



MarketersClub

PRE-SENDING EMAIL CHECKLIST

It is important to always check your marketing emails. Use this practical checklist to ensure everything is A-OK before hitting send.

Text and Content

- All default template content is replaced, like old pre-headers and alt-tags
- The text is re-read, not scanned, to correct grammar and style mistakes
- Short sentences and clear, jargon free text is used to make it easily digestible
- A spell check is done on all text and content
- All the information in the email is accurate

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' behaviour is measured, both in the email and beyond the click through
- Write down your expectations about the results of your email
- 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 and personalization are filled or alternatives presented

Action oriented

- It's clear what the readers are supposed to do
- Compelling reasons are presented to act now
- The landing page is even more actionable than the email
- The Call to Action is powerful, descriptive and clear

Functional Testing

- All links in the email are clicked, including linked images.
- They lead to the right pages

- The entire flow is tested.
- All processes (order, register, etc) work perfectly
- A render test is done.
- The email 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

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
- All subject lines will be tested
- The first 45 / 50 characters of the subject line are made to count
- The offer and content match the subject line

Necessary elements

- The email has a clear and functional
- Unsubscribe or preference centre 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 and connecting is promoted if applicable

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 a way 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

Scheduling

- I will use this checklist every time I send an email campaign
- The email is sent at the time the email is most likely to be read
- Schedule the email at least 30 minutes after finalizing it, preferably a full day before
- Split tests are done a full day before sending out the winner to the email list
- We have a thumbs up. Needed approvals for your email are received

- The final check: Make sure that there are benefits in sending the message, both in short and long term. The email should have a clear purpose and goals set. Now everything is done, ask yourself this: “If I were the recipient, would this message be of value to me.”

Well done! If all boxes are checked, it is time to launch your campaign!