

## **Think about your follow-up.** <sup>[1]</sup>

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Just like your initial email, follow-up emails need to be scheduled on the eComm calendar ahead of time (ideally two weeks). Even if it's going to be almost the same content as the first email and even if you're not sure exactly which day you want to send it, get it on the calendar to ensure that you have the support you need to get it approved and sent.

So, the next time you're planning an email, ask yourself a question: Will I need a follow-up email?

### **Display Title:**

Think about your follow-up.

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