# EMAIL MARKETING CHECKLIST

HECK EACH ONE OF THESE AND HIT "SEND" WITH CONFIDENCE

# KNOW YOUR AUDIENCE

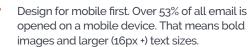
Determine the overall goal of your email. What is it that you want people to know or do?

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).

# EMAIL CONTENT & DESIGN



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.

### 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.

### 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.