

Email Marketing Checklist

Planning

- ☐ Email marketing goals and objectives defined
- ☐ Target audience determined
- ☐ Database / List segmentation completed
- ☐ Single email or ongoing campaign decided
- ☐ Content and CTA planned

Subject Line

- ☐ Entices reader to open email
- ☐ Is in between 61-70 characters long
- ☐ Creates a sense of urgency
- ☐ Showcases the value of the email
- ☐ Includes an Emoji (only if relevant and in line with your brand / market)
- ☐ Include preview text 40-90 characters long

Email Creation

- ☐ Is mobile responsive
- ☐ Content is valuable and addresses a need
- ☐ Personalisation added
- ☐ Image-to-text ratio considered
- ☐ Multiple URL's or UTM's added
- ☐ Spelling and grammar checked
- ☐ Spam words avoided
- ☐ Unsubscribe link added
- ☐ Call-to-action clear and punchy
- ☐ Hyperlinked buttons and images
- ☐ NO images have been embedded

Post Design

- ☐ Database is correct and any necessary filters have been applied
- ☐ Scheduled date and time set up
- ☐ All links tested
- ☐ Test sent
- ☐ Email sent/scheduled

Reporting

- ☐ Reports have been run to assess email / campaign performance:
 - ☐ Open rate
 - ☐ Click-through rate
 - ☐ Devices used
 - ☐ Unsubscribe rate
 - ☐ # of Clicks