

The Email Marketing Preflight Checklist

Logistics

Goal: What action do you want the reader to take or what should they learn from this email?

Send list: Who is this email best suited for?

Suppression list: Are there people who shouldn't receive this email?

Sender: Use a real human's email address instead of a general "info" or "no-reply" address

Timing: When will this email be sent?

Footer: Include your organization's contact details, social icons and an unsubscribe link

Email Content

Subject line: Entice recipients to open the email using action verbs and keep the character count under 50

Greeting: Add personalization like first name or company name

Messaging: The body copy should align with the expectations your subject line

CTA: Use actionable language to outline the next step you want readers to take and include a link or button if needed

Formatting: Utilize white space and increase scannability

Images: All images or gifs should have alt text and links if needed

Salutation: Add the sender's name and signature along with their job title and other relevant info

Proofread: Get someone else to check for errors and broken links

Review

Delivery: Send yourself a preview email

Web content: Make sure there is a web version of your email

Responsiveness: Check that all images and formatting works across email providers and on mobile devices

Are your inbound marketing efforts driving
revenue for your business?