



Cheat Sheet

EMAIL CAMPAIGN

Pre-Launch Cheat Sheet



Email Campaign Pre-Launch Cheat Sheet

As email marketers, we know the importance of managing all elements in an email template. In fact, any misstep in email campaign design, or content or delivery, can jeopardize the success of your campaign.

Taking stock of all the nitty-gritty stuff in email campaign, this email campaign pre-launch cheat sheet is designed to assist with last minute campaign readiness.

Email Marketing Step-by-step

1

Campaign Message and Goal

- Does your email campaign reflect a clear messaging strategy?
- What are the objectives of your email campaign?
- How are you positioning your message?

2

CAN-SPAM Score

- Check if you have inadvertently used any spam trained words in the email message?
- Have you calculated the spam score of your email?

3

Personalization of Email Campaign

- Have you used personalized content in the message header, salutation, etc?
- Does the content strike a right chord with the recipients?
- Have you used one-size-fits-all campaign for all your subscribers?

4

Subject line

- Does the subject line clearly pronounce the intent of your message?
- Is the subject line content compelling to the recipient?

5

Sender Address

- Have you used the accurate representation of your company in the sender field?

6

Segmentation

- Have you segmented users based on interest, location or business criteria?
- Do you send mass email campaigns to the entire list or only to specific segments?

7

Email preview pane

- Have you paid attention to the copy appearing in preview pane?
- Is the email design optimized to give maximum impact in the preview pane?
- Does the call to action appear in preview pane?

8

Email Rendering

- Have you tested your campaign on various email clients?
- Is the email message rendering appropriately in mobile devices?

9

Include Relevant Information

- Have you included postal address and contact details in the email body?
- Have you provided an unsubscribe link?
- Have you included a link to view this message on the website?

10

Site Search Option

- Have you provided an option to users to search products/services or other details in the email?

11

Test

- Have you carried out A/B split test on subject line, call to action, personalization and other elements in the email?