

# 33 *Point Email Campaign Checklist*

...before hitting the 'send' button



# 33 Points

## Email Campaign Checklist



Send



...before hitting the 'send' button

You've sent an email, but realized that there was some incorrect information, which could have been eliminated easily. Won't it be disheartening? We do not want our customers to feel hindered. So we have created this 33point email campaign checklist for you to check out before and after hitting the 'send' button. This checklist will help you to put everything in place before you send your email and also to know the performance of your email.

Let's dig in...

## From and Subject Line



1. Does the email address in 'From' line include your company/brand name?
2. Is the email subject line less than 50 characters?
3. Does the subject line explain what's in the email?
4. Does the subject line create a sense of urgency?

## Email Message



5. Is the email personalized?
6. Is the mail jargon and typo free?
7. Is the email message clear and concise?
8. Have you checked the content for spam filtering issues?
9. Has the email been checked for spelling errors?
10. Is the email message easily scannable?

## Call-to-action & Links



11. Does the email have a strong and clear call-to-action?
12. Have you struck a balance between links and email message?
13. Do you have both text and HTML email versions?
14. Are all the links in the email working?

## Images, Design & Landing Page:



15. Do all the images have Alt tags?
16. Are all the images linked?
17. Do images take less than 40% of the entire email space?
18. Does the email message read like it was sent by a human and not a bot?
19. Have you created relevant landing pages? →
20. Is the landing page in sync with the email?

## Other important details:



21. Is your email compatible with mobile phones?
22. Did you check the email for spam score?
23. Have you asked your recipients to whitelist your brand?
24. Have you preview your email in different email clients and browsers?
25. Is there a working unsubscribe option in the email?
26. Are you sending the email on a 'good day to send emails'?
27. Are you sending the email at a time when recipient are likely to open and read it?
28. Use this pre-campaign checklist to make sure your email campaigns make it to the inbox.

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All 'Yes'? Great going! You can kick off your campaign. Once you've start your campaign, you might also need information on performance of your campaign. So here's another simple checklist to check the performance of your campaign.

## Post-campaign



29. Is the open rate above 20 percent?
30. Is the unique open rate more than 11 percent?
31. Is the opt-out rate below 1 percent? →
32. Are people still opening your emails?
33. Is the revenue generated more than the investment?

If your answer is 'YES' to all the above questions, you can raise a toast to success of your email campaign. In contrary, if the answer is 'NO', it would be better if you consider reworking on your campaign.

We don't want you to miss out on the chance to excel in Email Marketing. Here is another chance to take charge of your email campaigns with our informative documents.

- Email Campaign for Rookies
- 14 Crimes Email Marketers Commit with Landing Pages

You can get an over-the-phone consulting just by calling us at **866-978-4720**.

