

E-Blasting Checklist

		Who	Due Date	Status
1	Staff to manage e-blasting			
2	Select e-blasting management system			
3	Set up system			
4	Upload patient list			
5	Clean up patient list			
	Create Multiple Lists:			
6	Under 40			
7	Over 40			
8	Male Patients			
9	Surgical Patients			
10	Injectable Patients			
11	Aesthetic Patients			
12	Set up schedule for e-blasting			
13	Set up importing your contact list			
14	Monthly update list from new client report			
15	Add new e-mail inquiries weekly or monthly			
16	Create your graphic campaign in a jpeg			
17	Create marketing plan for subject lines per week			
18	Create your system for weekly topics or type of messaging			
19	Create your campaign			
20	Upload image			
21	Enter subject line			
22	Upload jpeg			
23	Set up your hyperlink to the service page on your website			
24	or your URL in general			
25	Set up your social media hyperlinks			
26	Decide if you want an RSVP button			
27	or a sign up for this option opt In button			
28	Enter preview mode			
29	Add yourself and staff to your email list			
30	Run test for staff and yourself first time			
31	If all is good, then...			
32	Verify Recipient List			
33	Select Send and Send Now!			
	<u>Suggested Schedule:</u>			
34	Week 1 Send your Monthly Promotion			
35	Week 2 Send your Video Blog for Topic 1			
36	Week 3 Send your FB Contest of the Month			
37	Week 4 Send your Monthly Promotion			
38	Run your reports by campaign			
39	Review your open rate, opt-out rate and click rate			
40	You are all set to repeat the steps monthly now!			
	PROVEN SYSTEMS CREATE PROVEN RESULTS!			