

# E-Mail Marketing Checklist

# 1

## *Email List*

- New subscribers have been uploaded to your list
- Contact List has been segmented

Targeting your different customers requires different strategies. Segment your list into categories (ie. Current clients, new clients, former clients.)

# 3

## *Design*

- Graphics are of quality and complement content

Too much graphic will make your reader dizzy, find the balance between visual and text

- Graphics are in sync with your brand on other platforms

Consistency is key for branding

# 2

## *Good Content*

- The content is specific to either one industry or one service
- The Email has one clear Call-to-Action  
Ask yourself what action you want your customers to take. Create an easy way for the interaction to happen
- Links have been added to all buttons, images, logos and text where applicable.
- Content is consistent with the Call-to-Action.
- Text has been proofread
- Email has been optimized for mobile and tablet.
- Personalization has been used correctly

# 4

## *Last Step*

- The Email has been tested
- Return Email, footer, and templated items have been checked for accuracy
- Preheader and subject are concise and engaging
- The Campaign is scheduled for an ideal day and time

How Did  
You Do?  
/15