

Shannon Crabill

GUIDE YOUR TEAM WITH AN EMAIL PLAYBOOK

#LitmusLive | shannoncrabill.com/litmuslive

TAKEAWAYS

An email style guide is useful for developers, but may not be as relevant for marketers

An email playbook has the potential to add value for development and marketing

**Getting buy in from development,
marketing, leadership, etc will set you
up for success**

**A user story framework can help
articulate business value**

Audit your emails and existing content to see trends, gaps and education opportunities

Validate your concept and iterate as you go

Socialize your playbook with your department, company or team

Have a plan for keeping your email playbook up-to-date

THANK YOU!

ASK AN EXPERT—TABLE #18

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