



Final Email Campaign Check List

Text and Content

- Text is re-read *-not auto scanned* - for grammar, spelling and style mistakes
- Easy on the adverbs (avoid words ending in 'ly')
- Short sentences and jargon free text make it clear and easy to digest
- Good use of **fonts**, **bold**, *italics* and CAPS.
- Extra white space (empty space) will make readers comfortable in your space
- All the information in the email is accurate
- One point per paragraph for clarity
- Content is a large proportion of interesting and a small proportion of direct selling
- All default template content replaced, like old pre-headers, dates, events & alt-tags

Focus

- All links are clearly identifiable as links
- Unneeded, confusing and contradictory information is removed
- The message is focused, no unnecessary choices are presented
- Your brand is easily recognizable by the *from* name and email address

Analytics and Reporting

- All subscribers' behavior is measured, both in the email and beyond the click through
- Your expectations about the results of your email are written down
- A time is planned to review the email marketing results and lessons learned
- A fixed reporting format is used

Your subscribers list

- The campaign is sent to the recipients who are interested in your messages
- All recipients opted in for this message
- Your email complies with (local) laws
- The correct list is selected; it has the number of subscribers you expected
- The list is up-to-date. New opt-ins are added, unsubscribes and inactives removed
- All fields used for dynamic content & personalization are filled or alternatives presented

Action oriented

- It's clear to the readers what they are supposed to do
- Compelling reasons are presented to act now
- The landing page is even more action oriented than the email
- The Call to Action is powerful, descriptive and clear
- Included an invitation to share the newsletter

Functional Testing

- All links in the email are connected, including linked images
- The links lead to the correct pages
- The entire flow is tested. The all processes (order, register, etc.) work perfectly
- A render test is done and it displays well across different email clients
- All personalization and dynamic content works as expected
- The email is optimized for mobile devices like smartphones and tablets
- Links open in a new tab

Strong subject lines

- Your email has a magnetic "I want to open this now" type subject line
- You re-wrote the subject line in at least 15 ways to come up with the best one
- Used the first 45 - 50 characters of the subject line to their fullest
- The offer and content match the subject line

Necessary elements

- The email has a clear and functional unsubscribe or 'preference center' link
- A plain-text version of the email is made, checked and optimized
- Disclaimers, copyright and privacy policy are accounted for
- A link to view the email online is included
- social sharing is promoted

Value added email

- The email has a great offer and/or killer content
- Insights from earlier campaigns have been used to improve the email
- The offer explains what's in it for them (WIIFT)
- You have provided ways for subscribers to contact you

Images and Design

- Subscribers with images turned off can make sense of the email and act on it
- Alt-text is used for important images
- The images support the text and main message of the email
- The email is consistent with the brand in tone-of-voice, color and design

Schedule

- Better Published than perfect
- Schedule a week ahead of time
- Use best time for that category of readers



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