



PART II - Setting up a Successful Email Campaign using Amazon SES and Sendy

Email marketing remains one of the most effective ways to engage with your audience, drive conversions, and build lasting relationships. However, the success of an email campaign hinges on numerous factors and meticulous attention to detail. Whether you're a seasoned marketer or just starting, ensuring that all technical, legal, and content-related elements are in place is crucial.

In addition to PART I - Comprehensive Checklist for a Successful Email Campaign, we also put together a checklist for those who are interested in using AWS SES and Sendy. The following lists are meant to give you an easy-follow set of steps and guidelines to help you with the setup and successful execution of your own email campaign. It is crucial to understand that successful email campaigns are built on a foundation of thorough technical preparation, adherence to legal requirements, and engaging, relevant content. Each of these aspects requires careful planning and execution.

AWS SES Setup and Operation

For those utilizing Amazon Simple Email Service (SES) for email marketing, the following table provides a comprehensive checklist to ensure proper setup and operation. These steps will help you configure SES effectively, ensuring high deliverability and secure email communications.

Sendy Setup and Operation

Sendy, a cost-effective email marketing tool integrated with Amazon SES, requires specific configurations to maximize its effectiveness. The following checklist ensures that Sendy is set up and managed properly for optimal performance.

AWS SES Setup and Operation			
Factor	Details	Sub-Steps	Check
Domain Verification	Verify your domain in AWS SES	<ul style="list-style-type: none"> <input type="checkbox"/> Log in to AWS Management Console <input type="checkbox"/> Navigate to SES <input type="checkbox"/> Verify domain under 'Domains' <input type="checkbox"/> Add DNS records 	<input type="checkbox"/>
Identity Management	Verify email addresses and domains	<ul style="list-style-type: none"> <input type="checkbox"/> Verify email identities <input type="checkbox"/> Verify domain identities 	<input type="checkbox"/>
IAM Roles	Configure IAM roles for secure access	<ul style="list-style-type: none"> <input type="checkbox"/> Create IAM user <input type="checkbox"/> Assign SES policies (if desired) <input type="checkbox"/> Generate access keys 	<input type="checkbox"/>
SMTP Settings	Set up SMTP settings for sending emails	<ul style="list-style-type: none"> <input type="checkbox"/> Go to 'SMTP Settings' in SES <input type="checkbox"/> Create SMTP credentials <input type="checkbox"/> Note SMTP server details 	<input type="checkbox"/>
DKIM Configuration	Enable DKIM for email authentication	<ul style="list-style-type: none"> <input type="checkbox"/> Go to 'Domains' in SES <input type="checkbox"/> Enable DKIM for verified domain <input type="checkbox"/> Add DKIM DNS records 	<input type="checkbox"/>
MAIL FROM Domain Setup	Configure a custom MAIL FROM domain	<ul style="list-style-type: none"> <input type="checkbox"/> Choose a suitable subdomain (e.g., bounce.domain.com) <input type="checkbox"/> Set up DNS records <input type="checkbox"/> Verify the MAIL FROM domain 	<input type="checkbox"/>
Sending Quotas	Manage and monitor sending quotas	<ul style="list-style-type: none"> <input type="checkbox"/> Check sending limits <input type="checkbox"/> Request limit increase if necessary <input type="checkbox"/> Monitor sending usage 	<input type="checkbox"/>

AWS SES Setup and Operation (Continued)

Factor	Details	Sub-Steps	Check
Bounce and Complaint Handling	Set up handling for bounces and complaints	<input type="checkbox"/> Create SNS topics <input type="checkbox"/> Configure bounce and complaint notifications <input type="checkbox"/> Subscribe to SNS topics	<input type="checkbox"/>
SES Metrics	Monitor SES metrics and deliverability	<input type="checkbox"/> Enable CloudWatch metrics <input type="checkbox"/> Set up alarms for critical metrics <input type="checkbox"/> Regularly review deliverability reports	<input type="checkbox"/>
Custom IPs	Configure dedicated IP addresses	<input type="checkbox"/> Request dedicated IPs <input type="checkbox"/> Allocate IPs to your account <input type="checkbox"/> Monitor IP reputation	<input type="checkbox"/>
Deliverability Dashboard	Be sure to access and use SES's Deliverability Dashboard	<input type="checkbox"/> Access Deliverability Dashboard and activate <input type="checkbox"/> Review reputation metrics <input type="checkbox"/> Implement recommendations	<input type="checkbox"/>

