

Email Marketing Checklist



Here's an email-marketing checklist you can refer to during your email creation.

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)

Email Creation

- Is mobile responsive
- Content is valuable and addresses a need
- Personalisation added
- Image-to-text ratio considered
- Image alt-text 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
- Font is an email safe font
- SMS-to-email copy set up
- A/B testing set up: (Remember to test one thing at a time)
 - Subject line
 - Design
 - Email body

Post Design

- Email compatibility checked across browsers and devices
- Email spam tests completed
- 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
 - Social shares
 - SMS on bounce
 - Heatmaps
 - Geo location

