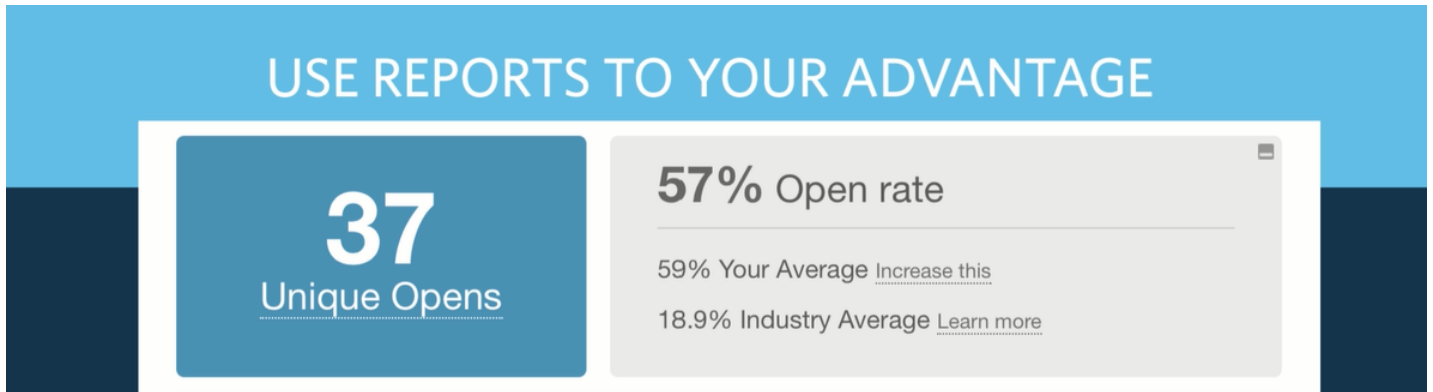


Tip #1 – Determine Whether Contacts Were Interested and Where



Tip #2 – Measure Whether Goals Were Accomplished

MEASURABLE RESPONSES

- ✓ Click-thrus to Website
- ✓ Likes on Facebook
- ✓ Purchases Made

EVALUATE YOUR SUCCESS

- ✓ Compare Results
- ✓ Check Against Industry Averages
- ✓ Identify Progress Against Goals
- ✓ Read Opt-out Comments

Tip#3 – Don't Stop – Follow Your Communications Calendar