Sendy Setup and Operation			
Factor	Details	Sub-Steps	Check
Sendy Installation	Install Sendy on your server	<ul style="list-style-type: none"> <input type="checkbox"/> Download Sendy <input type="checkbox"/> Upload to your server <input type="checkbox"/> Configure database settings <input type="checkbox"/> Run the installation script 	<input type="checkbox"/>
SES Integration	Integrate Sendy with Amazon SES	<ul style="list-style-type: none"> <input type="checkbox"/> Enter SES SMTP credentials in Sendy settings <input type="checkbox"/> Verify integration with test email 	<input type="checkbox"/>
Email List Management	Manage email lists in Sendy	<ul style="list-style-type: none"> <input type="checkbox"/> Create new email lists <input type="checkbox"/> Import subscribers <input type="checkbox"/> Segment lists based on criteria 	<input type="checkbox"/>
Campaign Creation	Create and manage email campaigns	<ul style="list-style-type: none"> <input type="checkbox"/> Design email templates <input type="checkbox"/> Draft campaign content <input type="checkbox"/> Schedule sending 	<input type="checkbox"/>
Performance Tracking	Track the performance of email campaigns	<ul style="list-style-type: none"> <input type="checkbox"/> Monitor open rates and click-through rates <input type="checkbox"/> Analyze bounce reports <input type="checkbox"/> Generate performance reports 	<input type="checkbox"/>
A/B Testing	Conduct A/B testing to optimize email content	<ul style="list-style-type: none"> <input type="checkbox"/> Create variants for testing <input type="checkbox"/> Set up A/B test parameters <input type="checkbox"/> Analyze results and optimize campaigns 	<input type="checkbox"/>
System Management	Regularly maintain and update Sendy	<ul style="list-style-type: none"> <input type="checkbox"/> Apply software updates <input type="checkbox"/> Back up database regularly <input type="checkbox"/> Monitor server performance 	<input type="checkbox"/>

Sendy Setup and Operation (Continued)			
Factor	Details	Sub-Steps	Check
Compliance and Security	Ensure compliance with email regulations and secure your system	<ul style="list-style-type: none"> <input type="checkbox"/> Implement GDPR and CAN-SPAM compliance measures <input type="checkbox"/> Set up access controls <input type="checkbox"/> Conduct security audits 	<input type="checkbox"/>
Automation Setup	Set up automated email workflows in Sendy	<ul style="list-style-type: none"> <input type="checkbox"/> Define automation triggers <input type="checkbox"/> Create automated email sequences <input type="checkbox"/> Test and monitor automation performance 	<input type="checkbox"/>

Summary

In conclusion, setting up and managing email marketing campaigns require a thorough understanding of both technical and content aspects. For AWS SES users, it's essential to verify domains, configure SMTP settings, manage sending quotas, and monitor deliverability metrics. Similarly, Sendy users need to ensure proper installation, seamless integration with SES, and efficient management of email lists and campaigns. By following these detailed checklists, you can optimize your email marketing efforts, ensuring high deliverability, compliance, and engagement with your audience. Effective email marketing is a multifaceted process that, when executed correctly, can significantly enhance your business's reach and impact.

In conclusion, a word of caution

It is extremely crucial to understand that cutting corners on these steps is not an option. Each element, from technical setup to legal compliance and compelling content, is crucial for the success of your email campaigns. Neglecting any of these areas can severely impact deliverability and engagement, undermining the effectiveness of your marketing efforts to the point of making them useless. Make sure every step is meticulously executed to achieve the best possible results.

By addressing each of these factors as best as possible, you can significantly enhance the effectiveness of your email campaigns. Our detailed checklist is meant to serve as a guide to help you navigate the complexities of email marketing and achieve optimal results. Happy emailing!

