## EMAIL MARKETING CHECKLIST

A quick, step-by-step checklist to evaluate what might be missing from your email strategy, so you can quickly get more ROI from your marketing efforts.

### LIST GROWTH
- Offer easy email signup opportunities at every customer touchpoint.
- Provide a valuable incentive to sign up (e.g. a discount, contest entry or exclusive content).
- Set clear expectations for what will happen after signup, then deliver on them.
- Ask for only the information you plan to use right away (the fewer fields the better).

### SEGMENTATION
- Segment by how they joined your list (signup form, at an event, brick & mortar location, etc.)
- Segment by demographics, like age or location.
- Segment by behavior, like purchase history or open and click activity.
- Tailor your content so it’s relevant to each segment you’ve created.

### DESIGN
- Incorporate plenty of white space so you don’t overwhelm the eye.
- Make sure your text is large enough to read on a small screen (at least 16 px).
- Use a CTA button instead of a text link for your main call to action.
- Organize content into sections with clear headlines for easy scanning.

### STRATEGY
- Personalize your content based on the segments you’ve created.
- Keep it fresh by linking out to different types (blog posts, landing pages, videos, etc.).
- Pay attention to ALL of your content: Subject lines, preheader text, headlines, and CTAs all impact engagement.
- Make sure your content is either helpful, valuable, or informative. If it’s not, don’t hit send.

### AUTOMATION
- Start with a welcome email or a whole series for new subscribers.
- Automate based on key dates and milestones, like birthday or signup anniversary.
- Set up different workflows based on what links they click – like choose your own adventure for email.
- Automate based on behavior outside the inbox, like shopping cart abandonment and web browsing.

### A/B TESTING
- Start with your subject line...the rest of the email doesn’t matter if they don’t open it.
- Test the from name to see if your brand name vs. a person’s name impacts opens.
- When is the best time to send an email? Test it and find out.
- Test any element of your email (but only test one at a time): CTA copy, image choice, content placement, etc.