the analytics from this month's email send (1 hour)
- ☐ Preparing your monthly email campaign report (1 – 2 hours)
- ☐ Identifying potential optimization and testing efforts for next month (2 – 3 hours)
- ☐ *Trainer Tip:* Use ideas in the weekly calisthenics section below to help think up testing ideas

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### WEEKLY CALISTHENICS: Expand Your Knowledge Base

This month is about pushing yourself to improve your email marketing chops. The reading options in the weekly calisthenics section all also revolve around new ways to take your emails to the next level. Here are the resources:

- ✓ [6 Email Tests That Matter More Than Your Subject Line](#)
- ✓ [How to Tackle Your 5 Toughest Email Marketing Challenges](#)
- ✓ [25 Little Email Marketing Experiments That Deliver BIG Results](#)
- ✓ [Going Beyond Email: How to Use Workflows for Better Lead Nurturing](#)

# WORKOUT DONE!

## YOU ARE 30 DAYS CLOSER TO EMAIL FITNESS

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Congratulations! You made it to the end of your 30-day Email Marketing Workout Plan! You should be proud of your accomplishments.

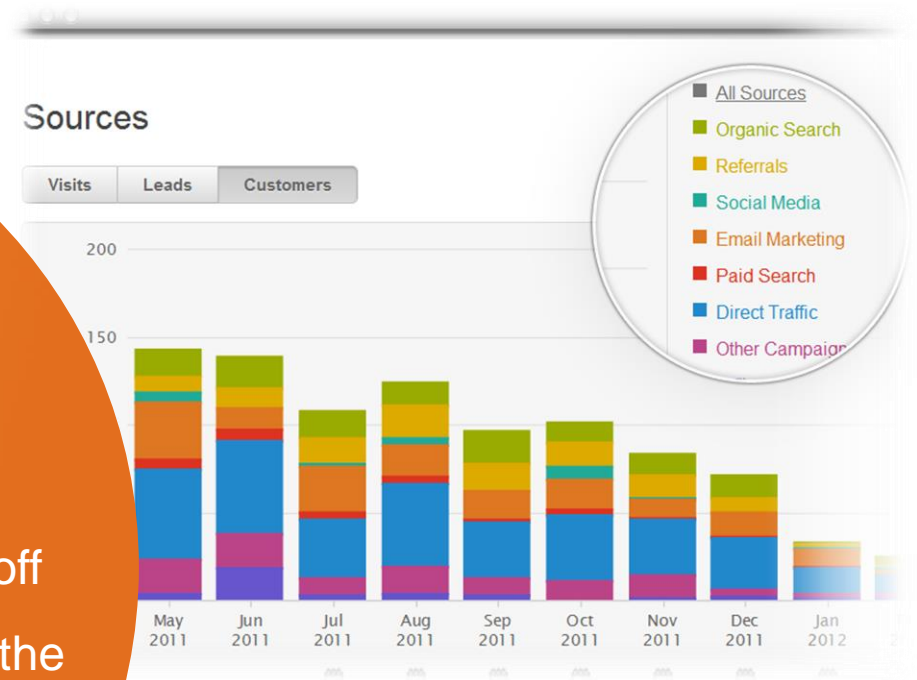
Just like great exercise regiments, great email marketing is all about consistency. Go back to [Week One](#), and start planning next month's campaigns.

Now it's time to build on the base you have just established. Read one extra article, or try one extra idea you learned in your A/B test brainstorm. All these little efforts stack up to create a truly exceptional email program. Happy sending!



# WANT TO START YOUR EMAIL WORKOUT?

Ready to get your email marketing off the couch? Sign up for a free trial of the HubSpot email marketing platform and start creating targeted, personalized emails that get clicks today!



**Start My Free Trial!**