

Email Marketing Plan

You are responsible for ensuring that your email marketing activities are in full compliance with Canada's anti-spam legislation (CASL). There are 3 main requirements: (1) obtain consent, (2) provide identification information, and (3) provide an unsubscribe mechanism.

Segments

Send each segment a different variation of your e-newsletter based on their needs and interests.

■ Segment 1:

■ Segment 2:

■ Segment 3:

Building subscriber base

How will you attract more prospects to join your mailing list? Where will you promote it?

Registration opportunities	<p>Where will prospects be able to opt in to receive your newsletter?</p> <p>Website pages:</p> <p>Webinar registration pages:</p> <p>Links on social media:</p> <p>Other:</p> <p><i>Your opt-in form must state what you're asking contacts to opt into and that they can unsubscribe at any time.</i></p>
Information you collect	<p>What information do you plan to collect from subscribers?</p> <p>Email address: Full name: Province of residence:</p> <p>Other:</p>
Positioning	<p>How will you describe the benefit of subscribing to your newsletter?</p>

Promotion plan

Plan your email marketing strategy for each segment. How often will you connect with each segment, and what time of the week? Brainstorm a list of topics that would add value to the segment. Start by planning your first 3 editions.

	Segment 1	Segment 2	Segment 3
Frequency			
Day/time			
Edition 1	Date:	Date:	Date:
Personal subjects			
Financial subjects			
Edition 2	Date:	Date:	Date:
Personal subjects			
Financial subjects			
Edition 3	Date:	Date:	Date:
Personal subjects			
Financial subjects			

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