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.