



Email Marketing CHECKLIST



Things to do before you send the email...

From Line

- ✓ Does the From Name include your brand name?
- ✓ From email address is easily recognizable?

Subject Line

- ✓ Is the subject line short and descriptive?
- ✓ Is it inviting / exciting?
- ✓ Does it convey any benefits?
- ✓ Is it between 50 to 70 characters?

Pre-header (not mandatory)

- ✓ Do you have a single line to describe the email on top?
- ✓ Have you included a link to an online version of your email?

Preview pane area (top 400x300 pixels)

- ✓ Do you have a long email? Then include a table of contents
- ✓ If you have a menu bar have you included in the email?
- ✓ Have you included one main benefit that stands out in this area?

Main Body of Email

- ✓ Is the entire email an image? This is a strict no no.
- ✓ Can you get a quick gist of the email on a 5 second scan?
- ✓ Is the Call-To-Action prominent?
- ✓ Have you used short sentences and paragraphs?
- ✓ Are the important words highlighted / underlined / linked?
- ✓ DON'T copy and paste from word!
- ✓ Include more than one link to your call-to-action
- ✓ Have you spell checked your copy?
- ✓ Have you put ALT-Tags to describe your image?

Footer area

- ✓ Have you given the name and address of your company?
- ✓ If you have social media have you put the links and images here?
- ✓ Is the unsubscribe link included?

Testing

- ✓ Have you sent test emails to all test accounts at your representative domains? E.g. Hotmail, gmail, yahoo, etc?
- ✓ Does the email render well in these account in Yahoo, Firefox and Chrome?
- ✓ Have you clicked on all links to see if they are working?
- ✓ Have you turned off images to see how your email looks? Does it still convey the message decently?



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