



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

## AWS SES Setup and Operation (Continued)

Factor	Details	Sub-Steps	Check
<b>Bounce and Complaint Handling</b>	Set up handling for bounces and complaints	<ul style="list-style-type: none"><li>□ Create SNS topics</li><li>□ Configure bounce and complaint notifications</li><li>□ Subscribe to SNS topics</li></ul>	<input type="checkbox"/>
<b>SES Metrics</b>	Monitor SES metrics and deliverability	<ul style="list-style-type: none"><li>□ Enable CloudWatch metrics</li><li>□ Set up alarms for critical metrics</li><li>□ Regularly review deliverability reports</li></ul>	<input type="checkbox"/>
<b>Custom IPs</b>	Configure dedicated IP addresses	<ul style="list-style-type: none"><li>□ Request dedicated IPs</li><li>□ Allocate IPs to your account</li><li>□ Monitor IP reputation</li></ul>	<input type="checkbox"/>
<b>Deliverability Dashboard</b>	Be sure to access and use SES's Deliverability Dashboard	<ul style="list-style-type: none"><li>□ Access Deliverability Dashboard and activate</li><li>□ Review reputation metrics</li><li>□ Implement recommendations</li></ul>	<input type="checkbox"/>

## Sendy Setup and Operation

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