

E-NEWS ANALYSIS

Does my e-newsletter appear on the home page of my website?

Yes No

Is there an incentive for people to sign up to my e-newsletter, and if so, how effective is it?

Is my welcoming sequence performing well?

Yes No

Have I cleaned my e-newsletter for deadweight in the last 12 months?

Yes No

Have I posted about my e-newsletter on social media in the past month?

Yes No

My e-news plan for 2020 is:
