

An email marketer's campaign checklist

Before pressing send, use this simple checklist to make sure your email is ready for launch.

- Check and recheck everything for grammar, spelling, formatting errors, and accurate hotel information like phone number and address.
- The copy is written in concise sentences or bullet points with enough white space. Recipients should be able to absorb the message within the first eight seconds of reading.
- The Call-to-Action (CTA) is powerful, descriptive, and clear with a compelling reason to act now. The CTA link leads to a landing page that matches the email and expands on the message.
- Links are clearly identifiable. Every single link has been clicked and leads to the correct pages.
- In case images don't load, subscribers can still make sense of the email, especially with descriptive yet concise Alternative Text.
- The content and offer(s) are all relevant to each other and on-brand.
- The subject line is descriptive, compelling, and less than 40 characters. Ideally it is also personalized and/or localized.
- The database is segmented and the message is tailored to the specific audience. Delivery is scheduled for a time when the email is most likely to be opened by this audience.
- The correct sender address has been selected and is easily identifiable. A render test is delivered to a seed list and the email displays well across different email clients.
- Required approval has been received.

Congratulations! You've checked off all the boxes and your email is ready to send.