



## Exercise: Module 3 - Build an Email List of Engaged Subscribers

1. Is your current email provider giving you what you want?  
Research others if you need to and make changes so you have what's right for your business.

<u><a href="#">ConstantContact</a></u>	<i>Features:</i>  <i>Free Trial:</i>  <i>Price:</i>
<u><a href="#">Aweber</a></u>	<i>Features:</i>  <i>Free Trial:</i>  <i>Price:</i>





<p><u><a href="#">Sendinblue</a></u></p>	<p><i>Features:</i></p> <p><i>Free Trial:</i></p> <p><i>Price:</i></p>
<p><b>Other:</b></p>	<p><i>Features:</i></p> <p><i>Free Trial:</i></p> <p><i>Price:</i></p>
<p><b>Other:</b></p>	<p><i>Features:</i></p> <p><i>Free Trial:</i></p> <p><i>Price:</i></p>





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2. Review your new subscriber email follow-up sequence.
  - a. Make sure it contains at least five emails in a series. If it doesn't, create the sequence.

*Notes*





b. Look at your existing open and click rates and unsubscribes. What can you do to increase opens and engagement?

	<b>Existing #</b>	<b>How can you improve?</b>
<b>Open Rate</b>		
<b>Click Rate</b>		





<p><b>Unsub- scribes</b></p>		
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c. Implement the changes and note the results.

*Notes*





3. Choose 3 quick tactics and 1 longer tactic which make most sense to your audience and your business. Write down:
- a. Why you chose each tactic
  - b. What your goal is for results

Tactic	Reason	Goal
Quick 1:		
Quick 2:		
Quick 3:		







<b>Long 1:</b>		
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