

# emailclare.com

## Email Health Check: What's Included:

- 1) A comprehensive fact finding and diagnostics questionnaire to establish the current situation of your business in relation to:
  - a. Your business activity and where email marketing / CRM fits into it
  - b. Your current email database
  - c. Your current email strategy
  - d. Your current email content capabilities
  - e. The systems you have available to you

N.B. The questionnaire will be completed in person or over the phone via a series of interviews with the relevant stakeholders within your team or business. This is to gain an understanding of your situation and to fully gauge the nuances that may impact the recommendations of the final report.

- 2) Interviews, investigation and status workshops with relevant stakeholders.
- 3) A final business report with suggested strategy, recommendations and detailed 'key actions' plan to help your business develop its email marketing and CRM strategy. Typical challenges can include but are not limited to:
  - a. Improving email production processes
  - b. Introduction of lifecycle strategy
  - c. Development of automated programmes
  - d. Segmentation planning
  - e. Data clean up
  - f. Deliverability issues
  - g. Email content management systems and quality of HTML build
  - h. Managing multi-language programmes
  - i. Content, subject lines and send frequency
  - j. Email best practices
  - k. Vendor analysis and suitability

Email Health Checks typically last 5-10 days and are best suited to companies who have already started an email marketing / CRM programme, but would like to make improvements, efficiencies or who would like to scale up their activity.

### **Pricing**

Email Health Checks are priced between £2,999 and £5,999

For more information and a bespoke price estimate contact [clare@emailclare.com](mailto:clare@emailclare.com) or call 07966 422620 to book a free initial consultation.