

Email campaign pre-send checklist for successful email marketing

1. Objective

Are we clear about what we want out of the email?

2. Strategy

Does the message and timing fit into our overall strategy?

3. Platform

Is the platform we're using in lines with our policy?

4. Branding

Does the email contain the right brand indicators, including logos and fonts?

5. Compliance

Are we compliant with the email marketing regulations and following best practices?

6. Authentications

Are all authentications like SPF and DKIM in place?

7. Clean list

Did we verify the validity of all the email addresses on the list?

8. Call to Action (CTA)

Will the recipient understand what action we want them to take?

9. Requirements

Does our email have the requisite elements to avoid spam filters?

10. Subject line

Have we optimized the subject line? Did I carry out A/B testing?

11. Accessibility

Can our email be read with the help of assistive technologies like a screen reader?

12. Convenience

Is the desired action easy to take?

13. Value

What value will this email add to the recipient?

14. Preview text

Is the preview text interesting enough for people to open the email?

15. Design

Have we optimized your email design?

16. Format

Is the layout easy on the eye? Are the paragraphs short?

17. Grammar and language

Is our email copy free from language errors?

18. Links

Are all the links working?

19. Analytics

Are the codes and UTM parameters set up to ensure tracking?

20. Images

Have we added the ALT text to images? Are there any unnecessary images we can drop?

21. Size

Is the email too bulky due to images?

End of checklist