EMAIL MARKETING CHECKLIST

YOUR PRE-FLIGHT CHECK FOR SENDING THE PERFECT EMAIL

DEFINE YOUR GOALS + AUDIENCE

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- [ ] 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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