

EMAIL MARKETING CHECKLIST

CHECK EACH ONE OF THESE OFF AND YOU CAN HIT "SEND" WITH CONFIDENCE

SECTION 1 - KNOW YOUR AUDIENCE

- Determine the overall goal of your email. What is it that you want people to know or do?
- Identify which audience groups will benefit from your message, and more importantly, which ones won't.
- If you're moving from another ESP, ensure all opt-outs have been imported and marked as such.
- Segment your email list accordingly. Segmented emails can generate as much as 760% more revenue (DMA).

SECTION 2 - EMAIL CONTENT & DESIGN

- Design for mobile first. Over 53% of all email is opened on a mobile device. That means bold images and larger (16px +) text sizes.
- Use a simple layout with a single column, plenty of white space, and just enough copy to get your message across.
- Large clickable buttons vastly outperform text links. So if you want to drive more action, drive it with a button (and make sure your CTA ties back to your overall goal).
- Double-check the content of your mailing to make sure it's relevant to your audience. If you don't think they'll care, don't send it.

SECTION 3 - INBOX VIEW

- Your sender name is like the caller ID of email. It's the first thing your readers see, so keep it clear and consistent to build trust and familiarity.
- People can (and will) reply to your "from" address, so make sure it's a valid address and one where you don't mind receiving replies.
- Keep your subject lines short (40-50 characters) since most mobile devices display a limited number of characters.
- Don't forget to customize the preheader text. It's valuable real estate, so never send "Having trouble reading this email?" ever again.

SECTION 4 - PREPARING TO SEND

- Send a test version of your email to a colleague or two to make sure everything looks good. Don't forget to check the mobile view!
- Double-check your grammar and spelling. Then ask someone who didn't write the email to check it.
- Test each link and URL to make sure they're working properly.
- Review scheduled sending details (day of the week, time of day).
- Check any images that are linked, too. And be sure to include alt-text in case subscribers have images blocked.