**Step-by-Step Guide to Run Email Campaigns as a Mortgage Professional**

[ ]  Define your target audience

[ ]  Identify your target audience and their needs

[ ]  Build a quality email list

[ ]  Research and create a strategy to acquire quality leads through opt-in forms and landing pages

[ ]  Clean up your current email list

[ ]  Personalize your emails

[ ]  Research and create personalized subject lines, headlines and calls to action, based on the recipient's interest and behavior

[ ]  Create a content strategy

[ ]  Plan out your content in advance by creating a content calendar that outlines what you will post and when

[ ]  Focus on creating informative and valuable content that will be of interest to your target audience

[ ]  Use a professional design

[ ]  Develop a design for your emails that is consistent with your brand and visually appealing

[ ]  Add images, videos and infographics to enhance your emails and make your content more engaging

 [ ]  Optimize for mobile

[ ]  Test your emails on different mobile devices and make any necessary adjustments to ensure optimal viewing on mobile

3

 [ ]  Test and segment your campaigns

[ ]  Use A/B testing to determine the best subject lines, headlines, and calls to action

[ ]  Research and create segments in your list to target specific groups

 [ ]  Track and analyze your results

[ ]  Track the open rates, click-through rates, and conversions for your campaigns

 [ ]  Use automation

[ ]  Research and utilize email automation tools to schedule your campaigns and also send follow up, re-engagement, and birthday emails