

Digital capability checklist: Email marketing

Our series of digital capability checklists are designed to help you identify where your business is on its digital journey and which areas would benefit from further attention.

How to use this checklist

- Tick each statement that genuinely reflects your current business capability.
- Be accurate – this tool is for your benefit, not for external assessment.
- As you complete the checklists in the series, the categories with fewer ticks are your highest priority areas for improvement.
- Use your results to guide which digital information resource to explore on the SBDC website first (smallbusiness.wa.gov.au/digital).

I use a secure email marketing platform to send and manage our marketing emails.

My email marketing lists only contain the information of customers that have opted in to receive communications from my business.

Our marketing emails have a clear unsubscribe option.

I remove customers who unsubscribe from my marketing emails within five working days (in line with the Australian Spam Act 2003) or ensure this is automated in my email management software.

I have a re-engagement strategy for customers who have stopped interacting with our emails.

I remove inactive customers from my email lists, if I have been unable to successfully re-engage with them.

We have an active process for growing our email list, such as a sign-up form on our website or at the point of sale.

We segment our email list to send relevant, targeted content to different groups of customers.

Our marketing emails have a clear purpose, a compelling subject line, and clear calls to action.

We send emails at a consistent frequency.

My emails are mobile friendly and display correctly on all devices.

I track key email metrics - such as open rates, click-through rates and unsubscribes - and use these to continuously improve our email communications.

I use marketing automation - such as welcome emails or post purchase follow up emails - to engage customers without manual effort.

I personalise our emails where possible and test different subject lines, send times, or content formats to improve performance over time.

Next steps

- Visit smallbusiness.wa.gov.au/digital for more information on using digital tools in your business.
- As you read through our digital information, complete the self assessment checklists to help you identify areas for improvement.

Turn to us for business support

The Small Business Development Corporation (SBDC) provides free advice and support to small business owners across Western Australia. Call **133 140** or visit smallbusiness.wa.gov.au to find out more.