

# How to Run a Successful Email Marketing Campaign (Step by Step)

- ❑ #1: Build a [segmented email list](#)
- ❑ #2: Set a specific goal for the campaign
- ❑ #3: [Know your audience](#) (demographics, location, etc.)
- ❑ #4: Outline your email series
- ❑ #5: Craft your [email subject line](#)
- ❑ #6: Write your [email copy](#)
- ❑ #7: [Design your email](#) (but keep it simple)
- ❑ #8: Send at the [right time](#)
- ❑ #9: [Test and track your results](#)

Source: <https://optin.to/successful-email-campaigns>



# Convert Abandoning Visitors into **Subscribers & Customers**



**Powerful Conversion Optimization Toolkit  
to Grow Your Email List and Boost Sales!**

# How Does OptinMonster Work?

OptinMonster allows you to unlock the highest conversion revenue from each visitor by helping you detect user's behavior and show them the most targeted offer at the right time.

## 1 Detect User Behavior:

 Time on Site  Exit-Intent®  Scroll Depth  MonsterLinks™

## 2 Create a Personalized Offer:

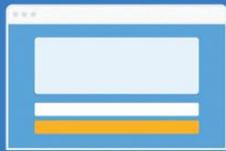
 Geo-location  Page / Site Section  Onsite Retargeting

 Onsite Follow-ups  Referrer Detection  User's Device

## 3 Display Offer with High Converting Forms:



Popups



Fullscreen



Floating Bar



Slide-in

## 4 Test & Improve

 Easy A/B Testing  Powerful Conversion Analytics

Join Thousands of Smart Business Owners using  
OptinMonster to Grow their Business

DIGITALMARKETER

Bankrate®

 tripadvisor®

INTUIT®

shutterstock

McAfee®

 Alexa®

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Don't just take our word. See what our users are saying:

In only 7 months, **we added more than 95,000 users** to our email list using OptinMonster's Exit Intent® technology. We strongly recommend it!

- Michael Stelzner - Founder, Social Media Examiner

Want more leads? We did too! With OptinMonster, we were able to generate more leads, show the right message at the right time, and directly push those leads to our CRM.

**Seeing 5-7% more leads from traffic you're already getting is pretty sweet!**

- Justin Rondeau - Director of Optimization, DigitalMarketer