

# HubSpot Email Marketing

## Tie-Down Questions

1. How personalized are the emails you are sending today?
2. What does your process for selecting recipients & sending them an email look like today?
3. How do you optimize your emails before you send them?
4. How many of your emails are opened on Mobile?
5. How do you decide when to send your emails?
6. How do you measure engagement with your emails?

## Qualifying Questions

1. What is your email list size? (helps determine contact tier)
2. Where did your email list come from?
3. What is your email send volume? (May require Pro)
4. Do you need Salesforce integration? (Pro)
5. Do you need to run nurturing or automated campaigns? (Pro)
6. Do you need automation to run complex or repetitive tasks? (Pro)
7. Do you need A/B Testing? (Pro)