

# EMAIL MARKETING CHECKLIST

YOUR PRE-FLIGHT CHECK FOR SENDING THE PERFECT EMAIL

## DEFINE YOUR GOALS + AUDIENCE



- Define the goal of the campaign: education, sign ups, referrals, purchases, registrations, etc.
- Determine how the success of your campaign will be measured
- Select the appropriate opt-in subscriber list(s). Don't batch-and-blast! See some tips for segmentation in email
- Ensure all suppression or exclusion files have been properly applied

## OPTIMIZE YOUR INBOX VIEW

- Use a recognizable and consistent "from" name and address
- Verify that your reply-to address is friendly and active. Avoid "donotreply@brand.com" and variations thereof
- Optimize your subject line and preview text to encourage your subscribers to open

## CRAFT YOUR CONTENT

- Replace any default template content and placeholder text
- Ensure only relevant content is included. Put yourself in your subscribers' shoes and apply the "What's in it for me?" test
- Use calls-to-action that are clear and correspond directly with the goal of the campaign
- Include company contact information, including a physical mailing address
- Check for grammar and spelling errors
- Include a working unsubscribe link

## OPTIMIZE YOUR DESIGN

- Ensure your message renders well across mobile, desktop, and webmail environments
- Optimize your plain text version, too! Ensure it's visually attractive and links are working
- Verify that calls-to-action are easy to identify and interact with
- Check your links to ensure they're working and being tracked appropriately
- Test dynamic content and personalization
- Confirm that no images are broken and ALT text is in place
- Add an analytics code to your campaign and ensure that it's activated

## GET YOUR EMAIL DELIVERED

- Ensure you're sending in multi-part MIME
- Verify your subscribers have opted-in
- Follow all applicable spam laws for the countries where your subscribers reside
- Run a Spam Filter Test to ensure email authentication records are in place, and get a reputation check of your IP addresses and domain names

# LITMUS CHECKLIST

Get an instant guided check of the most critical elements that affect email performance.

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