EMAIL MARKETING
CHECKLIST

USE THIS CHECKLIST TO HELP ENSURE YOUR EMAILS LAND IN YOUR SUBSCRIBERS' INBOX, AND THAT THEY OPEN AND ENGAGE WITH YOUR CONTENT.

BEFORE YOU START YOUR EMAIL PROGRAM

- ☐ Ensure Privacy and anti-spam laws are adhered to

- ☐ Verify that a privacy policy is available on your website, and that it is linked in the footer of your website

- ☐ Look into using an email service provider to manage your list and deployments

- ☐ Confirm that it's easy to subscribe to your email program from your website, and that subscribers are asked for consent when they sign up

- ☐ Set up a welcome email sequence to nurture new subscribers, and ensure that, once it's completed, new subscribers are automatically added to your regular mailing list

- ☐ Ensure that subscribers' addresses are up to date in your email service provider

- ☐ Set up a clear sender or business name in your email service provider

BEFORE YOU CREATE AND WRITE YOUR EMAIL

- ☐ Determine the goal of the email (e.g. Promote our summer package), and ensure it aligns with your overall marketing & communication strategy

- ☐ Determine and define your target audience

- ☐ Create list segments

- ☐ Determine the content you will hyperlink to, and a call to action that supports the overall goal of the email

- ☐ Identify optimization and learning opportunities for A/B testing

BEFORE YOU HIT SEND, REVIEW YOUR

CONTENT:

- ☐ Copy is free of grammar and spelling mistakes
- ☐ Content is relevant to the audience
- ☐ Links are checked and are working
- ☐ Emails are personalized
- ☐ Subject lines are interesting and engaging
- ☐ Pre-header text is included and entices reader to open

DESIGN:

- ☐ The email layout is mobile-friendly
- ☐ A text version of the email is created
- ☐ A test email was sent and viewed on both desktop and mobile
- ☐ The email design and content are consistent with your brand colours, fonts, and tone of voice
- ☐ Images are high-quality and relevant, and include an alt text description
- ☐ Each email has a primary call to action
- ☐ The unsubscribe button is visible in all the email, and is working correctly
- ☐ All social media icons are linked properly
- ☐ This email has been set up to send at the most optimal time for your subscribers

AFTER THE EMAIL

- ☐ Review open, bounce and click-through rates for this email campaign to assess what did and did not work, and explore why
- ☐ Review soft and hard bounces to your email, and clean your list by removing invalid emails and inactive subscribers
- ☐ Note changes and suggestions for the next email campaign